



EZ Pay® Promo Tickets

Gaming Credits For All

Attract new players and provide valuable rewards 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 noncashable 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
- Drive play during slow periods by limiting redemption to specific days and/or hours
- Increase club sign-ups by using Promo Tickets to reward uncarded players

Make rewards work for you. Contact your IGT Account Manager.

Features

- Non-cashable credits are shown in cash amounts to create perceived value
- Create and configure multiple promotions to achieve your objectives
- Print ticket batches on demand or securely send out tickets to offsite vendors
- Bundle gaming credits with other amenities to create compelling packages and marketing offers
- 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