

PLAN.
MARKET.
PROFIT.

Bonusing That Delivers ROI.



Successful operators around the world use bonusing to achieve specific business objectives, motivating players to change or add to their regular play through mystery jackpots. Bonuses can be applied to any theme and any EGM, giving you the flexibility to direct player behavior independent of game theme or manufacturer. Drive coin-in through unique, exciting experiences for players while increasing loyalty.

WHY IGT?

As one of the longest-running bonusing providers in the industry, IGT has proven over and over again that bonusing delivers high ROI. In addition, we have the largest suite of bonusing products in the industry, including our Intelligent Bonusing[®] options, which work on real-time qualifications and triggers.

We don't rest on our laurels, either. We've continued to innovate and expand our bonuses to tables with Table Hot Seat and add new delivery mechanisms for traditional bonuses with Lucky Draw.

As true partners with our customers, we offer full support through Consulting Services to ensure that you have a solid plan and great creative work to make your launch a success. We partner with you before you launch the bonus to create a marketing plan with measurable targets and graphics tailored to your concept and market to make your objectives a reality.

HOW CAN BONUSING WORK FOR ME?

Our bonusing line covers a wide variety of individual products, all of which have the same goal: help you reach your business objectives through increased coin-in. Here, we've paired the most common business objectives with the most popular bonuses for your convenience.

BOOST PLAY IN SPECIFIC TIMEFRAMES	INCREASE CARDED PLAY	INCREASE SPEND PER VISIT	DRIVE PLAY AT TABLES
ReturnPlay [®]	Carded Lucky Draw	Random Riches [®]	Table Hot Seat
Lucky Time	Carded Lucky Time	Personal Lucky Coin	Lucky Chip [®]
Lucky Draw	Carded Lucky Coin [™]	Free Play Time [™]	
	Lucky Seat Slots [™]		

Many of the bonuses fall into more than one category – all of the bonuses that increase carded play can be set to specific times, forcing that carded play to occur during slow days/times, for example. Similarly, most bonuses can be assigned to specific machines, pushing play to a specific theme or area.

**BOOST PLAY
IN SPECIFIC
TIMEFRAMES**

IGT has three bonusing products specifically aimed at increasing play at specific times

BONUS	MECHANISM	REWARD
Return Play®	Bounceback Bonus	Xtra Credit®
Lucky Time	Time based mystery bonus	Fixed Cash, Promo Cash, Xtra Credit®
Lucky Draw	Progressive Drawing	Fixed Cash, Pool Prize, Promo Cash, Xtra Credit®

The Return Play® bounceback promotion rewards players for returning to your casino. Play during a set time period qualifies players for Xtra Credit® non-cashable credits, redeemable only on specified days. The Return Play® bonus is carded, ensuring rewards go to the right players.

The Lucky Draw and Lucky Time mystery bonuses are available to all players on the floor and have a carded option to focus your marketing dollars on carded players. Lucky Draw pulls random qualified players from your floor at the time you choose. Lucky Time is time-based, where you set the timeframe for the bonus to pop.

You set both the qualification period as well as the event time, leveraging popular play times to support your big event. Be ready for a frenzy as the designated time approaches!

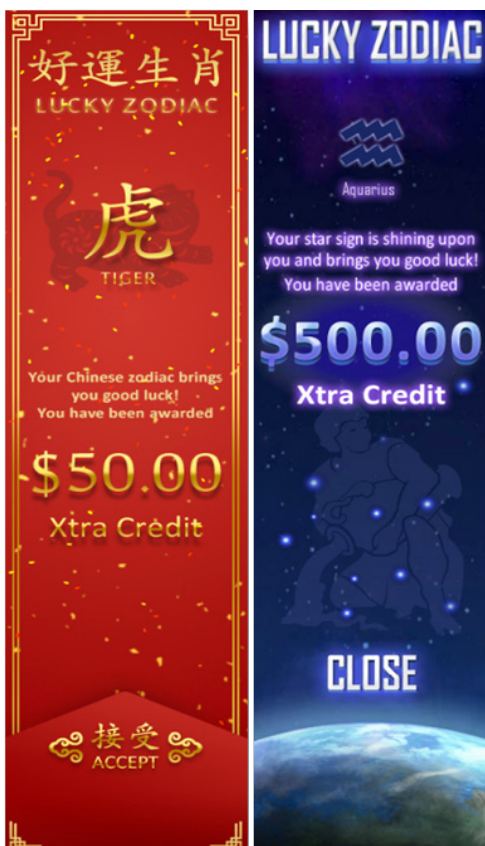


INCREASE CARDED PLAY

BONUS	MECHANISM	REWARD
Carded Lucky Time	Time based mystery bonus	Fixed Cash, Promo Cash, Xtra Credit®
Carded Lucky Draw	Progressive Drawing	Fixed Cash, Pool Prize, Promo Cash, Xtra Credit®
Carded Lucky Coin	Must-hit-by progressive	Fixed Cash, Pool Prize, Promo Cash, Xtra Credit®
Lucky Seat Slots	Surprise timed bonus	Xtra Credit®, Points, Game Credits, Fixed Prize

Unlike the Return Play® bonus, where all players who qualify get a reward, only a selected number of winners will be chosen for Lucky Draw or Lucky Time bonuses.

Lucky Draw supports a wide variety of awards to attract players. Lucky Time promotions bring in crowds by offering exciting jackpots. Both are powerful, flexible bonuses that drive play when you want it.



Just as Lucky Time and Lucky Draw bonuses can direct play on specific days, adding a carded element to these bonuses will increase carded play. This also applies to the Lucky Coin® progressive must-hit-by jackpot, which has both carded and uncarded options. There's no knowing when this bonus will hit, but as the magic number gets closer, player activity intensifies. When these promotions are available only to carded players, the large prizes incentivize club membership and card use.

Lucky Seat Slots, one of our Intelligent Bonusing® products, is exclusive to carded players. A certain percentage of carded players will qualify for the bonus and be rewarded at a time you choose. The intelligent facet of this bonus is both in the qualification and rewarding of the bonus. Players qualify in real-time, and the winners receive an award with their personalized astrological sign.

INCREASE SPEND PER VISIT

BONUS	MECHANISM	REWARD
Random Riches®	Do X, Get Y	Xtra Credit®, Points
Personal Lucky Coin	Mystery Progressive	Fixed Cash, Pool Prize, Promo Cash, Xtra Credit®
Free Play Time	Do X, Get Y	Free Spins

When your bonuses to bring in players have succeeded, how can you maximize the time that your players are in your casino? These three bonuses are built to increase play per visit, incentivizing players to continue playing.

Provide clear rewards in real time with the Random Riches® bonus. This exciting bonus product qualifies and rewards players as they play, ensuring that the right players get rewarded. The player display shows the player's progress towards their goal, giving a visual incentive to the bonus.

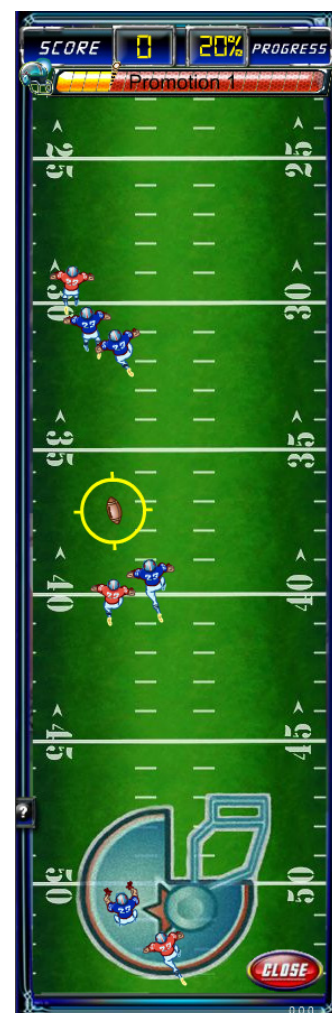
Focus rewards with Personal Lucky Coin, based on the popular Lucky Coin® bonus. Instead of a random bonus among the field of qualified players, Personal Lucky Coin follows one player as they play. Once the player qualifies, the bonus will hit within a time frame that you set.

Give your players free play with Free Play Time. Similar to Random Riches®, this fun bonus qualifies players in real time and rewards free spins directly on the machine.

DRIVE PLAY AT TABLES

BONUS	MECHANISM	REWARD
Table Hot Seat	Time-based	Fixed Cash
Lucky Chip®	Mystery Progressive	Fixed Cash, Pool Prize

Table Hot Seat and Lucky Chip® progressive table bonuses are based on our Lucky Time and Lucky Coin® slot bonuses, reframed for table games. Players do not need to place a side bet to qualify, and you can apply the bonus to any game on any table on your floor. Table Hot Seat is a time-based bonus to drive table play at specific timeframes. The Lucky Chip® bonus is a must-hit-by progressive that drives a frenzy at the tables.



MARKET

When you choose an IGT bonus, you also receive world-class support. Our bonusing consultants help define your goals, your target players and how to market the bonus. Their years of experience with Strip-level resorts, tribal operators and international casinos will ensure that you are fully educated and prepared to deploy a great bonusing campaign.

IGT offers a wide variety of popular themes to help get your bonusing promotion running, and our Creative Services department can design bonuses customized to your casino to increase branding and loyalty. These unique skins encompass a variety of delivery mechanisms, including races, pick 'ems, scratch-offs and more. A simple change of graphics can make the same bonus feel like an entirely new promotion to players.

PROFIT

Bonusing is a cost-effective way to achieve your financial objectives and increase your bottom line. IGT offers the widest variety of bonuses, ensuring that you can market to your players effectively. With launch assistance and theming, you create exciting experiences exclusive to your casino, increasing loyalty and brand awareness.

Let IGT show you how to plan, market and profit with bonusing.



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