

Offer more.

### DELIVER A NEW KIND OF LOYALTY AWARD.

*Gift Points*<sup>®</sup> is a way to provide tangible rewards for your players as a part of your player reinvestment strategy.

*Gift Points* rewards your players club members with redeemable points that accumulate over time. *Gift Points* are earned in addition to traditional players club points and comps. Players can redeem *Gift Points* for merchandise, services or *Xtra Credit*<sup>®</sup> non-cashable rewards with no impact on their traditional point or comp balances.

Comprehensive administration tools completely integrated with IGT Patron Management makes viewing a player's *Gift Points* activity and managing your gift inventory easy.

*Gift Points* is just one of the numerous reward currency options available in the IGT Patron Management system, which provides you the most powerful player account management tools in the industry.

### BENEFITS

- Use a new type of reward currency to distinguish your loyalty program from competitors'
- Configure reward redemption periods to drive incremental trips
- Leverage your merchandising programs to provide tangible rewards for carded players
- Increase the value of your players club by providing more reward options
- Increase crossover play and amenity utilization by running one gift program across multiple sites
- Offer seasonal promotions as an incentive for players to play and earn more
- Use existing property amenities as awards to lower costs

### FEATURES

- Integrate with IGT Media Manager to display balances at the game via the Service Window and *sb NexGen*<sup>®</sup> II multimedia displays
- Allow players to bank *Gift Points* over time, accumulating them for larger prizes
- Select specific days, times and sites to offer *Gift Points* multiplier earning opportunities
- Configurable earning methods based on multiple criteria
- Manage merchandise, inventory, vendors and players from one easy-to-use system
- Simple ordering makes reward redemption accurate and efficient
- Interfaces with bar code scanners to streamline merchandise orders
- View player names and addresses in multiple languages

Offer merchandise, services or *Xtra Credit* non-cashable rewards.

For more information, contact your IGT Account Manager or visit [www.IGT.com/PatronManagement](http://www.IGT.com/PatronManagement).



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