

IGT EZ Pay[®] Promo Tickets Systems

Be creative.

REWARD ANY PLAYER WITH NON-CASHABLE CREDITS.

Attract new players, provide valuable rewards and uniquely package entertainment options with IGT EZ Pay[®] Promo Tickets. This easy-to-implement add-on feature to your existing IGT EZ Pay ticketing system takes your marketing efforts to a new level.

Promo Tickets are highly configurable non-cashable tickets that reward and incentivize both your carded and uncarded players. When Promo Tickets are inserted, credits appear on the game display that cannot be cashed out for real money. This ensures your marketing dollars stay in your casino instead of walking out the door.

Configure Promo Tickets for redemption on specific days and/or hours to drive play during slow periods, or on specific machines or banks of machines to drive play on specific areas of your floor.

Using Promo Tickets, you can customize your marketing promotions to best meet your property's needs.

BENEFITS

- Lower marketing costs by eliminating promotional dollars that walk out the door
- The best way to provide non-cashable credits to uncarded players
- Non-cashable credits are shown in cash amounts to create perceived value for players
- Create and configure multiple promotions that help acquire new players or reward existing ones
- Bundle gaming credits with other amenities to create compelling packages and marketing offers
- Drive play during slow periods by limiting redemption to specific days and/or hours

FEATURES

- Securely send to offsite vendors for mass printing as part of a direct mail marketing campaign
- Produce tickets on demand individually or in batches
- Comprehensive reporting on issuance, redemption, campaign success and much more
- Any winnings earned from playing a Promo Ticket can be cashed out
- Not included in taxable drop in many jurisdictions

Configure more than 100 different ways to meet your property's marketing objectives.

For more information, contact your IGT Account Manager or visit www.IGT.com/EZPay.



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