

Retail Stores Group (RSG)

Special Feature Tray - Planogram



RSG Planogram Requirements:

- The Special Feature Tray must be used at all times.
- Start your display with **highest** price points closest to the lottery terminal.
- Tickets must be neatly placed and lay flat vertically in the case.
- Use “New” inserts to focus attention on new releases.

Inventory Management Requirements:

- Correctly display the featured ticket on the Special Feature Tray **as per the schedule below**.
- Base games and new releases must be in stock.



2018 Special Feature Ticket Schedule

Oct 15 – Nov 18 > \$10 Holiday Cash

Nov 19 – Jan 1 > \$20 Holiday Gift Pack