

NORTH CAROLINA EDUCATION LOTTERY

PLAY CENTER

Retailer Information Guide



The North Carolina Education Lottery (NCEL) is excited to announce the production and distribution of the NEW Multi-User Play Center!

Play Centers will keep players up-to-date on all new Instant Games while updating the continually growing online games. This innovative marketing tool will help increase player awareness, maintain a high level of excitement, and increase SALES!

Play Center Features and Benefits:

Play Centers serve as a four-in-one tool for NCEL retailers: display area, storage, information center, and increased counter space. They have a minimal footprint of only 24" x 16.75", are quick and easy to assemble and lightweight.

Display

There are two large areas for display: one is for displaying Powerball Winning Numbers, the other is for current Lottery signage. The displays are easily changed by sliding the paper out of the slots on the side of the Play Center.

Storage

The cabinet in the lower section of the Play Center will house boxed ticket packages of playslips and brochures.

Information and Play Area

The bins in the midsection of the Play Center will hold a stack of how-to-play brochures and play slips.

With the NCEL Play Center, Lottery players will be able to take their time in playing and will have a more enjoyable play experience. The counter space by the registers will be kept clear for Lottery and non-Lottery sales.

Placement

To maximize the Play Center, it should be placed in a high-traffic, highly visible location inside your store. Coffee bars, cooler areas and food court locations are all opportune places for a Play Center.

To avoid terminal problems, keep the Play Center inside your store. High humidity and the elements can adversely affect the playslip paper and as a result, terminal transactions.

> **DISPLAY:** Change and update signage for colorful, up-to-the minute, call-to-action Lottery information



> **STORAGE:** easily accessible and out-of-the way storage space for pencils, extra play slips and how-to-play brochures



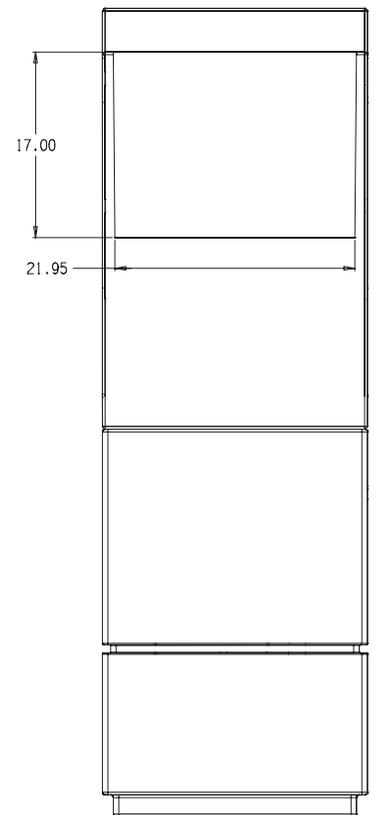
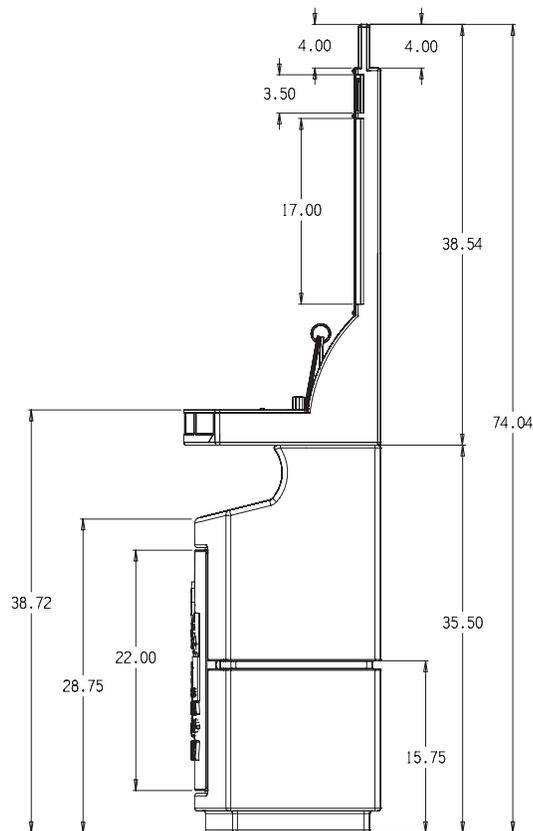
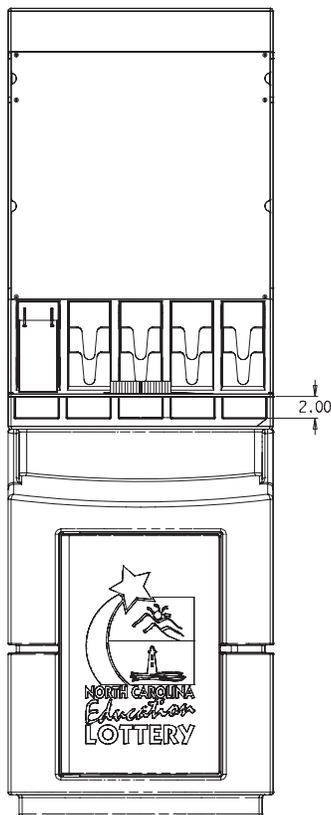
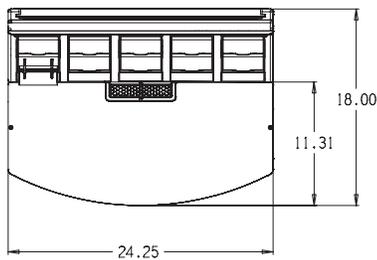
> **INFORMATION AND PLAY AREA:** for storing play slips and how-to-play brochures



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Dimensions



North Carolina Education Lottery
2100 Yonkers Rd.
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www.nc-educationlottery.org