

SIGNAGE & POINT OF SALE

Catalog



OUTDOOR SIGNAGE



1 COROPLAST SIGNS

- 32 in. x 48 in.
- Kit includes zip ties and hanging hardware
- Generic sign shown. Other versions available: "Have You Played Today", Scratch-offs, Cash Five, Lotto Texas, Texas Two Step and Mega Millions.



2 CURB SIGN

- 24 in. x 36 in.
- Metal
- Spring-hinged for wind resistance.
- 2-sided



3 CURB SIGN COVER

- 27 1/4 in. x 35 1/2 in.
- 2-sided with grommets
- Doubles as banner
- Available messages: "Have You Played Today," "Play Here" and "Winner Sold Here."



4 HANGING BRACKET SIGN

- 18 in. x 24 in.
- Aluminum with brackets for hanging
- 2-sided





5 PUMP TOPPER FRAME

- Metal
- Three sizes available:
 - 20 in. x 12 in.
 - 23 1/2 in. x 12 1/2 in.
 - 16 in. x 13 in.
- Adheres with double-sided tape (included)

6 PUMP TOPPER INSERT

- 20 in. x 12 in.
- Styrene
- Various messages



7 WALL SIGN

- 36 in. x 48 in.
- Metal
- Weight - 6 lbs.
- Four pre-drilled holes for hanging
- Masonry anchors included

INDOOR SIGNAGE



1 BROCHURE HOLDER

- 10 in. x 8 in. x 4 in.
- 4-tiered
- Acrylic



2 DIRECTIONAL ARROW

- 10 in. x 20 in.
- 2-sided
- Hole at top for hanging



3 JACKPOT WINDOW SIGN

- 12 in. x 18 in.
- Spiral number pad insert
- Suction cups for mounting and chains for hanging
- Acrylic



4 JACKPOT AWARENESS SIGNAGE

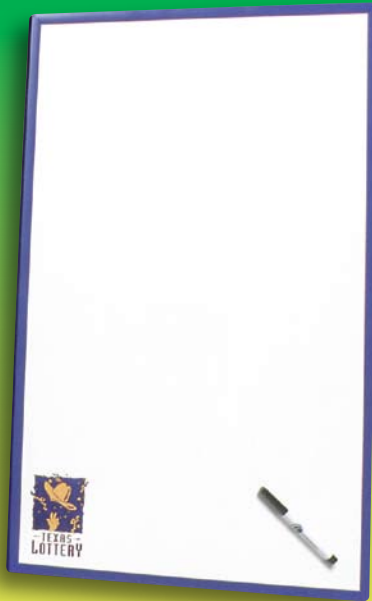
Jackpot Terminal Sign

- 7 1/4 in. x 6 1/2 in.
- Mounts to terminal or register
- Spiral number pad insert

Jackpot Alert Stickers

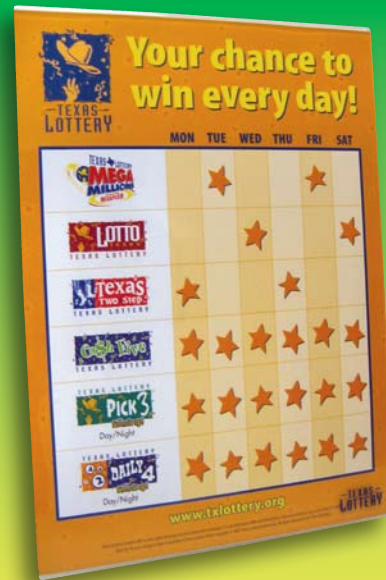
- 3 in. peel-off backing
- Writeable surface





5 MESSAGE BOARD

- 20 in. x 30 in.
- Dry-erase surface
- One dry-erase pen included
- Blue metal frame



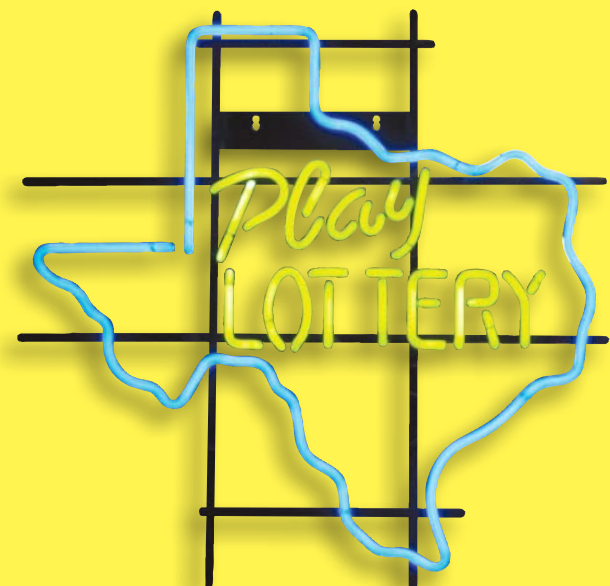
6 MINI BILLBOARD WALL HOLDER

- 8 1/2 in. x 11 in.
- Acrylic
- 4 1/4 in. fold over at bottom and 2 1/4 in. fold over at top with side load
- Includes double-sided tape



7 MINI BILLBOARD T-STAND

- 8 1/2 in. x 13 1/2 in. with a 2 1/2 in. base
- Acrylic
- Freestanding display with top load



8 NEON SIGN

- 23 in. x 23 1/2 in. x 4 3/4 in.
- "Play Lottery" halo painted Yellow-Gold
- State outline halo painted Horizon Blue
- Requires 120V, 60Hz AC electrical outlet



9 STARLITE/STARLET

- Adjustable arm attaches to terminal
- Movable display
- Jackpot and Amber Alert messages

10 "VFD" - VACUUM FLUORESCENT DISPLAY

- Displays validated ticket status and prize amount

11 TERMINAL BACK PLATE

- Plexi frame and cover
- Clip-on mount
- Changeable insert



12 WINNING NUMBER RESULTS HOLDER

- 5 1/2 in. diameter x 9 1/2 in. tall
- Acrylic
- 4-sided with dual slots for playslips and game results
- Available Spring 2009



13 PLAYSTATION

- 70 in. x 24 in. x 15 in.
- Writing surface 45 in. high
- Storage space below



14 TICKET DISPENSERS

- 6 in. x 9 1/4 in. x 7 1/8 in.
- Modular units for secure stacking
- Each ticket dispenser has a lock and 2 keys



15 "WE PAY" SIGN

- 10 in. x 12 in.
- Styrene
- Two holes for hanging
- Two-sided Spanish/English



16 CLERK STICKER

- 3 in. round
- Peel-off backing
- Various messages

IN-STORE PROMOTIONS

We provide retailers with four standard in-store promotions to help keep selling Texas Lottery games fun for you, your customers and employees.

Visit the Retailers page on our Web site www.txlottery.org for additional information or contact your Lottery Sales Rep to design a player promotion for your store.



SECOND-CHANCE DRAWINGS

Players with a non-winning ticket get a second chance with the Texas Lottery when they participate in a retailer's second-chance drawing.



CUSTOMER APPRECIATION DAY

Add extra entertainment to your Grand Opening or Anniversary Sale when you sell tickets and spin the wheel at the promotional trailer.



LONE STAR SPIN

Every player is a winner when they purchase tickets for a chance to spin the wheel.



ASK FOR THE SALE

Train your employees to ALWAYS ask for the sale!





Official Texas Lottery Web Site
www.txlottery.org

Texas Lottery Customer Service 1-800-375-6886

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