

Retail Stores Group (RSG) Special Feature Tray - Planogram



RSG Planogram Requirements:

- The Special Feature Tray must be used at all times.
- Start your display with **highest** price points closest to the lottery terminal.
- Tickets must be neatly placed and lay flat vertically in the case.
- Use “New” inserts to focus attention on new releases.

Inventory Management Requirements:

- Correctly display the featured ticket on the Special Feature Tray as per the schedule below.
- Base games and new releases must be in stock.

2025 Special Feature Ticket Schedule

| | | |
|---------------|---|-----------------------------------|
| Jan 6 – Feb 2 | > | \$10 In the Money |
| Feb 3 – Mar 2 | > | \$20 Super Gift Pack |
| Mar 3 - 31 | > | \$10 - \$25, \$50 or \$100 Frenzy |



The above tickets are shown only as an example.