

Lotto Max Free Extra

Installation Date: February 20, 2024



The installation instructions below outlines the purpose of each promotional POS asset to support Player communication of the offer and drive increased sales. Please install promotional POS on **February 20, 2024**. Promotional POS will be shipped directly to the store for store staff to install.

What is it?

Players will automatically receive 1 FREE Extra when they buy a \$20 LOTTO MAX Pack

When is it?

February 20 to April 1, 2024

POS assortment is Retailer-specific.

Please disregard if POS is not applicable to your store.



1 Promotional Purchase Slip

REMOVE



INSTALL



KEEP PSM INSERT



Please remove \$21 Purchase Slip from existing PSM insert and install the promotional \$20 Purchase Slip.



- PSMs vary by store, so the PSM image above might not match what you have.
- Purchase Slip creative will **not** match the image on the PSM underneath. Purchase Slip image underneath will show the regular \$21 Purchase Slip.



Text or call Lottery Retail Support:
1-800-667-1649



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2 End of Lane Decal



Install one (1) end of lane decal per Lotto Express checkout lane (does not include Self-Checkout).

3 Wobbler

Install one (1) wobbler per Lotto Express checkout lane (does not include Self-Checkout), where space is available.

- i.e.) plexiglass or product displays



4 LX PSM Touchless Insert Long (\$ Premium)

- Remove and dispose of existing PSM.
- Install promotional PSM Insert with wing facing in same direction as the previous PSM Insert.
- Please **do not** remove wing unless necessary.

REMOVE
Existing PSM



INSTALL
New Promotional PSM



This PSM insert is only applicable to Your Independent Grocer stores



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