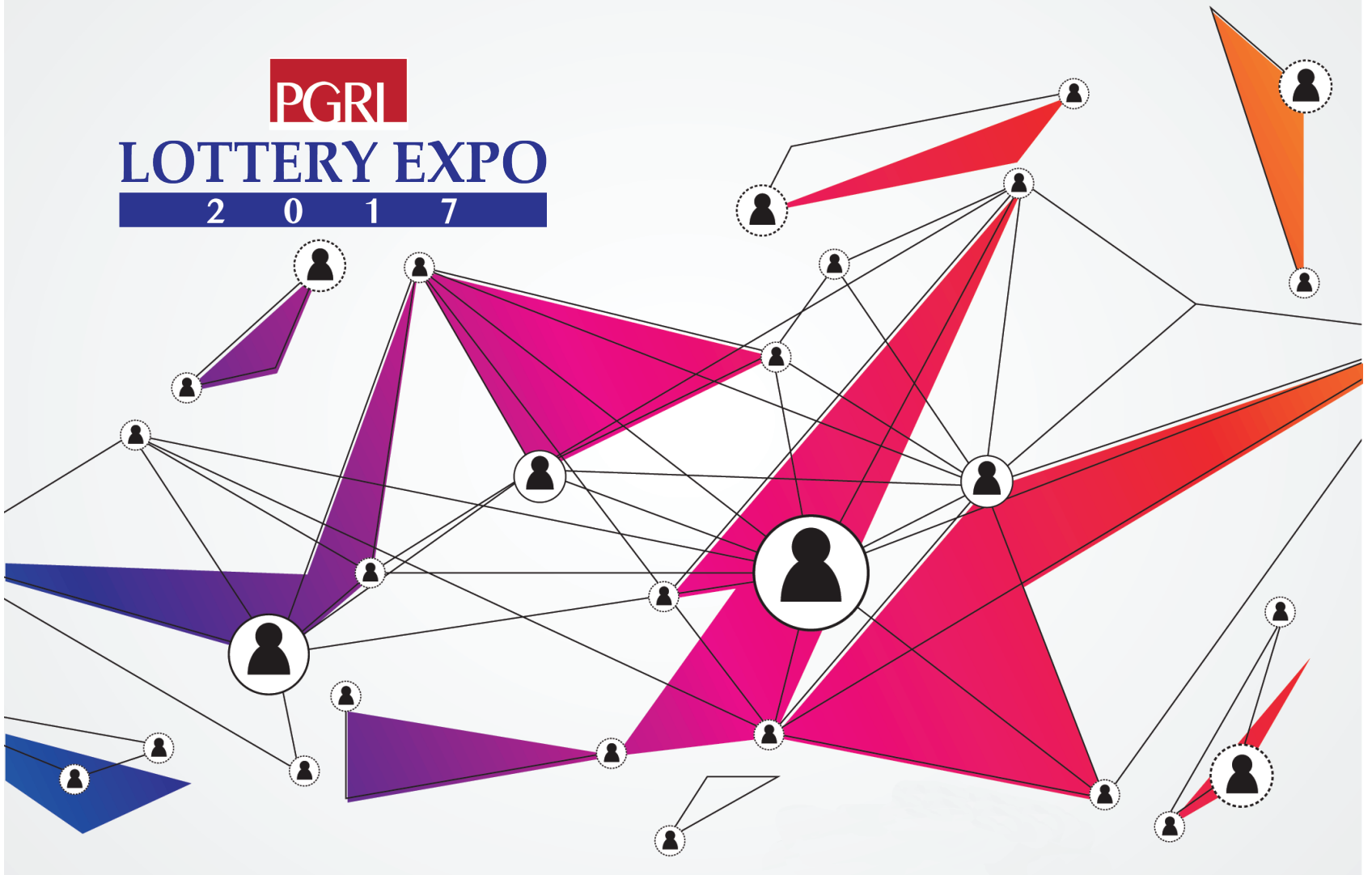


PGRI

LOTTERY EXPO

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**In the 20th Century, growth was based on product launches.
In the 21st century, digitalization has become the driver.**

For conference registration, updates, and hotel registration,
visit PublicGaming.Org

Digitalization is the unifying principle for industry leaders to transform business process, CRM, retailer support, the in-store shopping/player experience, and the integration of media, POS and all consumer touch-points into a harmonious omni-channel business model. The modern consumer expects nothing less, the competitive environment is changing rapidly to meet those expectations, and Lottery is moving quickly to lead the charge.

Team Lottery is already setting the highest standard for the entire games-of-chance industry and is bracing to raise the bar higher. It has all the tools to make it happen, and the visionary leadership to show us the way.

PGRI's collaboration with the Georgia Lottery promises to be a special event. Lottery Expo 2017 will feature presentations on the forward-leaning initiatives that are making a difference today. Mark your calendars now for October 25, 26, and 27 at the Grand Hyatt Hotel, Buckhead, Atlanta.

**LOTTERY EXPO
2017**

**OCTOBER 25-27
GRAND HYATT,
BUCKHEAD,
ATLANTA**



**CO-HOSTED BY THE
GEORGIA LOTTERY**

For conference information and updates, please stay tuned to our news website PublicGaming.com and conference website PublicGaming.org. E-mail Paul Jason at pjason@publicgaming.com or call at (U.S.) +1 (425) 449-3000. View video recorded presentations at PGRITalks.com.