

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.

Special Feature Ticket Schedule

| | | |
|--------------------------|---|---------------------------|
| April 4 – May 1 | > | \$20 Crossword Extreme VI |
| May 2 – June 5 | > | \$10 Mystery Multiplier |
| June 6 – July 3 | > | \$10 Open Sesame |
| July 4 – August 1 | > | \$20 Cash Bonus |
| August 2 – September 5 | > | \$20 Bingo Supreme |
| September 6 – October 10 | > | \$10 \$500 Grand |



The above tickets are shown only as an example.