



A grand time



in a



**MAGIC IN
THE MITTEN**
GRAND RAPIDS, MICHIGAN



grand place



NASPL '10

Vendor Guide



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During a recent post-conference review, the NASPL staff took time to discuss every aspect of the 2009 annual conference. Some of the information discussed was obtained one of three ways: Via an on-line survey, direct conversations during and after the event, or submitted email suggestions.

The Lottery industry wasn't immune to the economic conditions of last year. Although sales slightly increased, the resources of each jurisdiction were relied on to help close many budget shortfalls. Lottery employees around North America were impacted through mandated travel restrictions. As a result, the decision makers of each respective lottery jurisdiction, in specialized amounts, attended the annual conference.

The association conducted a post-conference review and the exercise offered NASPL the ability to reflect and improve its planning process. As a result, the association is working to create a better environment for its vendor community.

Throughout the year, industry vendors and suppliers participate in many aspects of NASPL. Numerous companies attend the Vendor Dialogue, Subcommittee Meetings, Annual Conference, Trade Show, or Advertise in Lottery Insights. For the first time ever, NASPL has created five different levels of participation for vendors including:

- Top Level
- Middle Level
- Lower Level
- Basic Level
- À la Carte

Vendors and Suppliers will now be able to receive more value and savings in exchange for their participation.

A new way of doing things, another great service of NASPL.



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Top Level Package: \$125,000

One Full Page Ad (12x) in Lottery Insights	\$30,000
(4) Comped LLI Delegates	\$3,000
Invite to NASPL Dialogue	
SubComm Mtg	
Speaking Invite	
\$ Support of 1 Lunch	\$7,000
Logo on Materials	
(8) Comped SubComm Delegates	\$3,000
Express Registration	
Annual Conference	
Speaking Invite	
\$ Support of Trade Show Reception	\$15,000
Logo on Materials and Bag	
Option to place items in Bag	
(1) Front Row Tbl at Awards Dinner	
Up to (16) 10' X 10' Comped Spaces	\$48,000
Up to (25) Comped Delegates	\$25,000
(2) Tech Passes	\$200
(2) Talent Passes	\$200
Express Registration	
(1) Comped Meeting Room	\$1,000
Normal Full Price	\$132,400
Savings	\$7,400



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Middle Level Package: \$100,000

One Full Page Ad (12x) in Lottery Insights	\$30,000
(2) Comped LLI Delegates	\$1,500
Invite to NASPL Dialogue	
SubComm Mtg	
Speaking Invite	
\$ Support of 1 Lunch	\$7,000
\$ Support of 1 Break	\$1,800
Logo on Materials	
(4) Comped SubComm Delegates	\$1,500
Express Registration	
Annual Conference	
Speaking Invite	
\$ Support (1) Break	\$4,500
Logo on Materials and Bag	
Option to place items in Bag	
Up to (12) 10' X 10' Comped Spaces	\$36,000
Up to (17) Comped Delegates	\$17,000
(1) Tech Pass	\$100
(1) Talent Pass	\$100
Express Registration	
(1) Comped Meeting Room	\$1,000
Normal Full Price	\$100,500
Savings	\$500



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Lower Level Package: \$35,000

Full Page (12x) in Lottery Insights	\$30,000
(1) Comped LLI Delegate	\$750
Invite to NASPL Dialogue	
SubComm Mtg	
Speaking Invite	
\$ Support of Welcome Reception	\$4,500
Logo on Materials	
(2) Comped SubComm Delegates	\$1,500
Express Registration	
Annual Conference	
4-Minute Presentation	
Logo on Materials and Bag	
Option to place items in Bag	
Up to (4) 10' X 10' Comped Spaces	\$12,000
Up to (4) Comped Delegates	\$4,000
Express Registration	
(1) Comped Meeting Room	\$1,000
Normal Full Price	\$53,750
Savings	\$18,750



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Basic Booth Package: \$3,500

10' x 10' Space	\$3,000
Exhibitor Trade Show Only Registration	\$500
One Quarter Page Ad (3x) in Lottery Insights	\$2,250
4-Minute Presentation	
Normal Full Price	\$5,750
Savings	\$2,250

À la carte

10' x 10' Space	\$3,000
Full Registration	\$1,000



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North American Association of State & Provincial Lotteries (NASPL)

Annual Conference and Trade Show

Exhibitor Protocol

Mission

The North American Association of State and Provincial Lotteries (NASPL) was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has now grown into an active association representing 52 lottery organizations.

Although the Association's membership and services have grown tremendously over the years, its basic mission remains the same as when it was founded more than 37 years ago -- to assemble and disseminate information and benefits of state and provincial lottery organizations through education and communications and where appropriate publicly advocate the positions of the Association on matters of general policy. Included in NASPL's functions are:

- To provide central information source so that the lottery industry might share with others its expertise, resources and advice.
- To facilitate communication among lottery organizations regarding development of industry standards and matters of mutual interest, particularly those, which relate to the integrity, security and efficiency of state and provincial lottery jurisdictions.
- To educate and train lottery staffs.
- To initiate a vehicle for professional and industry research and development.
- To promote recognition of the importance of maintaining public confidence and support for state and provincial sponsored lottery organizations as a means of generating revenue to meet public needs.
- To establish a public, united voice on common causes and issues.

To aid in this effort, NASPL holds an annual conference and trade show.



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Participating Exhibitor Site Visit Criteria

NASPL along with the host lottery conducts a site visit during either the month of January or February before the conference. Participating exhibitors are determined by:

- Space purchased at the previous annual conference and trade show.
- Invitations are issued based on a company purchasing four (4) or more 10' x 10' spaces during the previous annual conference and trade show.

Space Selection & Purchase

Space will be sold and allocated in the following manner:

- Site visit participants and companies that purchased four (4) or more 10' x 10' spaces during the previous annual conference and trade show will be allocated space first.
 - A drawing to determine order of allocation will be conducted during the site visit. A company purchasing four (4) or more 10' x 10' spaces during the previous annual conference and trade show will be included, presence is not required, in the drawing and will be contacted in the that order.
- Upon the completion of allocating space to companies purchasing four (4) or more 10' x 10' spaces during the previous annual conference and trade show, space will be opened and available to all interested general exhibitors.
 - Space available to all general exhibitors will be sold and allocated on a first come, first served basis.
- Payment is due upon contract submission.
- The Trade Show Contract must be signed and include payment information.
- Space will not be held without payment.



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Floor plan Changes & Modifications

The trades show floor plan changes on a daily basis.

- Current exhibiting companies from time to time wish to purchase additional space beyond what they previously already contracted. NASPL will accommodate these requests.
- New or past exhibiting companies from time to time wish to purchase large space after site visit participants have chosen their space. NASPL will accommodate these requests.
- NASPL will make every effort not to modify a booth space position, however this sometimes is unavoidable. If a booth space position is moved:
 - The affected company will be contacted and notified.
 - Companies that require relocation will be reallocated space and the order will be based on contract date.
- NASPL will send floor plan updates:
 - Upon the completion of allocating space to companies purchasing four (4) or more 10' x 10' spaces during the previous annual conference and trade show.
 - On a monthly basis thereafter.
 - Or if a booth space position is modified/moved and notification is required.

Cancellation of Space

Upon cancellation of space, refunds will be issued in this manner:

- Up to Two (2) weeks after purchase: 100%
- Between two weeks after purchase and 90 days before the conference: 50%
- 90 days before the conference: No Refund



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Conference Educational Tracks

- Speaking slots are guaranteed with purchase of a booth space package (see package information for details).
- Companies that do not purchase a booth space package, but submit a speaking submission, are not guaranteed a speaking slot within the educational track.
- **Speaking Submissions** are required to participate in the educational track.
 - **Speaking submissions** are due by **April 30th** of the conference year.
 - **Speaking Submissions** should include a write-up containing speaker background, topic, and relevance to industry/current events/educational track.
 - **Speaking submissions** are collected and sent to the Conference Planning Committee and NASPL Education & Training Committee.
 - Both committees review, approve/decline **speaking submissions**.

Meeting Room Space

- One meeting room will be allocated to companies that purchased four (4) or more 10' x 10' spaces during the previous annual conference and if those organizations purchased four (4) or more 10' x 10' spaces during the current conference.
 - Companies using rooms are responsible for rental, decoration, and food & beverage expense.
 - A separate drawing to determine order of allocation will be conducted during the site visit. A company purchasing four (4) or more 10' x 10' spaces during the current annual conference and trade show will be included in the drawing, presence not required, and will be contacted in the that order.
- Upon the completion of allocating space to companies purchasing four (4) or more 10' x 10' spaces during the current annual conference and trade show, meeting space will be opened, **if available**, to all interested general exhibitors.
 - Meeting space, **if available**, will be sold and allocated to general exhibitors on a first come, first served basis.
 - Companies using rooms are responsible for rental, decoration, and food & beverage expense.



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New for 2010

Booth Packages

Five levels of participation are now available for 2010. They include:

- Top Level
- Middle Level
- Lower Level
- Basic Level
- À la carte

4-Minute Presentations

With purchase of a booth space package, a participating exhibitor will be offered time to present to an audience on the main stage. Companies will be assigned a block of four (4) minutes to present a topic or offer a commercial of what they provide to the lottery industry – including new products. PowerPoint presentations and videos will be accepted and displayed via a projector and screen.

Speaking Submissions

- Speaking slots are guaranteed with purchase of a booth space package (see package information for details).
- Companies that do not purchase a booth space package, but submit a speaking submission, are not guaranteed a speaking slot within the educational track.
- **Speaking Submissions** are required to participate in the educational track.
 - **Speaking submissions** are due by **April 30th** of the conference year.
 - **Speaking Submissions** should include a write-up containing speaker background, topic, and relevance to industry/current events/ educational track.
 - **Speaking submissions** are collected and sent to the Conference Planning Committee and NASPL Education & Training Committee.
 - Both committees review, approve/decline **speaking submissions**.

Brede EXPOSITION SERVICES
 Allied Convention Services Division
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 Orlando, Florida 32837
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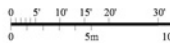
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S/E: M. Parrotto

REVISION	25JAN10	Jim Rumpf
REVISION	02JUN10	Jim Rumpf
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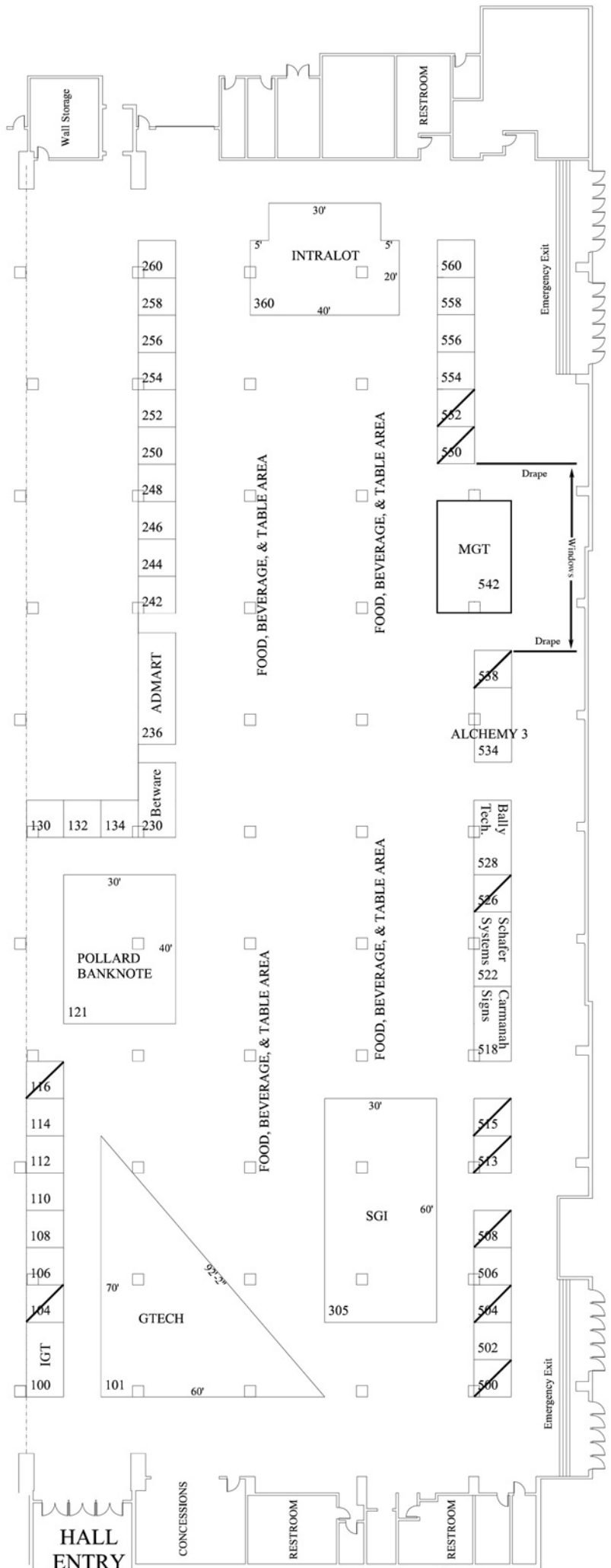
□ 3'x3' utility access



- | | |
|---------------------------|------|
| IGT | #100 |
| GTECH | #101 |
| Crowe Horwath LLP | #104 |
| ELSYM Consulting, Inc. | #116 |
| Pollard Banknote | #121 |
| Betware | #230 |
| ADMART | #236 |
| Scientific Games | #305 |
| Intralot | #360 |
| Selectron Technologies | #500 |
| The Research Intel. Group | #504 |
| M & M Displays, Inc. | #508 |
| Advantage Media | #513 |
| Take-A-Ticket, Inc. | #515 |
| Carmanah Signs | #518 |
| Schafer Systems | #522 |
| OrderPad Software, Inc | #526 |
| Bally Technologies | #528 |
| Alchemy 3 | #534 |
| Ipsos | #538 |
| MGT Lottery | #542 |
| LaFleurs | #550 |
| Gambling Compliance | #552 |



NASPL 2010
 September 22 - 24, 2010
 Grand Rapids Convention Center
 Exhibit Hall A
 Grand Rapids, Michigan



NASPL 2010 Trade Show Exhibit Space Contract:



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Please Print or Type:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Tel: _____ Fax: _____

E-mail Address: _____

Our choice of booth(s) is as follows: (All booths are 10' x 10')

Booth Size: (ex. 10'x10', 10'x20'...) _____ Number of Booth(s): (ex. 1, 2, 4...) _____

1st Choice - Booth(s) # _____ 2nd Choice - Booth(s) # _____ 3rd Choice - Booth(s) # _____

Top Level Package - \$125,000 Middle Level Package - \$100,000 Lower Level Package - \$35,000

Basic Booth Package - \$3,500 A' la Carte - (See Vendor Package Brochure PDF or Contact NASPL for more details)

Contract Terms:

Full payment for exhibit space is due with the Exhibit Booth Space Contract payable by check, money order, or credit card. Please note that NASPL will try to honor your exhibit booth space choices, however; the final design and layout are solely at the discretion of NASPL. Should circumstances arise whereby we are unable to honor any of your three (3) choices, a NASPL representative will contact you immediately to discuss alternative options. Exhibit booth space will not be held until the Exhibit Booth Space Contract with original signature and full payment is received.

Mail check or money order and original contract to:

NASPL 2008 Trade Show
6 North Broadway
Geneva, Ohio 44041

Questions? Contact NASPL at:

Tel: (440) 466-5630
Fax: (440) 466-5649
E-mail: awhite@nasplhq.org

Complete section below for payment with credit card:

Cardholder _____

Cardholder Address _____

Type of Card _____ Card Number _____

Expiration Date _____

I authorize NASPL to charge my credit card in the amount of \$ _____

Authorization Signature: _____

Date: _____

We fully understand that this form shall become a binding contract upon acceptance by NASPL. It is agreed that we will abide by the terms and conditions and rules and regulations set forth in the Exhibitor's Manual and this contract.

Sign Here: _____

Authorized Signature

Date

Print Name Here: _____

Cancellation Policy:

Exhibitors canceling before 6/24/2010 will receive one half (50%) of the amount paid. Exhibitors canceling on or after 6/24/2010 will not be entitled to any refund.

Upon cancellation of space, refunds will be issued in this manner:

- Up to Two (2) weeks after purchase: **100%**
- Between two weeks after purchase and 90 days before the conference: **50%**
- 90 days before the conference: **No Refund**



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