MGT PromoManager 5.0.1.12

(with Aspirational and Linear Promotions)

User Manual*

*This manual is searchable. See notes inside for more information.

Promo Manager

Kiosk Manager (KMan)

Offer Kiosk (OK)

EDraw

C.L.E.R.K.

Import Offers

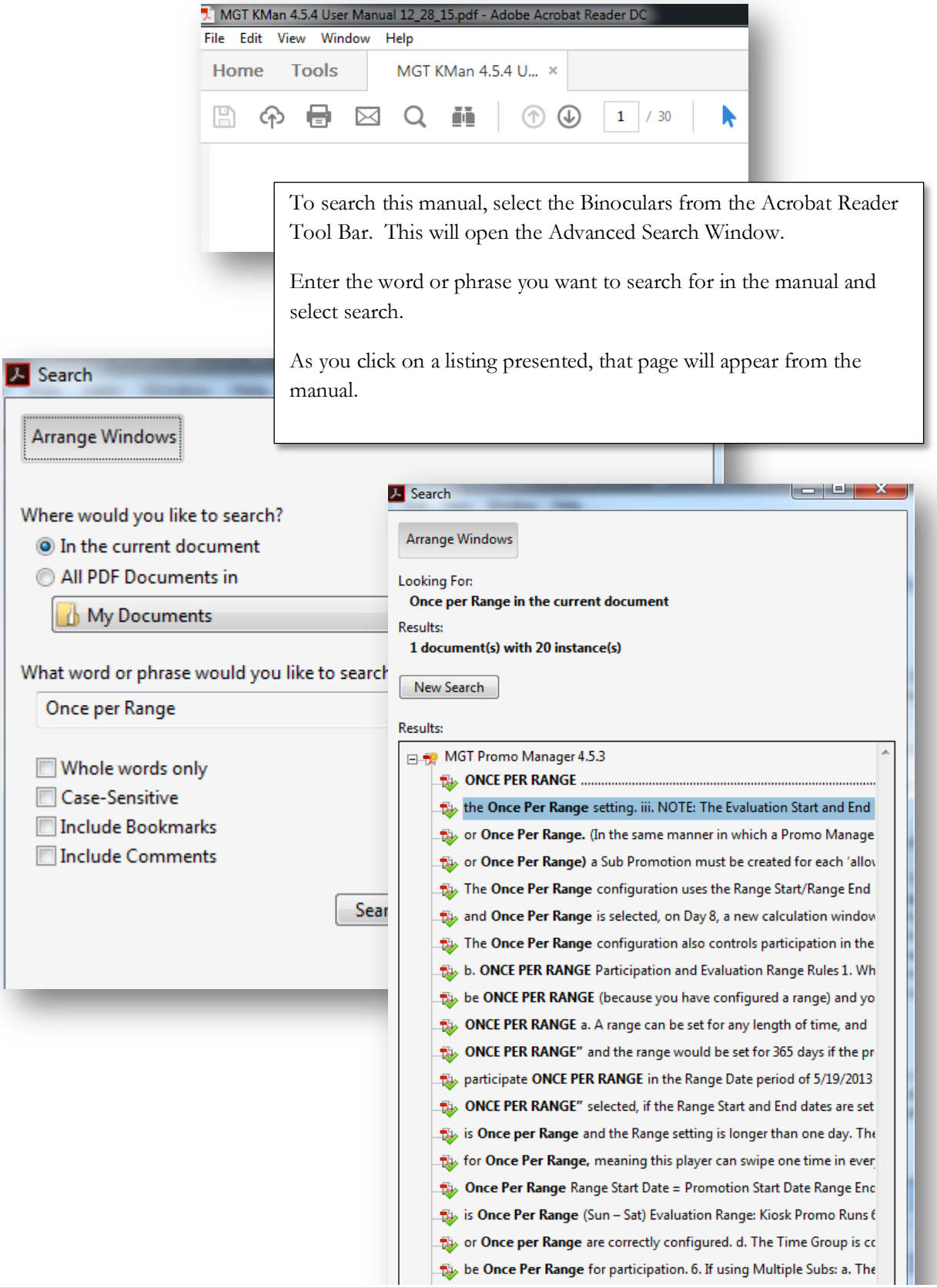
Promo Apps

CCPromo (Head to Head)

Universal POS

MGT API

Card Printing Kiosk (CPK)



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MGT Promo Manager 5.0.1.12 User Manual

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Building MGT SMART Promotions

Player SMART	Property SMART
SATISFIED The players came to the Kiosk with some expectations. Were those met or exceeded by this promotion?	**S** **SIMPLE** Was the promotion easy to explain to a player? Could the Club explain it? Was it simple to configure?
MOTIVATIONAL Did more people than expected participate? Did they participate more frequently?	**M** **MEASURABLE** Did you start with a Prize Par Calculator and work toward your reinvestment budget? Did it perform as expected (or better than expected?)
ASPIRATIONAL Did the play increase in order for the players to participate at higher levels?	**A** **APPROPRIATE** Is this to a targeted reinvestment group? Does it give 'better' players a better experience than average players?
REACHABLE Were the rewards of play thresholds 'worth it' to the players?	**R** **REUSABLE/REVIEWED** A good promo configuration should allow that promotion to be reused for the same purpose by simply rolling the dates forward.
TARGETED/TIMELY Did the promotion correspond to a season or event? Did it reach the targeted casino population?	**T** **TESTED** Testing is a good habit to develop… and the REAL promo should be tested and not just a 'test' promo

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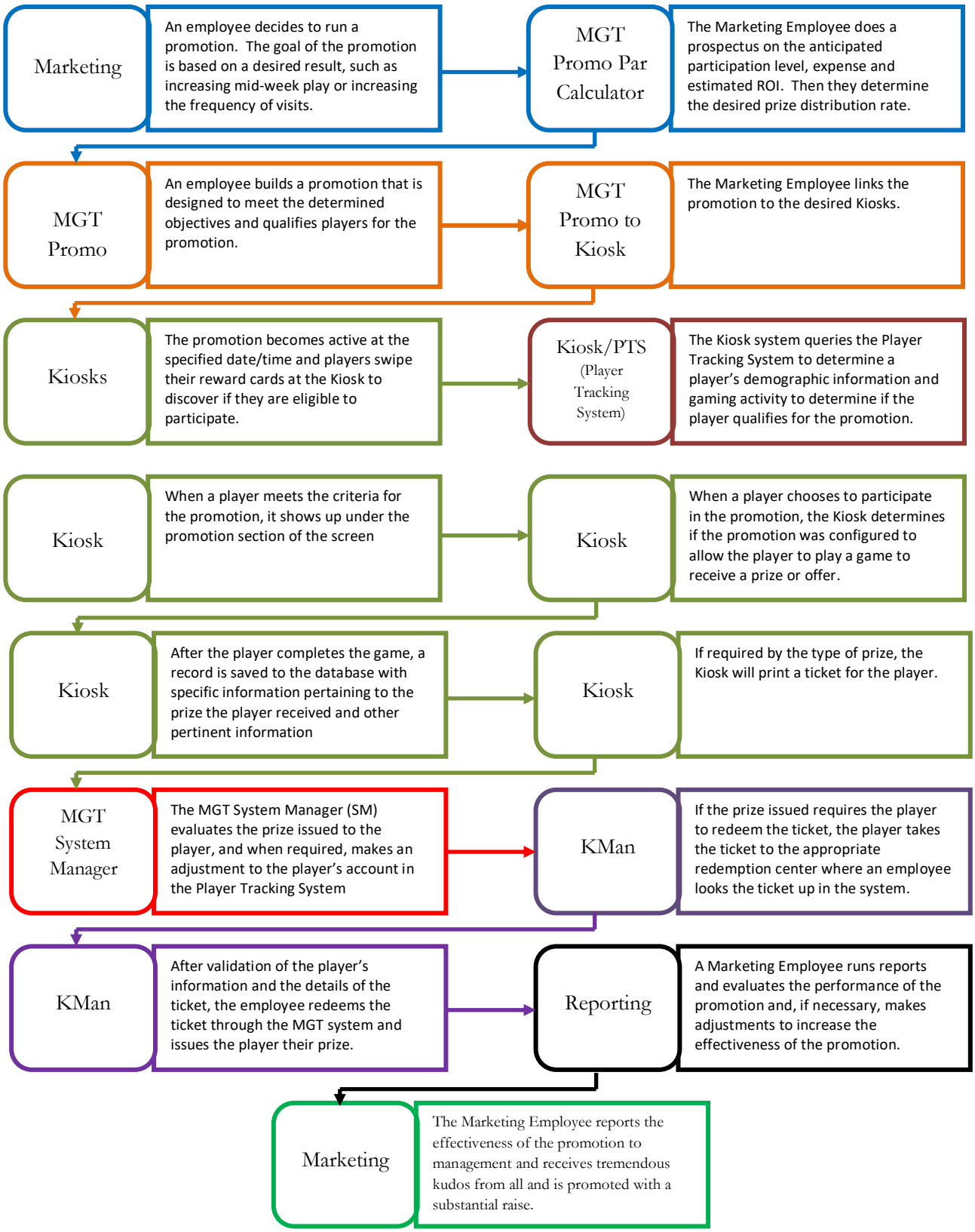
Promotion Process Overview



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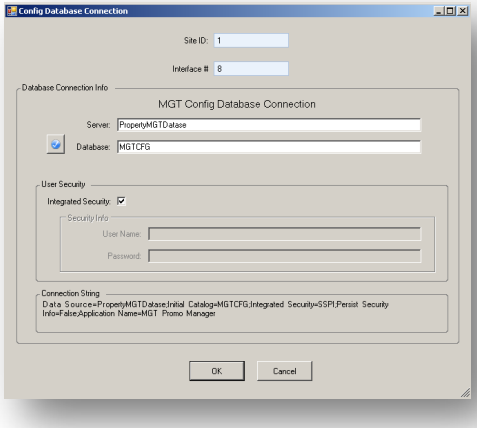
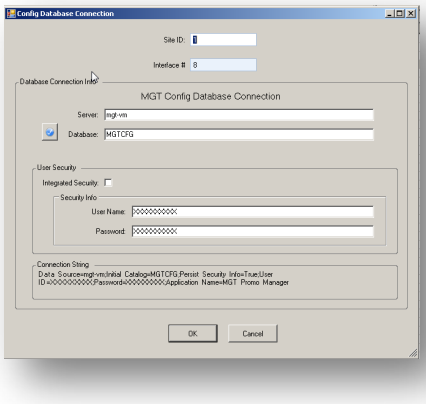
MGT Promo Manager APPLICATION CONFIGURATION

A. After the MGT Promo 5.0 application has been installed, it must be configured to the MGT Database.
B. Typically, the property IT department will make sure this has been done.
C. The configuration will look like this when Integrated Security is checked:
    a. Site ID = 1
    b. Interface #: This number provided to IT for proper configuration with the property Player Tracking System (PTS).
    c. Server: the property MGT Server name
    d. Database: will always be MGTCFG for MGT Promo 5.0
    e. When Integrated Security is checked, the user's Windows User that was used to log on to the computer being used, is the necessary ID needed to configure and use MGT Promo 5.0
        i. As long as the Windows User has been added to the MGTUsers group that was created in the property Active Directory, AND
        ii. As long as that User has been granted necessary permission in the MGT Staff Member application.



D. When Integrated Security is NOT checked, the User Name and Password are added by the IT Department, and the Windows Log In is not used for Authentication.
    a. The User and Password are encrypted.
    b. However, the Staff Member and Active Directory rules still apply.



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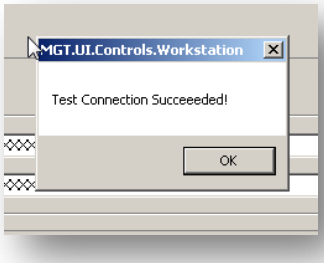
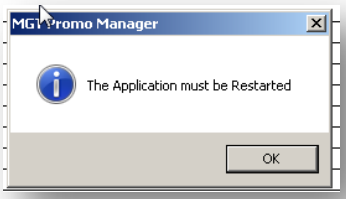
E. When completed, the connection must be verified
   a. Click the small box next to the Database configuration window.
   b. If all the configurations are correct, the prompt will be:



   c. Click OK
   d. The following prompt will appear:



   e. Click OK and restart MGT Promo 5.0 with the new configurations.
   f. Should the Connection fail, call your IT Dept for assistance.

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REMEMBER: Every Promotion built in Promo Manager requires that five steps be successfully configured. Manual has been created to systematically walk you through this process.

1. An Active Master Promotion

Purpose: serves as a filter to disqualify large groups of people. Begins the process of defining your promotion partly by defining what the promotion is not.

2. An Active Sub-Promotion – at least one

Purpose: in the Sub-Promo Editor, Scheduling takes place, not only the length and days of the promotions but frequency of participation and the period of player activity that will be used to evaluate levels of performance by players.

3. A Tier – at least one

Purpose: now that filtering has taken place and the Kiosk has checked to see if the promotion is active at this date/time, the Tiers, Evaluation Fields and Low/High values, (together with the Evaluation Range from the Sub-Promo) are used to determine if player is qualified.

4. An Active Prize or Offer – at least one

Prize: A prize is what you will give the player based on qualified play during the Evaluation Range.

Offer: An offer is the 'carrot' that you dangle in front of the player to help them, 1) join the Player's Club and increase frequency of visits, 2) stay at the property longer, 3) increase play activity, or 4) bring a friend to sign up for the Player's Club.

5. A Kiosk – at least one

A promotion does not have to be linked to every Kiosk on the casino floor. For example: PIT only promotions can be linked to the Kiosks in that area; VIP promos can be linked only to the Kiosks in the VIP Lounge; bus promos can be linked to the Kiosks near the bus drop-off area.

NOTE: though not required to make the promotion work at the Kiosk, a great next step would be to run a Promo Design Report from the Reports/Design Reports, to preserve the integrity of the original promo configuration.

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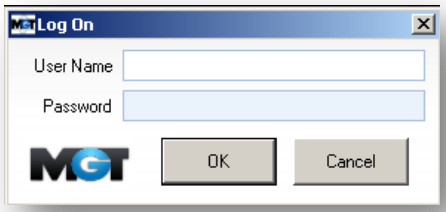
Understanding MGT Promo Manager

The Beginning:

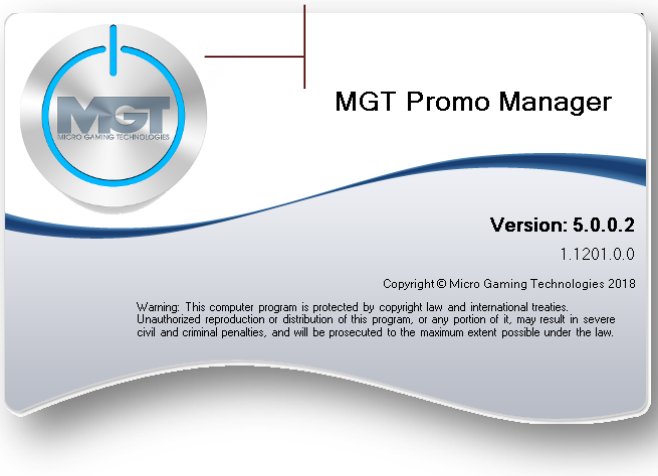
1. Open MGT Promo 5.0
   a. Select: Start, All Programs, MGT, MGT Promo.
   b. The **MGT Promotions Manager** window will open.

All MGT Applications require that each user be granted specific permissions in order to open the software.

c. Enter a User Name and Password supplied to you from IT/MIS.



d. The MGT Promo 5.0 splash screen will appear though the version number may be different.



2. If your property is a single property, the MGT Promo Editor screen will open to the property automatically instead of requiring the logged-in user to select the property from the menu.
3. If there are multi properties, you will select from a 'Property' option in the Menu bar and choose the desired property.

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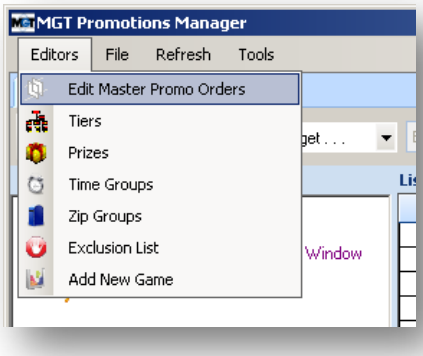
MGT Promotions Manager presents menu options:

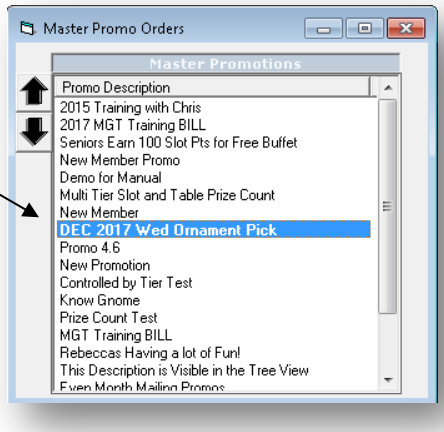
1. Editors: Allows access to the following:

A. Edit Master Promo Orders



1) Gives the property control over the order in which the promotions are presented on the Kiosk.
2) It does not change the order in the Promotions window in Promo Manager.
3) Opens the following screen to allow Edits to the promotion order:

1. Select the Promotion to be moved in the order
2. Button is selected once for each desired move
3. Promotion will now be higher on the Kiosk Promotions display.
4. Repeat as needed to achieve the desired



NOTE: In Promo Manager 5.0, the Master Promo list is now ordered at creation, with the most recently created (highest MTGID) at the top of the list. This order cannot be changed via Edit Master Promo Order.

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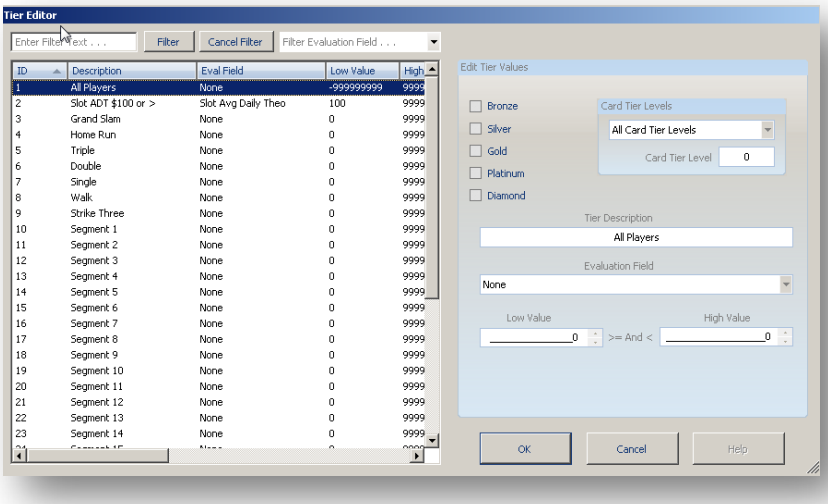
B. Tiers

1) Opens the Tier Editor
2) Allows Tiers to be created and configured ahead of the actual use by a promotion
3) Refer to Step 3: Linking Tiers

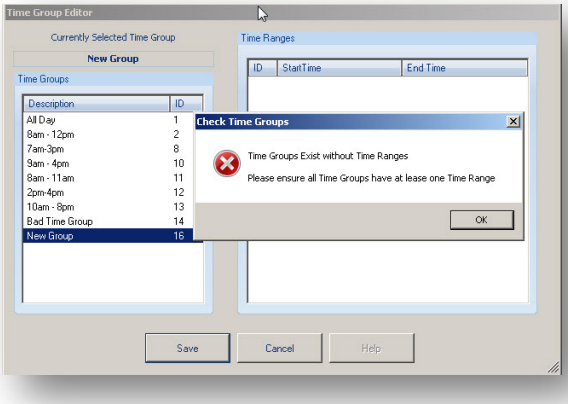


C. Prizes

1) Allows Prizes to be created and configured ahead of the actual use by a promotion. The Par Value of the Prize is configured at the time of linking.

D. Time Groups

1) Allows Time Groups to be Created, Modified or Deleted without accessing a Sub Promotion
2) A Time Group must have a Time Range linked. If no Range is linked, the following prompt will appear:



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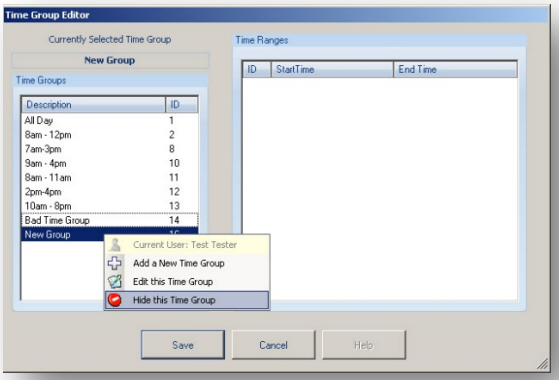
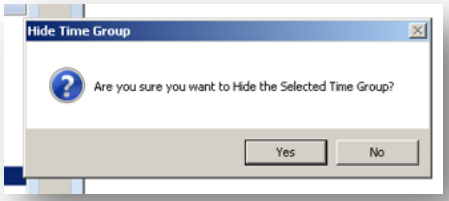
3) A Time Group cannot be saved without a Time Range linked to it.
   i. Solution 1: link a Time Range to the Group
   ii. Solution 2: Right-click on the Time Group and Delete/Hide it.



4) Time Groups created in Error can now be deleted.
   i. Right click on the Time Group to be deleted.
   ii. Click Yes to Confirm or No to cancel



E. Zip Groups

1) Allows Zip Groups to be created and configured ahead of the actual use by a promotion.

F. The Exclusion List -NEW OPTIONS

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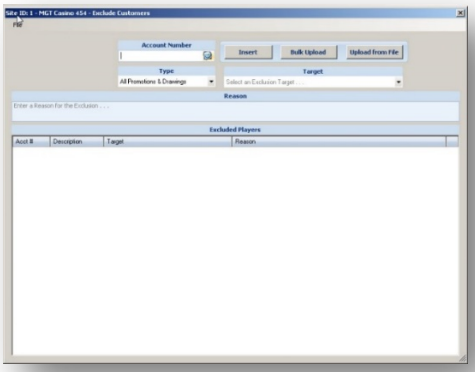
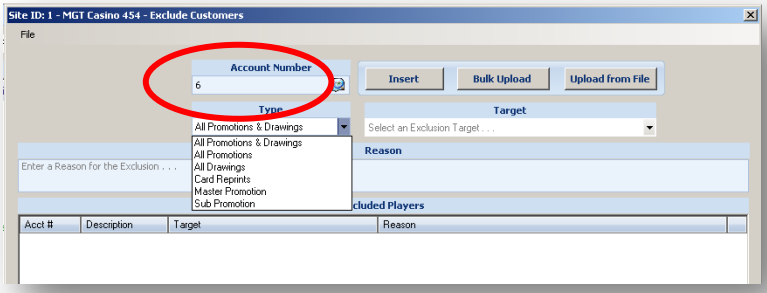
NEW: The MGT Promo Manager Exclusions function.

A. The Exclusion List -NEW OPTIONS

1) By Selecting **Exclusion List** from the **Editors Menu** you can exclude any player or employee account from using the Kiosk.



i. For a single player, enter an Account Number
ii. Choose a Type:



a. **All Promotions and Drawings:** This player will be prohibited from all MGT Kiosk promotions and ALL MGT EDraw drawings until removed from the Exclusion list. The effect is immediate after being added to the list.
b. **All Promotions:** This player will be prohibited from all MGT Promo Manager kiosk promotions until removed from the Exclusion list. The effect is immediate after being added to the list.
c. **All Drawings:** This player will be prohibited from all MGT EDraw drawings until removed from the Exclusion list. The effect is immediate after being added to the list.

d. **Card Reprints** (from the MGT CPK): this player is not allowed to access the CPK for a reprinted card. They must go to the Player's Club for this.
e. **A Specific Master Promotion:** when selected as Type, the Target drop-down will show ALL Active Master Promotions (MTGID). The specific Master Promo for the Exclusion can be chosen.

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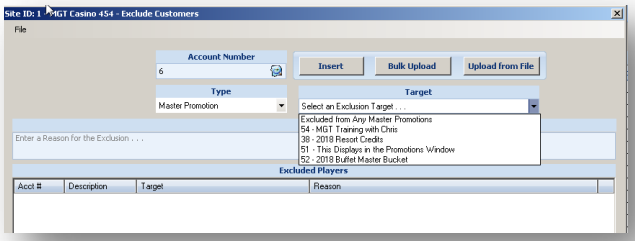
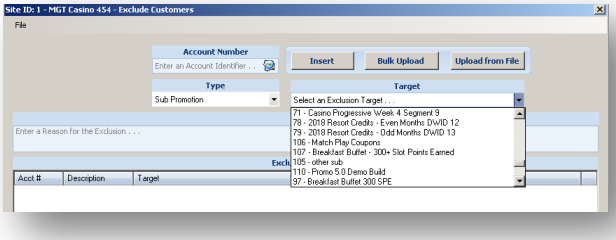
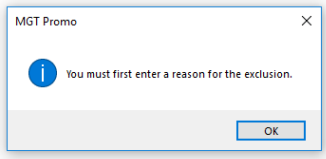


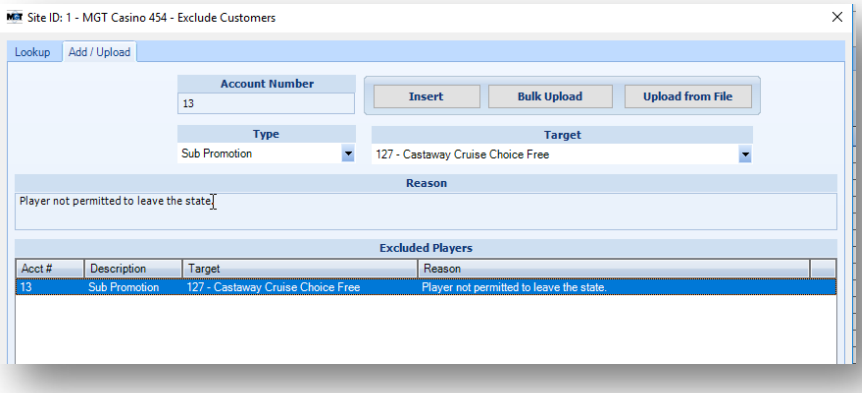
f. **A Specific Sub Promotion**: when selected as Type, the Target drop-down will show ALL Active Sub Promotions (TGID). The specific Sub Promo (TGID) for the Exclusion can be chosen.



iii. When adding an Exclusion, a reason for this Exclusion must be added.



iv. When completed, select Insert to add the Exclusion to the list.



2) Adding a List of Players to an Exclusion

i. Locate the list. Can be a Notepad, or Word documents

ii. Copy the list

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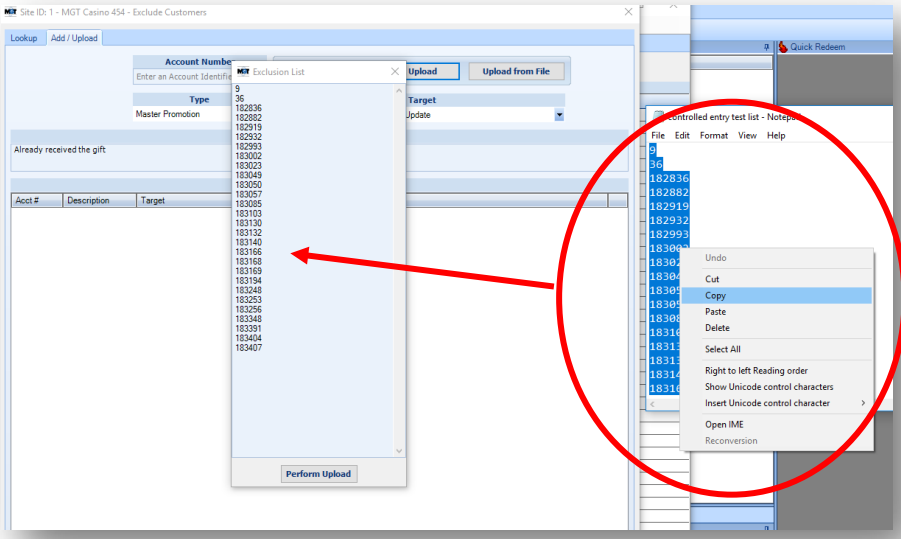
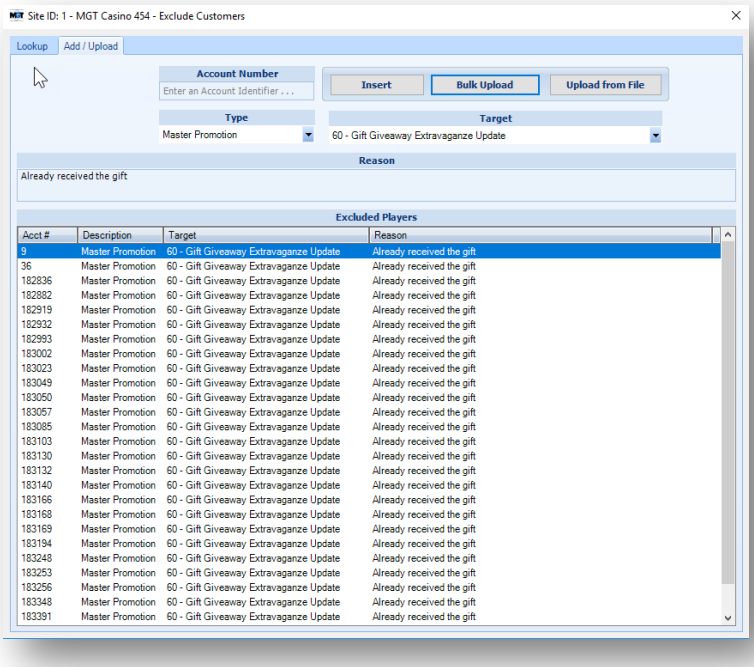
iii. Click on Bulk Upload.

iv. Right click and paste the copied list into the Bulk Upload window

v. Perform upload



vi. The list will populate the window.



3) Upload from a file

i. Select the button

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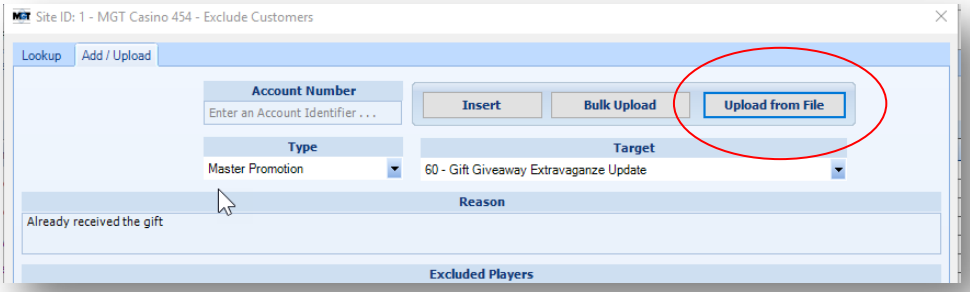
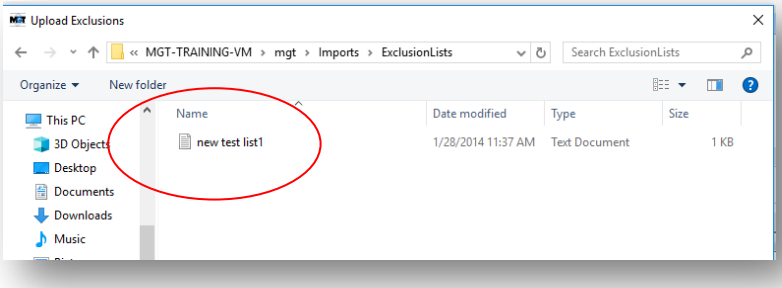
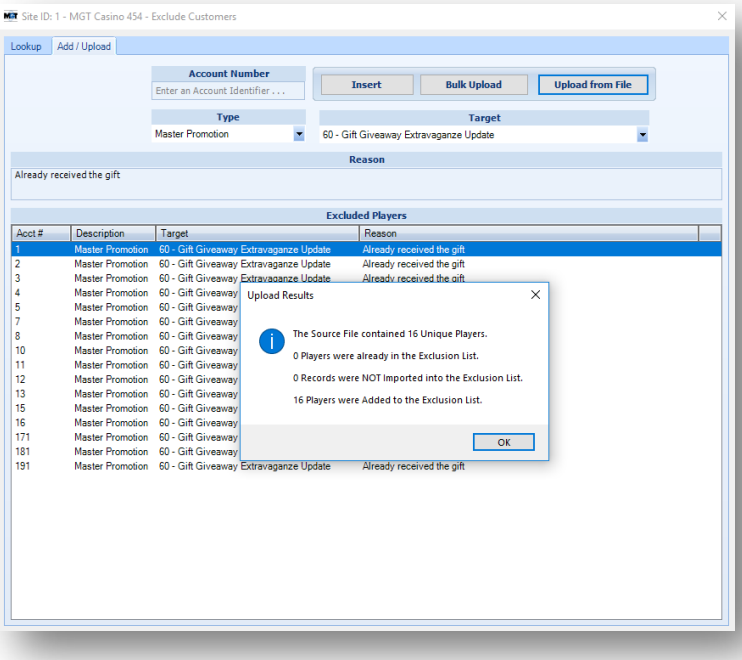
ii. Navigate to the file to upload.



iii. *SAMPLE: [\\mgtservername\mgt\Imports\ExclusionLists](\\mgtservername\mgt\Imports\ExclusionLists).* You may need to create this folder first and save the list in the folder.



iv. Select the list and the Exclusions screen will populate with the configured data.



4) Upload via the Import Tool.

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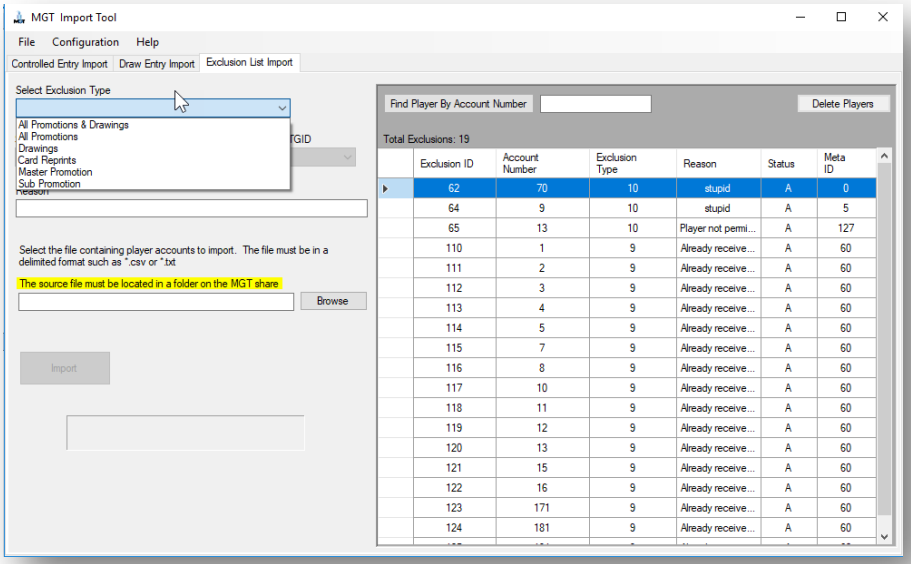
i. The Upload process can also be completed via the Exclusion List Import in this Import Tool.



ii. The Import Tool only allows for a list of excluded people to be uploaded.
iii. However, the Import Tool does allow for an incorrectly uploaded player to be deleted.
iv. This action is protected by permissions. A User and Password must be entered to complete this action.
v. Highlight the player.
vi. Select Delete Player
vii. Enter User and Password.
viii. Select OK to delete the highlighted player.

Adding a New Game to your Property Game Collection

1. The ability to Add a New Game has additional features in 5.0.
    a. The Game Name will automatically be configured by the game file name (i.e., *Game_BirthdayReveal_MGT_1*.swf) will be added as *Game_BirthdayReveal_MGT_1.*
        i. The added game must have EXACTLY the same name as the Game .swf file.
        ii. The _# at the end of the game name is the number of prize spaces the game will display. For example, the BirthdayReveal_1 above would show 1 gift box, while a BirthdayReveal_4 would show four boxes and the player would choose one.
    b. Depending on the type of game added, a Flash Key may be required in order for that particular game to function.

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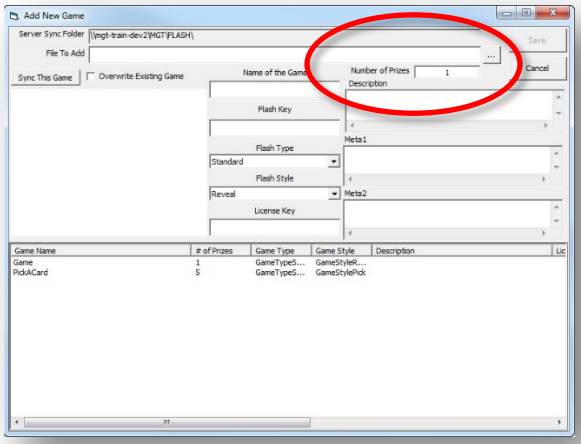
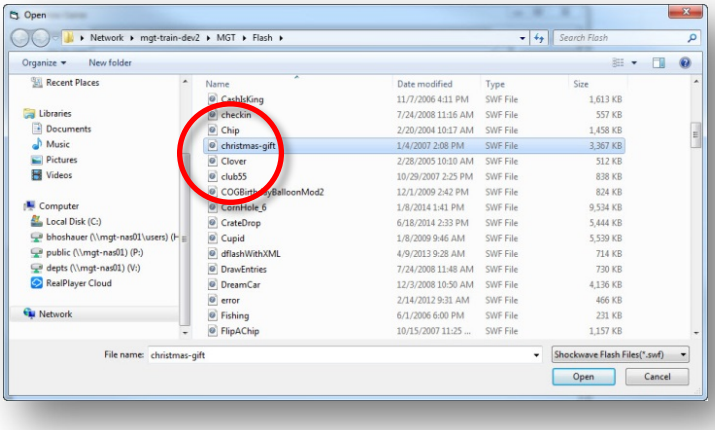


2. The new Game must first be added to the \\mgtservername\MGT\Flash\ folder.
    a. Browse to this folder from your desktop or Windows Explorer.
    b. If you do not know how to get to the MGT Share folder, ask IT to do this for you.
    c. Copy and Paste the new Game file to the folder described above.
        i. Do not change the game's name.
3. At the right end of the File to Add box, click on the box to open an Open File window.
    a. Browse to the MGT Share\Flash folder
    b. Select the new game that was just added to this folder.
    c. Select Open



4. The new Game flash will now show in:
    a. The File to Add path
    b. Name of the Game
    c. The Flash demo window

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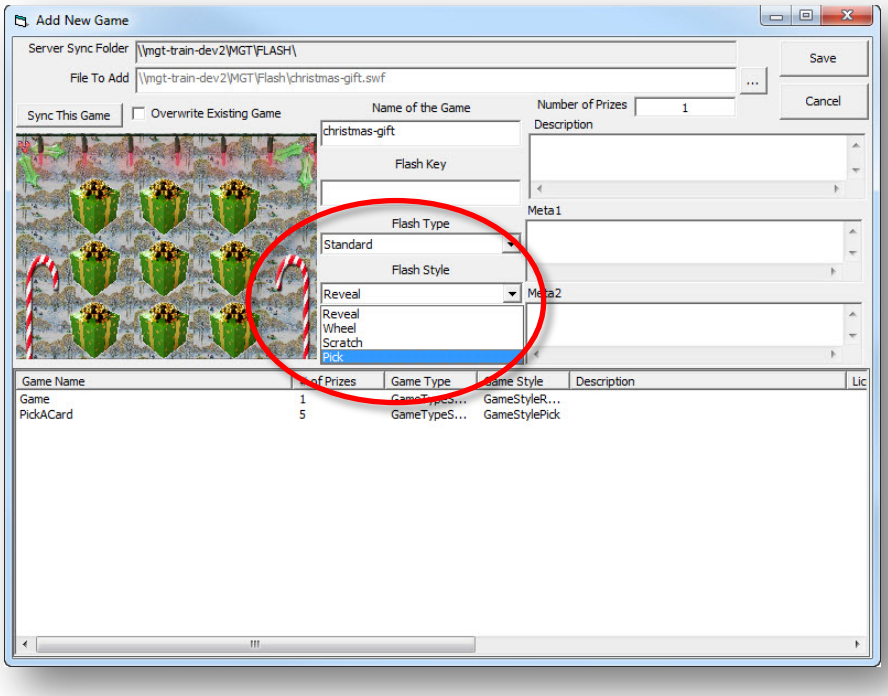
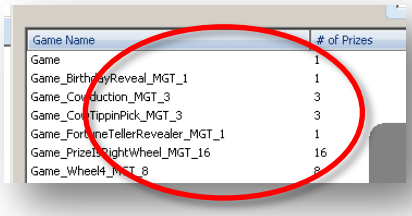


5. Configure the following choices depending on the type of Game being added:
    a. Enter the Number of Prizes that will be displayed on the screen when the game plays.
        i. This number will be the final part of the game name of the file



        ii. NOTE: this number is NOT a determining factor in how many prizes might be linked to a particular Tier for a promotion. This simply determines how many prizes or prize choices will appear when the player participates in the promotion.

    b. Flash Type: Standard which Offers the Following Flash Styles:
        i. **Reveal:** this is a game that requires no action from the player. The prize is simply revealed.
            1. Typically, this type has a '1' in Number of Prizes
        ii. Wheel
            1. Typically, this type has 8 to 20 spaces for prizes to display
            2. The Wheel may or may not require action from the player
        iii. Scratch
            1. This might be a single scratch card, or multiple cards where the player is looking to match scratch card prizes

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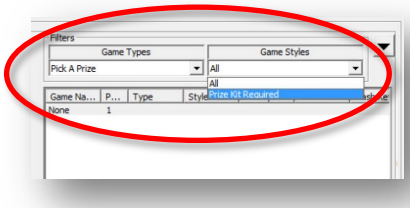
iv. Pick

1. This game requires action from the player by touching the choice

c. Flash Type: Pick A Prize

i. The Flash Style will note that this Flash Type requires a Prize Kit in order to function



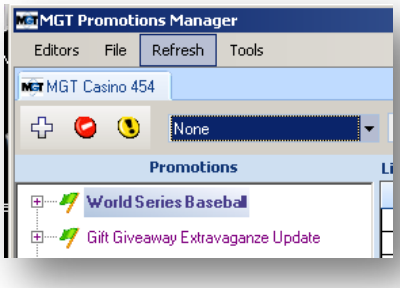
d. Flash Type: UGuess

i. The Game Styles offered here are:

1. Safe Cracker: Guess the right combination to the safe
2. Instant Win

Menu Options (contd)

3. **File:** allows for Exit of the application
4. **Refresh:** Allows you to refresh the Promo Manger view to reflect recent changes



B. External Code Groups/Secret Code Promotion

Overview

1. The Sub Promotion Editor allows for the participation in a promotion in which the patron has received a Secret Code.
2. The Controlled-Entry promotion prompts an invited player to enter this code at the kiosk and participate.
3. There are two required elements in the configuration of a Secret Code promotion:
   a. The configuration of an External Code Group that has the Secret Code
   b. The configuration of a promotion that is connected to the External Code Group.

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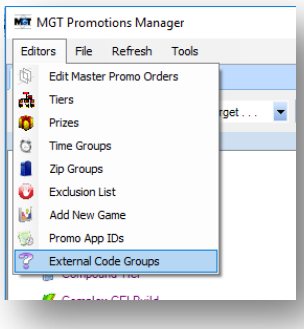
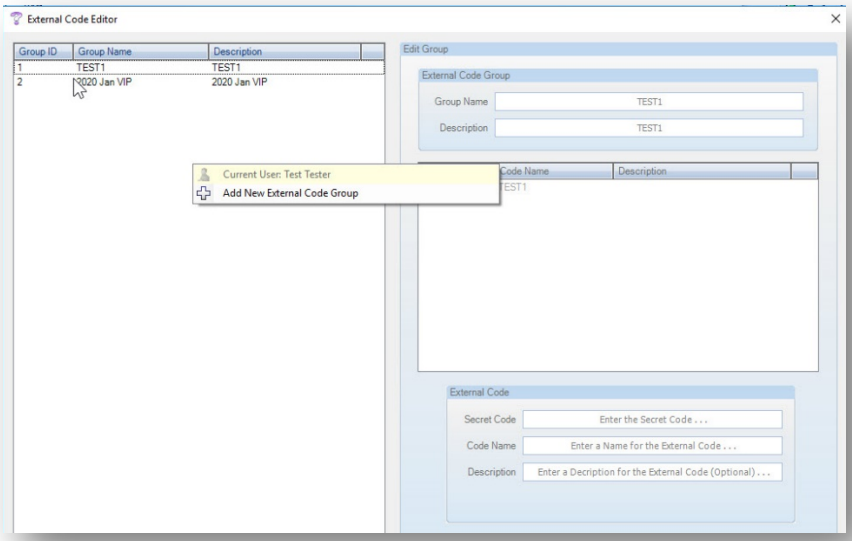
Configure the External Code Group

1. In Promo Manager, select Editors, then External Code Groups



2. Right-click in the large window and Select Add New External Code Group



3. The form on the right becomes active.
4. Give the Group Name a clearly understood name. (ie, 'Code Group' would not be good choice.)

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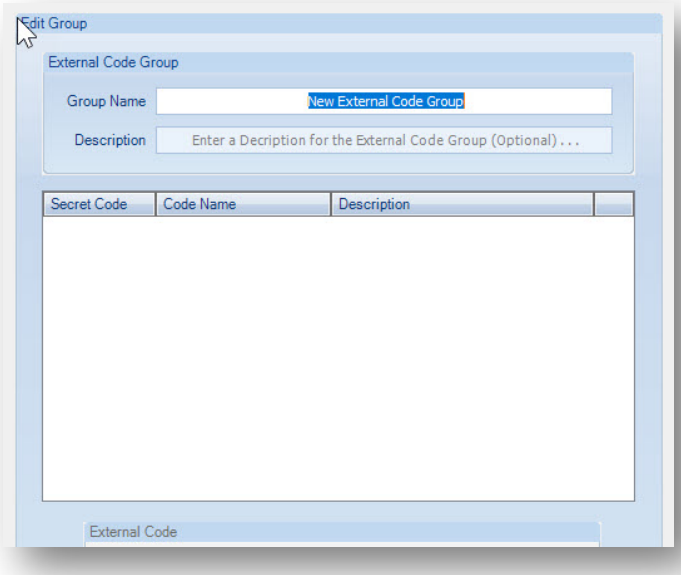
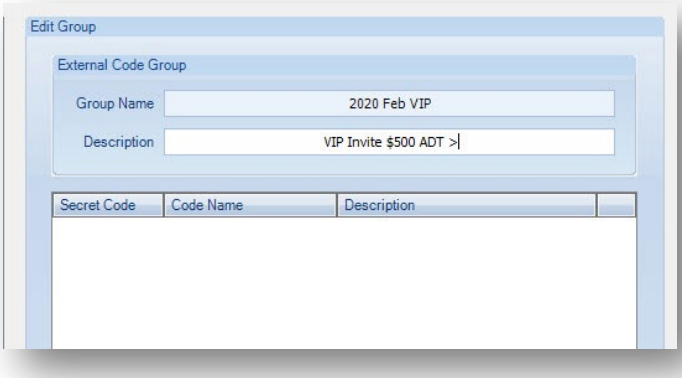


5. If needed, further clarify the Group Name in the Description



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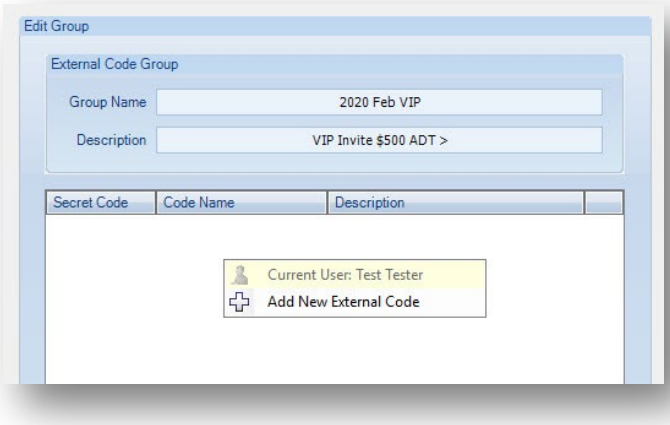
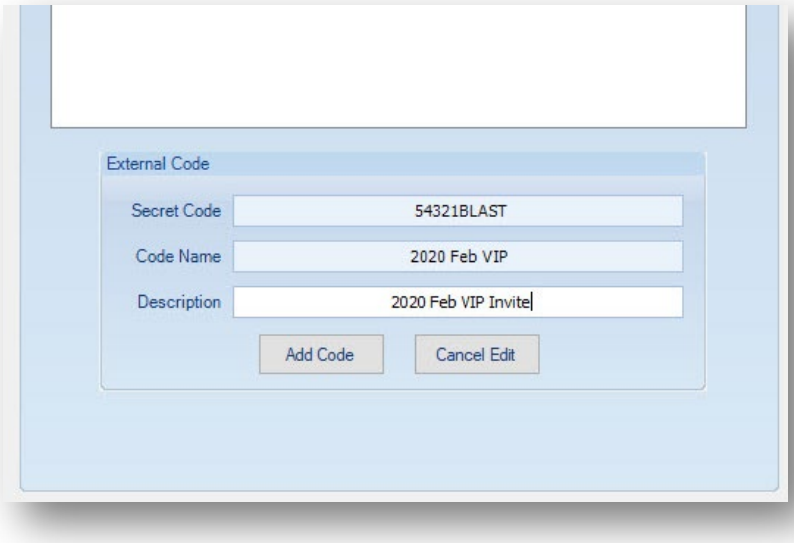
6. In the External Code Group window, right-click and select Add New External Code.



7. Supply the following:
    a. Secret Code: the code is alpha/numeric only, no special characters.
    b. Code Name: should clearly define this Secret Code.
    c. Description: can be used to further clarify how this code is being used.



8. When the External Code has been configured, select Add Code.

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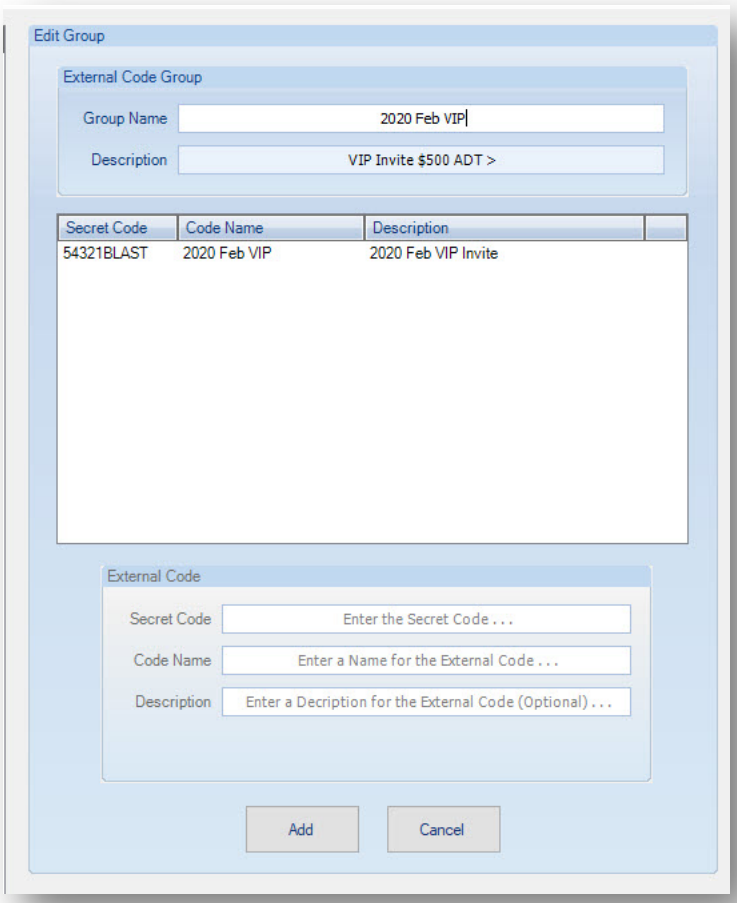
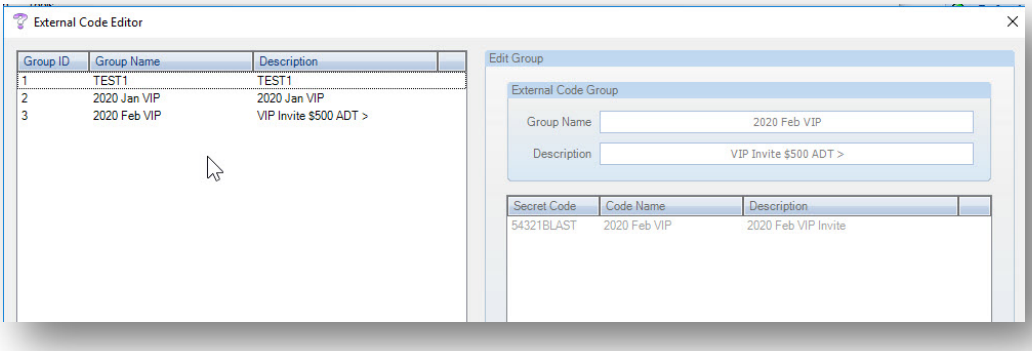
9. The Secret Code, Code Name and Description will populate the window..



10. The configuration is complete. Select Add to add the new External Code Group to the list on the left.



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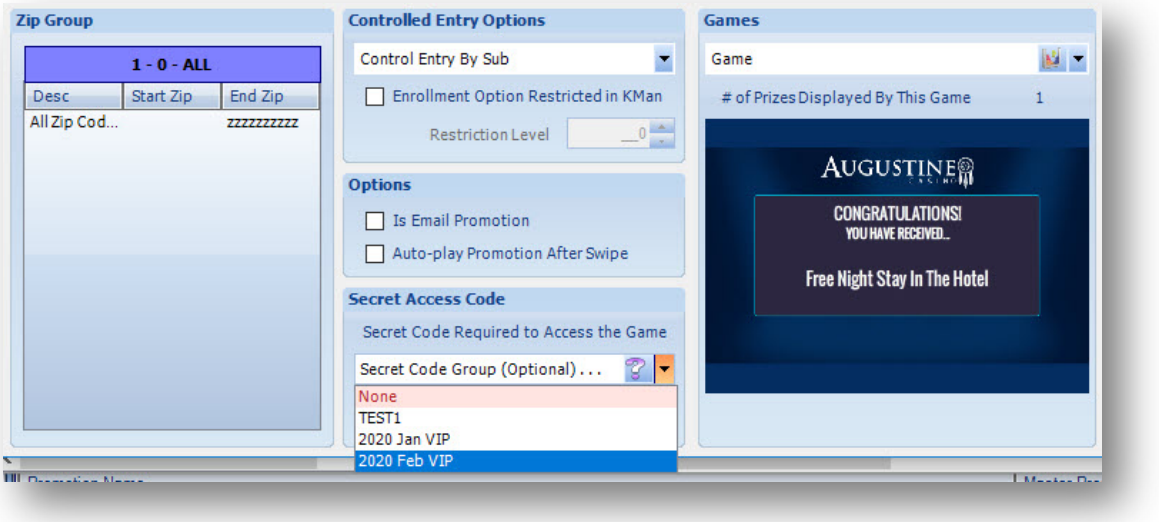
11. The External Code Editor can now be closed.

Configure a Secret Code Promotion

1. To build a Secret Code promotion:
    a. Make the promotion Control Entry by Sub.
    b. From the Secret Access Code drop down, select the External Code Group that was just configured.
    c. In the Games window, select a game that has been configured for entering the Secret Code using a keyboard.
2. Be sure to Import the Controlled list.
3. Link the promotion to the desired kiosk(s).



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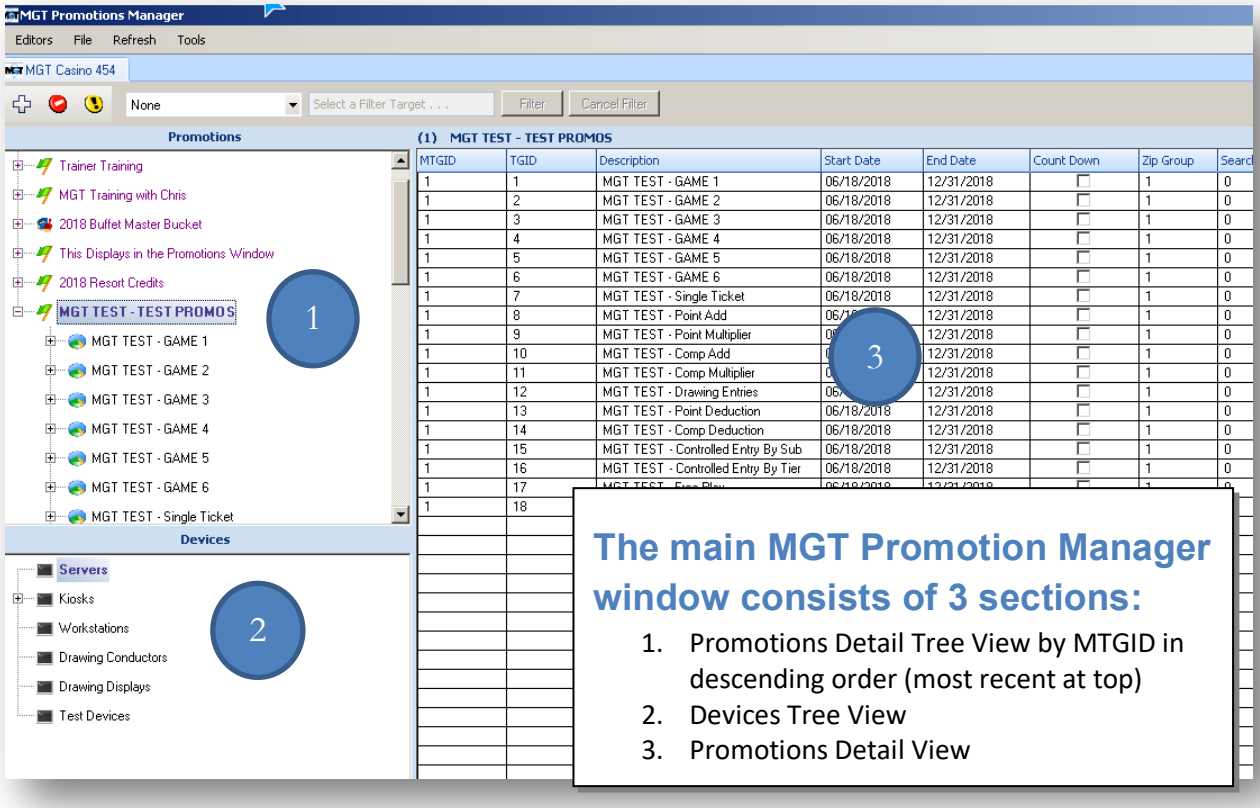
Navigating through the MGT Promotions Manager Windows



The MGT Promotions Manager is the start screen. From this screen you can:

1. Add and/or Edit a Promotion
2. Add and/or Edit a Sub Promotion
3. Add and/or Edit a Tier
4. Add and/or Edit a Prize
5. Edit a Schedule
6. Link a Master Promotion to a Kiosk on your casino floor

Using Your Mouse in the MGT Promotions Manager – NEW FEATURES

1. IN simplest terms, LEFT-CLICKING on an item selects it. RIGHT-CLICKING on an item presents options.
2. By ***left clicking*** on an item in the Promotions window, the details for that item will be displayed on the right side of the screen.
3. By ***right clicking*** on an item in the Promotions window, you will be presented with a popup menu. From this menu you will be able to:
    a. Add a New Sub Promotion
    b. Add a New Master Promotion
    c. Edit the selected Master Promotion
    d. Edit the Sub Promotion Order

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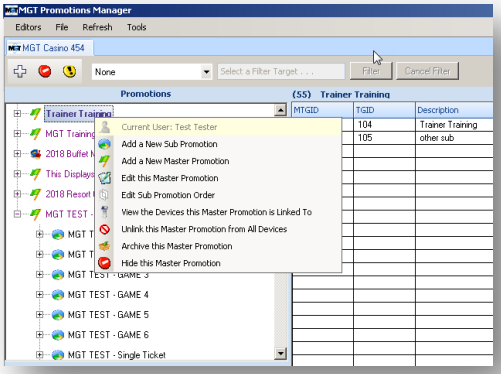
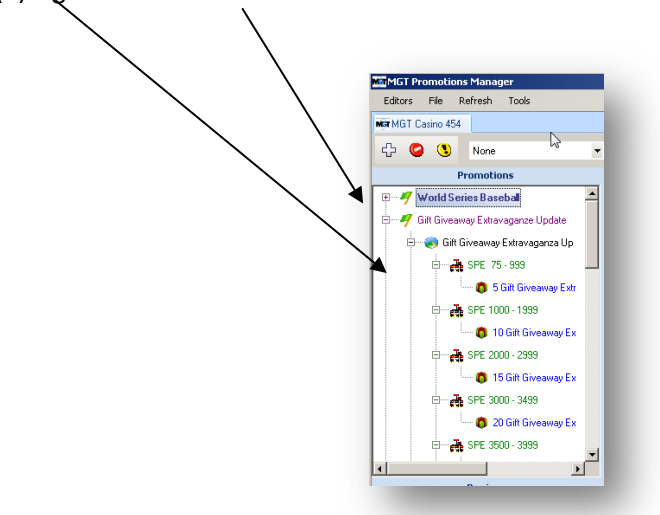
e. View the Devices this Master Promotion is Linked To NEW FEATURE
f. Unlink this Master Promotion from All Devices – NEW FEATURE
g. Archive this Master Promotion – NEW FEATURE
h. Hide this Master Promotion -- NEW FEATURE



4. This pop-up menu list is where you will begin to create your new promotion.

MGT Promo Manager Hierarchy

1. Promo Manager displays the hierarchical structure of promotions, sub promotions, tiers, prizes and devices on your system.
2. The Promotions will always have the most recently created ACTIVE Master Promotion at the top of the list and will list them in descending MTGID.
3. To select an item *left click on it*
4. To expand an item double click on it or left click the **+** symbol to the left of the item.
5. The left side of the Manager window contains the folders in the chosen system. The Manager view begins at the Property Level, showing Promotions, and listing any Sub Promotions, Tiers and Prizes.
6. The directory structure is indicated by the indented levels in Promo Explorer's left pane. The right side shows the items that are contained within the item you selected at left.
7. A minus (-) sign in the box to the left of a folder means that it is fully expanded.
8. A plus (+) sign means that more items are contained within the folder



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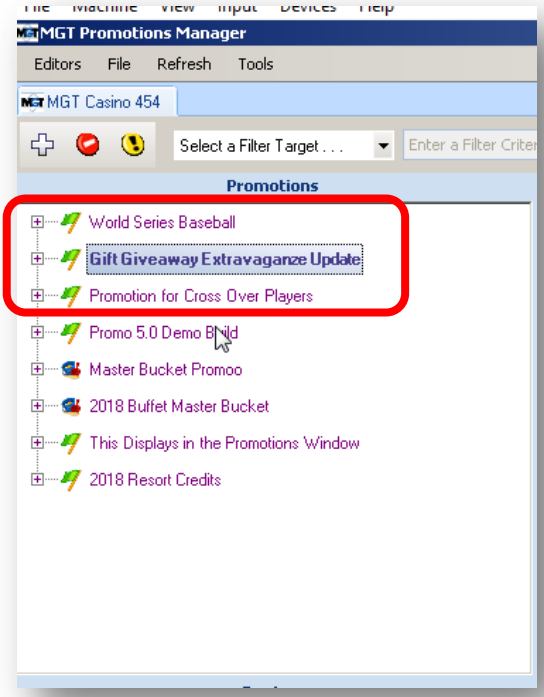
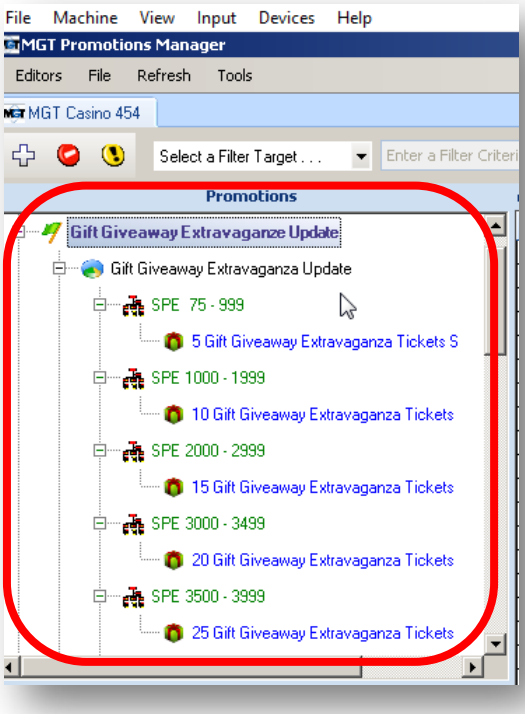
NEW FEATURE: Promo Manager Hierarchy 'FAST VIEW'

1. To quickly view every subordinate item under a Master Promotion
    a. Hold down the CTRL button
    b. Left-click on the Master Promotion Description
    c. The Tree View opens completely.
    d. To close the View, left-click again.





NOTE: The MGT Promotions Manager is Color-Coded.

This feature allows you to quickly identify potential problems in a promotion. For example: an item that shows in RED. The Color-Coding Schedule is as follows:

- Purple — Master Promotion
- Black — Sub Promotion
- Green — Tier Level
- Blue — Prize
- Dark Blue — Prize Kit
- Red — Inactive, Incomplete Configuration or Hidden

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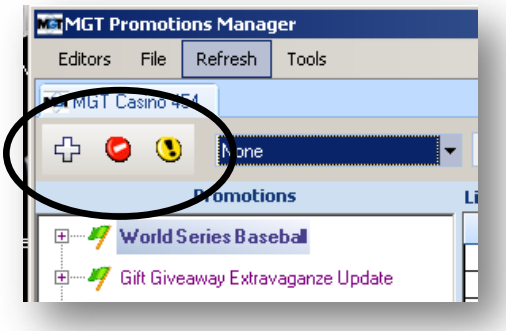
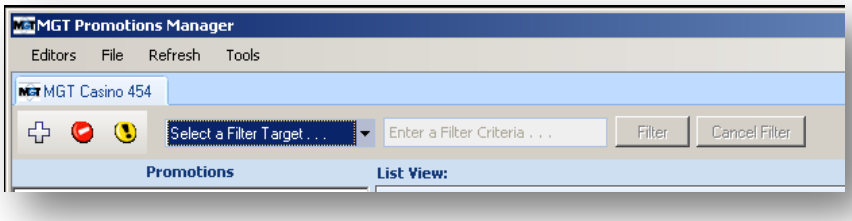
The Plus, Minus and Exclamation Point Buttons

1. When a database is open in Promotions Manager, three new buttons will appear:
2. **Plus Sign**: Shows or Hides Archived Promotions
3. **Minus Sign**: Shows or Hides Hidden Promotions (though no promotion data is deleted from the database.)
4. **Exclamation Point**: Shows or Hides Promotions Items that have been made inactive. Inactive Promotions will appear in **RED**



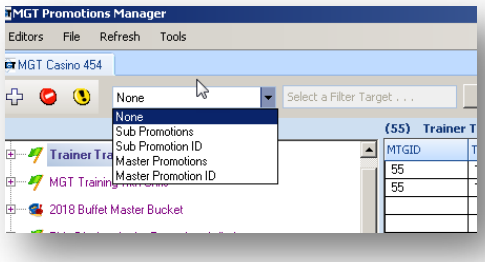
NEW FEATURE: SEARCH THE MASTER PROMOTIONS

1. MGT Promo Manager 5.0 allows you to search for a specific Master Promotion.
2. This Search can be conducted in one of four ways:



Search/Filter by The Master Promotion ID (MTGID) or Sub Promotion ID (TGID)

a. Select a Filter Target



b. Select Master Promotion ID (MTGID) or TGID
c. Enter the MTGID or TGID for your search
d. Select Filter

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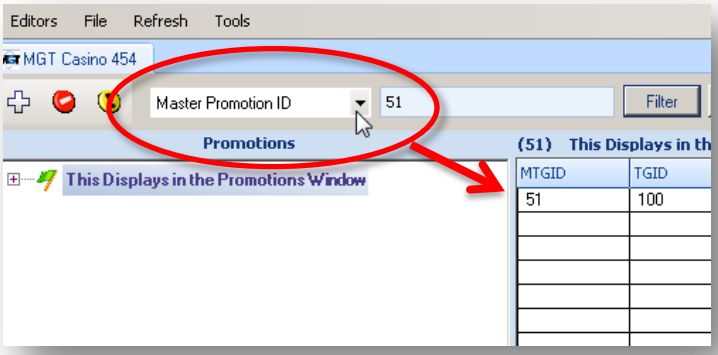
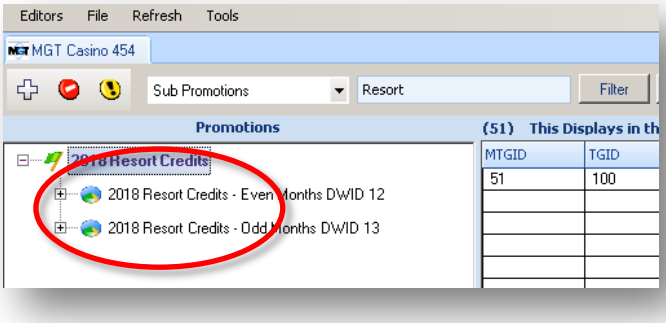
e. After Search



Search By using a Key Word

a. Before Search
b. Select Master Promotion or Sub Promotion
c. Enter the Key Word
d. Select Filter
e. After Search



To Clear the Search

1. Select Cancel Filter

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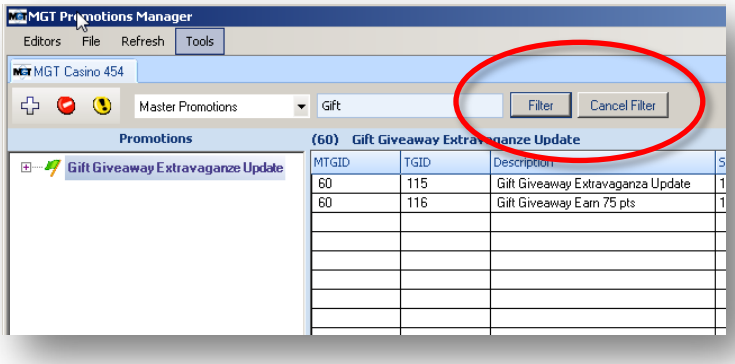
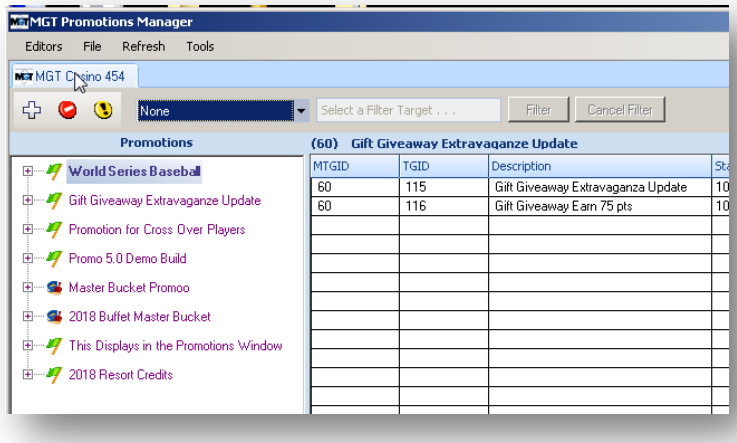


2. The Active Master Promotions will return to the normal View



Now that we've introduced you to How to Navigate MGT Promo Manager, let's use the FIVE Steps to learn how to configure promotions.

We'll start with Step One.

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REMEMBER: Every Promotion built in Promo Manager requires that five steps be successfully configured. This Manual has been created to systematically walk you through this process.

1. An Active Master Promotion

Purpose: serves as a filter to disqualify large groups of people. Begins the process of defining your promotion partly by defining what the promotion is not.

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STEP ONE: A MASTER PROMOTION

THE MASTER PROMOTION: Essential Purpose

1. The Essential Purpose of the Master Promotion is similar to a 'bouncer' at a nightclub. Its purpose is to serve as a filter to DISQUALIFY a player from a promotion as quickly as possible. This enables the Kiosk to move quickly to showing the player the promos that they ARE qualified to see.
2. For example: If the promotion is an Age-based promotion for players 55+, and the player swiping is not at least 55 at that time, they are disqualified immediately.
3. Another example: If the promotion is an Age or Birthday Promo, and is configured to look at the current month for a player's birthday, the Kiosk can immediately disqualify the player simply because it is not the month of that player's birthday.
4. Another example: If the player is required to earn X amount of Slot Points today to qualify for an offer, and they have not yet reached that threshold, they are disqualified until they reach or pass that level. Each time the player swipes the Kiosk will look to see if the player meets all other criteria to qualify, and if so, will show the player that available promotion at the Kiosk.
5. **IMPORTANT NOTE #1**: Because the software is designed to be an 'open' software to allow you to make the choices that YOU want, you must click on the choices that you want to make.
6. **IMPORTANT NOTE #2:** THE "RULE OF BLUE': do not assume that something in a list of choices is selected simply because it is highlighted. You will need to select or click on the choice for it to be confirmed as your choice.
7. **IMPORTANT NOTE #3:** It is helpful to understand the Kiosk as asking questions about the player who has just swiped. The most important question is this:
    a. **"What's true about this player right now?"**

Master Promotions can use the following criteria to control participation:

Player Gender
All, Men Only, or Women Only

Player Age or Birthday
Define days before/after the player's birthday
Define if it is the month of the player's birthday
Define by age: low/high years "=>55 and <101"

Player Wedding Anniversary
Define days before/after a player's anniversary
Define if it is the month of player's anniversary
Define by age: low/high years "player's 50th anniversary"

Player Enrollment Date
Define if the Player is a New Enrollment
Define days after the player's enrollment into the club
Define years low/high that the player has been enrolled
Define if it is the anniversary month of the player's enrollment

Player Action Today
Player must earn this qualifier today, points earned today, Coin In over 50 today, etc. must be earned since

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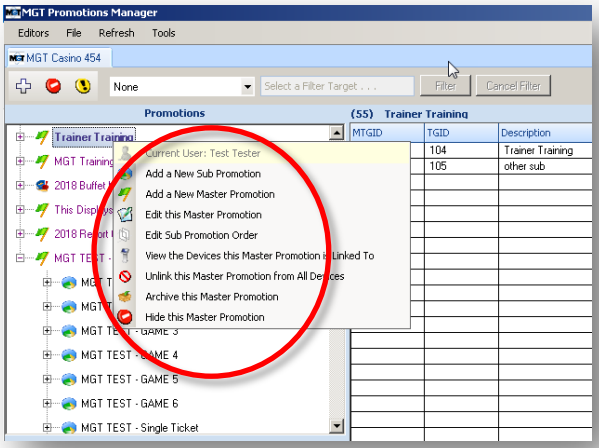
The Master Promotions Editor

NOTE: Think of the Master Promotion Editor as the 'bouncer' at a club.

a. The bouncer is given criteria to evaluate the admission eligibility of a patron.
b. It is the bouncer's job to:
   i. Allow qualified people in, and
   ii. Keep unqualified people out.

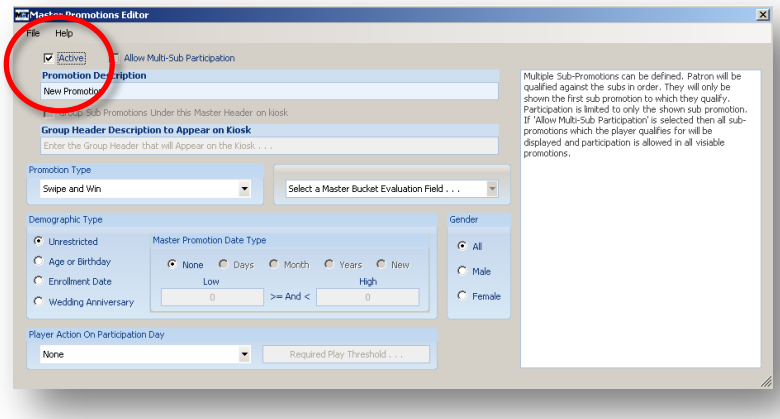
1. Under the Promotions Window ***right click*** in any open space or any existing Master Promotion to access the drop-down menu.



2. *Left Click* on the option "Add a New Master Promotion". The "Master Promotions Editor" will open.

This is the Master Promotions Editor. It may look like a simple screen, but it does an essential task. Not only does it begin to define what your promotion IS, but more importantly, it defines what your promotion IS NOT.

1. <u>NOTE THE ACTIVE BOX: it is checked by default.</u>



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   a. If not, Select and check the **Active** box at the top of the **Master Promotions Editor**
   b. The reason a promotion can be made ACTIVE, is so that they can it be made INACTIVE.
   c. INACTIVE promotions can be hidden from view in the Promotions window.
2. Enter a **Description** for your new master promotion. (for example: 2018 April Showers of Cash)
   a. As you configure more and more promotions in MGT Promo, consistent 'naming conventions' will become increasingly important.
   b. Be sure to clearly identify this particular promotion (month, year, etc.) in the description field.

3. ~~**Group Sub Under this Master on Kiosk**~~ (For Future Development: is not currently functional).
   a. When it becomes active, it will allow the Sub Promotions linked to a single Master to appear 'below' (Parent/Child relationship) a Master Promotion button once that button is selected.
4. Choose a **Demographic Type**. Choose from:
   a. Unrestricted
   b. Age or Birthday
   c. Enrollment Date
   d. Wedding Anniversary

   NOTE: as you select Types, the text above the Low and High windows will change, and the radio buttons will highlight or dim depending upon the Master Promotion Type chosen.

5. In the Master Promotions Editor, the process of configuring and controlling qualifications for a promotion. You will decide who will be qualified for the promotion. Accordingly, the configuration decisions will also decide who will not be qualified. Examples of each follow.

Understanding Master Demographic Types

Player Look-Up Is Always Real Time

1. NOTE: MGT does not store player demographic information.
   a) Every swipe at a Kiosk triggers fresh, real-time Player-Tracking look up, even if the player just swiped a few minutes before this current swipe.
   b) Any change made to player demographic information in the Player Tracking system, therefore, is immediately considered at the next player swipe.

Low Value/High Value

1. Any time a configuration option calls for a Low Value and/or High Value, the following is always true:
   a. The LOW VALUE will always be EQUAL TO or GREATER THAN the number entered. In the illustration: the player MUST be at least 55 on the day they swipe.
   b. The HIGH VALUE will always be LESS THAN the number entered. In the illustration: the player CANNOT be 110 on the day they swipe.

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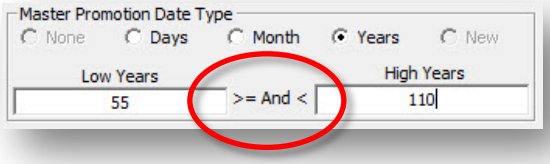
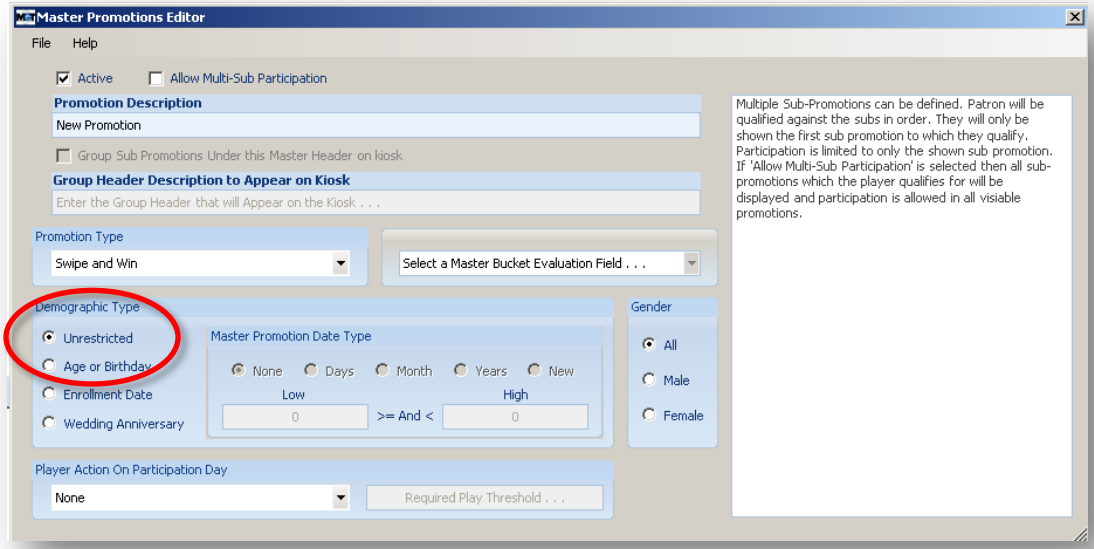


c. Example: this player needs to be at least 55, and less than 110 years old.

Unrestricted Type

1. Choose the **UNRESTRICTED** Demographic Type when you want to do little or no qualification of the players at this level.



2. This is the **Master Promotions Editor** screen presented when selecting **UNRESTRICTED as the Demographic Type.** This promotion type does not require Low and/or High Values.
3. **Player Action On Participation Day** should be set at "None" if no player action (ex: points earned today) is required to qualify on that day.

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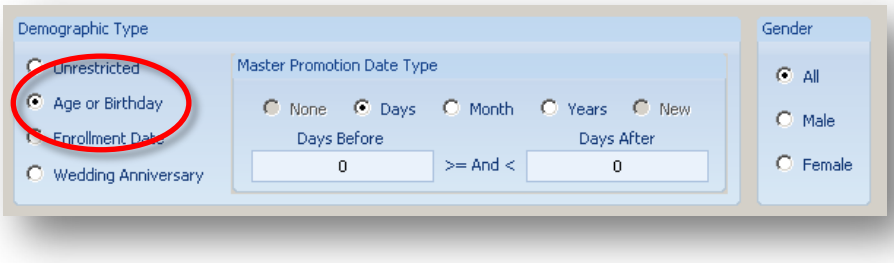
Age or Birthday Demographic Type

1. Choose the **AGE OR BIRTHDAY** Type for promotions based on Birthday or Age-based events.
2. Examples of **AGE OR BIRTHDAY** Type Promo would be birthday promos, offers to seniors, any bonus targeted to a specific age group.
3. Selecting **AGE OR BIRTHDAY PROMOTION** requires information in the **Low** and **High** fields. Selecting a Low of **0** AND High of **0** would indicate a single day.

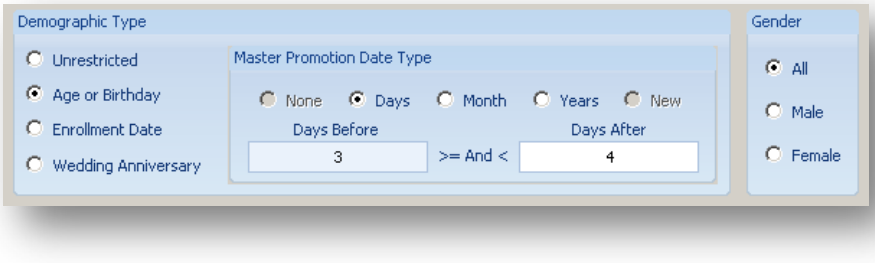
"Age" Master Promotion Date Type Definitions:	LOW is always > or =	HIGH is always <
Day = Day of Birthday	Days before the birthday	< Days after the birthday
Month (of Birthday)	Not used	Not used
Years (how old must the player be)	Range Based on >=Players Age	Range Based on <Players Age

Age or Birthday Promotion EXAMPLES:

1. In this example the player is allowed to participate in the promotion only on the day of their birthday.



2. In this example the player is allowed to participate in the promotion 3 days before thru 3 (<4) days after, including the day of their birthday.



3. In this example the player is allowed to participate in the promotion any day during the month of their birthday.

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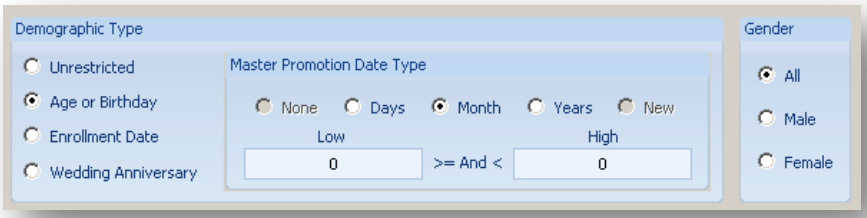
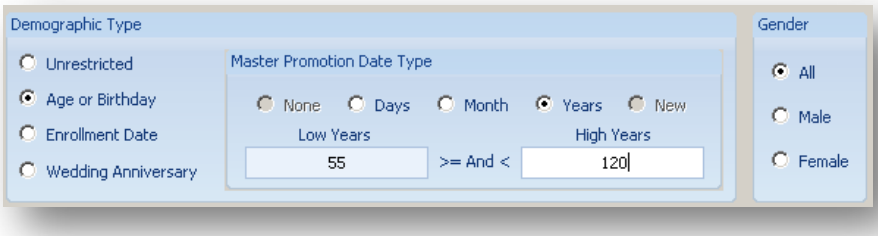


4. In this example the player is allowed to participate in the promotion if they are 55+ but younger than 120.



Enrollment Date Demographic Type

1. Selecting **Enrollment Date** as the **Master Demographic Type** may require an entry in the **Low** and **High** fields.

"Enrollment" Master Promotion Date Type Definitions:	LOW is always > or =	HIGH is always <
Days = Anniversary of Enrolling	Days before Enrollment Anniversary	Days after Enrollment Anniversary
Month (of Enrollment)	N/A	N/A
Years	Minimum Membership Years	Maximum Membership Years
New (just joined the club)	Days Ago Enrollment Occurred	N/A

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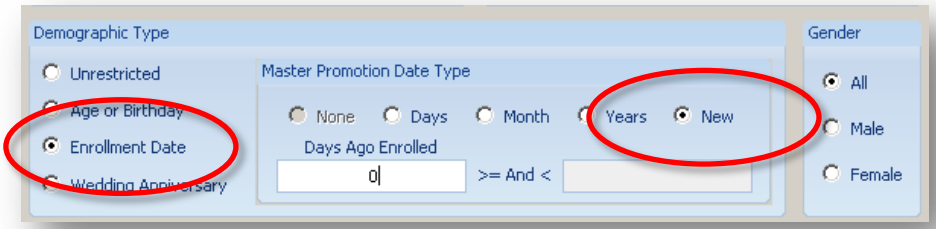
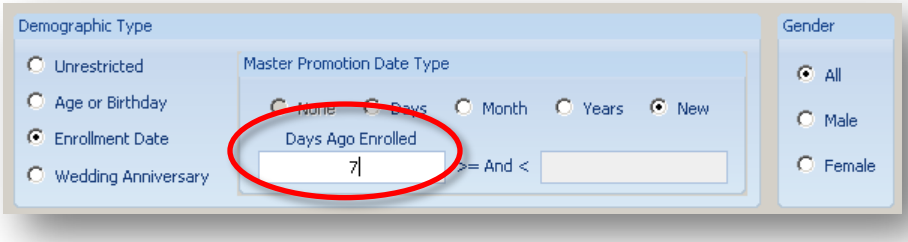
Enrollment Promotion EXAMPLES:

NOTE: In Promo 5.0, Enrollment Date Demographic Type, NEW is selected by default.

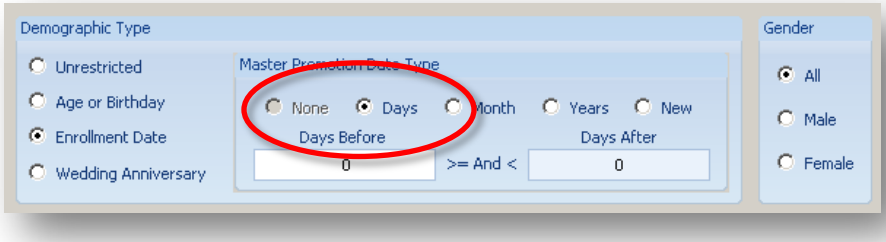
1. In this example the player is allowed to participate in the promotion if they have enrolled in the Casinos Players Club TODAY..



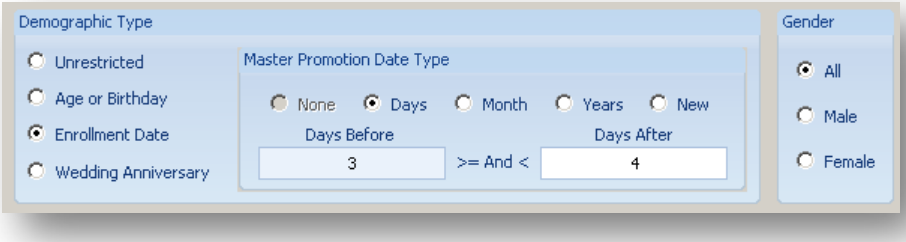
2. In this example the player is allowed to participate in the promotion if they have enrolled in the Casinos Players Club within the past 7 days.



3. In this example the player is allowed to participate if today's date is the <u>anniversary of their original club enrollment.</u>



4. In this example the player is allowed to participate if today's date is within the 3 days before or 3 days after the <u>anniversary of their original club enrollment.</u>



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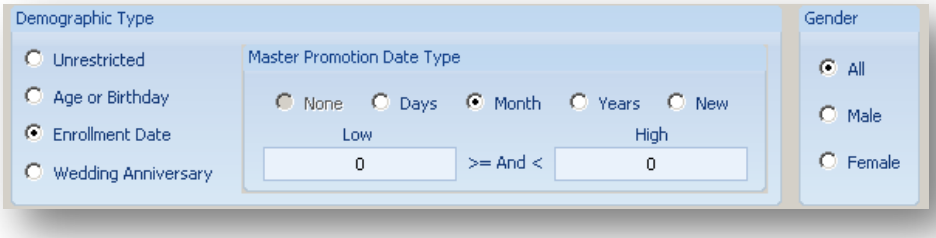
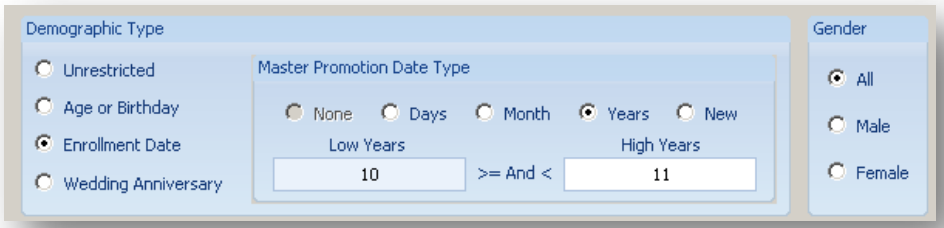
5. In this example the player is allowed to participate in the promotion during the month of the anniversary of their club enrollment, ex All JUNE Enrollments from every year.



6. In this example the player is allowed to participate in the promotion if you are celebrating the 10th Anniversary of their Players' Club enrollment. Their 10th year must have begun on the day they swipe. (Same as Age or Birthday: 55+)



Wedding Anniversary Demographic Type

1. Choose the Wedding Anniversary Promotion Type to qualify players for promotions based on their wedding anniversary. Example of "Anniversary" Type Promo would be Newlywed Promotions, Wedding Anniversary Offers, and Golden/Silver Anniversary Events.
2. NOTE: not all properties collect wedding anniversary information. Ensure that your property has this information before configuring an anniversary type of promotion.
3. Selecting Wedding Anniversary Promotion as a Master Demographic Type requires an entry in Low or High fields. Selecting Days + Low of 0 AND High of 0 will qualify the player only for the day of their anniversary

"Anniversary" Master Promotion Date Type Definitions:	LOW is always > or =	HIGH is always <
Day (of Wedding Anniversary)	Days before Anniversary	Days after Anniversary
Month (of Wedding Anniversary)	N/A	N/A
Years of Marriage	Ex: 25, or 50	Ex: 26, or 51

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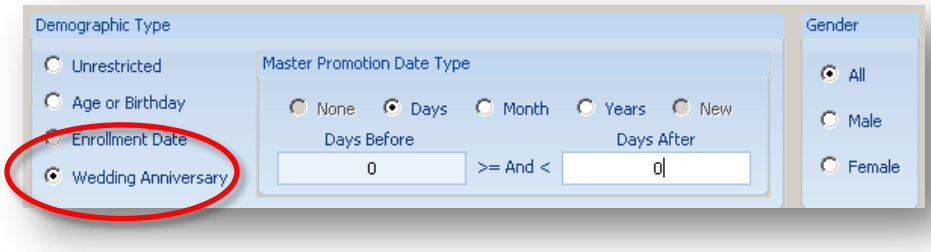
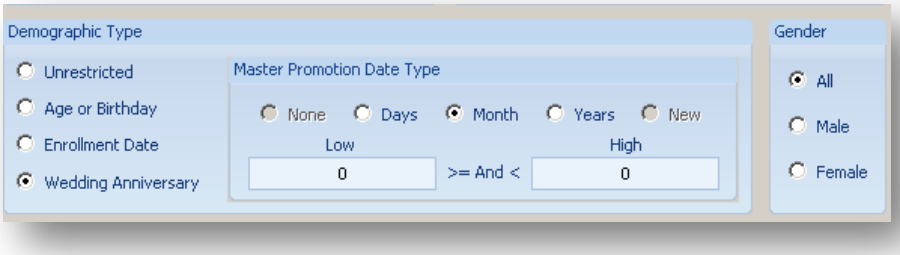
Anniversary Promotion EXAMPLES:

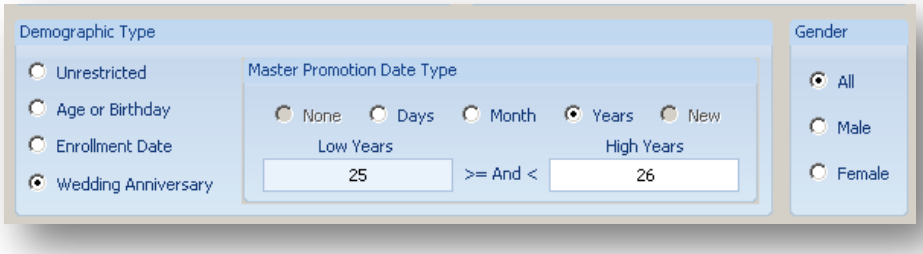
1. In this example the Player would only be allowed to participate on the day of their Wedding Anniversary.



2. In this example the Player would only be allowed to participate on any day in the month of their Wedding Anniversary.



3. In this example the Player would only be allowed to participate if they are celebrating their 25th year of marriage. Their 25th anniversary must be today or in the days to come to qualify.



Making Additional Player Evaluations

1. NOTE: MGT does not store player demographic information.
   a) Every swipe at a Kiosk triggers fresh, real-time Player-Tracking look up, even if the player just swiped a few minutes before this current swipe.
   b) Any change made to player demographic information in the Player Tracking system, therefore, is immediately considered at the next player swipe.

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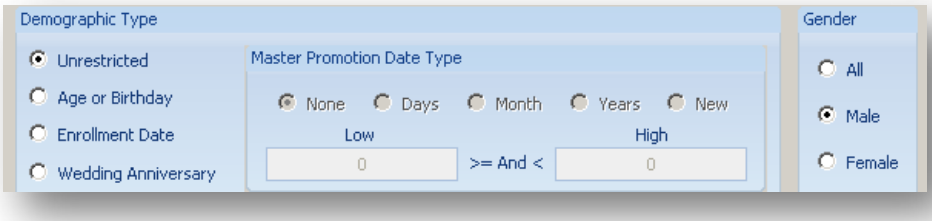
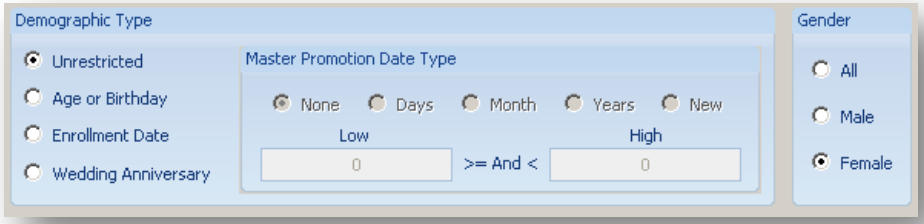
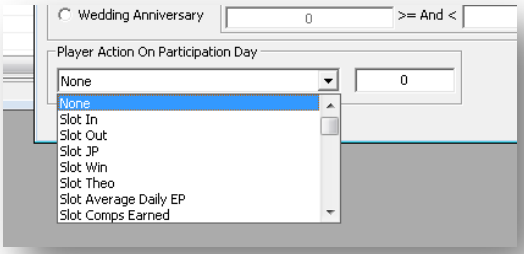
GENDER: Make an evaluation of your player for the promotion by selecting a Gender variable:

a. **All**: Male, Female or Undefined
b. **Male:** Not Female, not Undefined (for example, Father's Day)
c. **Female:** Not Male, not Undefined (for example, Mother's Day).





PLAYER ACTION: You can choose a Player Action on Participation Day variable, and configure a value, or choose NONE.



1. **PLEASE NOTE**: MGT has made a significant modification to the way that Player Action on Participation Day (PAPD) functions. Previously, PAPD for a promotion required the player to have achieved that level of play only on that day from the beginning of the property gaming day, and before 11:59PM.
2. **THE NEW PAPD:**
   a) Promo 5.0 has added the ability for the Kiosk to note the date/time of the swipe and use the play of the corresponding Gaming Day for evaluation.
   b) This adds a function on one hand and changes a function on the other.
   c) ADDED FUNCTION ILLUSTRATION with a 4AM Gaming Day time on February 14.

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i. If PAPD is used and Player A swipes at the Kiosk on February 14, AFTER 4:00AM and BEFORE 11:59PM on February 14, the Kiosk will look back to 4AM on that day to qualify Player A for the promotion.
ii. If Player A swipes at the Kiosk on February 14, AFTER 12:00AM and BEFORE 3:59AM, the Kiosk will look back to the beginning of that Gaming Day for February 13, or, back to 4:00AM yesterday.

d) WHAT ELSE CHANGES?
   i. An increased exposure to ONCE PER DAY double-dipping if not configured correctly.
   ii. ILLUSTRATION: When a player participates in a ONCE PER DAY promotion (TGID), a Played Record is written to prevent the player from continuously participating in that same TGID more than once that day. This record expires at 11:59PM on that day, and is removed by the MGT System Manager (SM). This is the standard behavior and enables the player to participate the next day if promo configuration allows.
   iii. CAVEAT SCENARIO: Player A swipes at the Kiosk and participates in the promotion using PAPD, at 11:45PM on February 13. At 11:59PM, the Played Record is expired and removed. At 12:10AM on February 14, using ONCE PER DAY, Player A is able to participate again, however the PAPD will consider the same Gaming action (for ex: Slot Points Earned) that were used to award Player A on February 13.

3. **Player Action on Participation Day treats all qualified players the same**. If you want to treat better players with better offers, you should consider:
   8. **Using the Sub Promotion Evaluation Ranges and Play Evaluation Tiers, or**
   9. Using **Card Tier Levels with Play Evaluations.**

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Beginning on the following page:

MGT Basic Player Activity Evaluation Fields Dictionary

The function of these fields can vary depending on the property PTS and other property add-ons. A Detailed listing on Evaluation Fields by Player Tracking System can be found in ADDENDUM 3

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Availability in EDraw Draw Rules	Some Evaluation Fields are not available in EDraw Draw Rules. Those NOT available will be noted by highlight of the Evaluation Name

Slot In (Coin In)	Looks at total **Slot In** (Slot *Dollars* In) per the range of Days configured in the Evaluation Range Days
Slot Out (Coin Out)	Looks at total **Slot Out** (Slot *Dollars* Out) (returned to the player) per the range of Days configured in the Evaluation Range Days
Slot JP	Looks at Total amount of **Slot Jackpots** per the range of Days configured in the Evaluation Range Days
Slot Win	Looks at Slot Win (**House perspective – House Win -** in Oasis, IGT, Konami) (**Player perspective** -**Player Win** - in Bally's products) per the range of Days configured in the Evaluation Range Days
Slot EP (Theo)	Looks at total Theoretical Slot Win per the range of Days configured in the Evaluation Range Days
Slot Average Daily EP	Looks at Theoretical Slot Win per the range of Days configured in the Evaluation Range Days divided by days played (not trips)during that range
Slot Comps Earned	Looks at Comp Amounts Earned from Slot Play over the range of Days configured in the History Range Days
Slot Points Earned	Looks at Slot Points Earned per the range of Days configured in the Evaluation Range Days. Does not include Bonus Points (except in IGT, where Earned Slot Pts and Bonus Slot Pts are dumped into the same bucket. As an alternative, use Slot In). When evaluating for today's play only, this Only includes today's GAMING DAY points unless using the Evaluation Time Group option in the Sub Promotion. (History Time Group not available in some player tracking systems.)
Slot Points Redeemed	Looks at Slot Points Redeemed per the range of Days configured in the Evaluation Range Days
Slot Days Played	Looks at Slot Days Played per the range of Days configured in the Evaluation Range Days
Pit In	Looks at Total Pit In (Pit *Dollars* IN) per the range of Days configured in the Evaluation Range Days
Pit Out	Looks at Total Pit Out (Pit *Dollars* Out) (returned to the player) per the range of Days configured in the Evaluation Range Days
Pit Win	Looks at Pit Win (**House perspective** in ATI, IGT, Konami, **Player perspective** in Bally's products) per the range of Days configured in the Evaluation Range Days
Pit EP (Theo)	Looks at total Theoretical Pit Win per the range of Days configured in the Evaluation Range Days
Pit Average Daily EP	Looks at Theoretical Pit Win per the range of Days configured in the Evaluation Range Days divided by days played during that range.
Pit Comps Earned	Looks at Comp Amounts Earned from Pit Play over the range of Days configured in the Evaluation Range Days

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Pit Days Played	Looks at Pit Days Played per the range of Days configured in the Evaluation Range Days
Other In	Looks at Total Other In (Other *Dollars* In) (returned to the player) per the range of Days configured in the Evaluation Range Days (Bingo, for example)
Other Out	Looks at Total Other Out (Other *Dollars* Out) (returned to the player) per the range of Days configured in the Evaluation Range Days
Other JP	Looks at Total Other Jackpots per the range of Days configured in the Evaluation Range Days
Other Win	Looks at Other Win (**House perspective** in Oasis, IGT, Konami, **Player perspective** in CMS) per the range of Days configured in the Evaluation Range Days
Other EP (Theo)	Looks at total Theoretical Other Win per the range of Days configured in the Evaluation Range Days
Other Average Daily EP (Theo)	Looks at Theoretical Other Win per the range of Days configured in the Evaluation Range Days divided by days played during that range
Other Comps Earned	Looks at Comp Amounts Earned from Other Play over the range of Days configured in the Evaluation Range Days
Other Days Played	Looks at Other Days Played per the range of Days configured in the Evaluation Range Days
Total In	Looks at Total Slot In + Pit In + Other In per the range of Days configured in the Evaluation Range Days
Total Out	Looks at Total Slot Out + Pit Out + Other Out per the range of Days configured in the Evaluation Range Days
Total Win	Looks at Total Slot Win + Pit Win + Other Win per the range of Days configured in the Evaluation Range Days (House perspective in Oasis, Player perspective in CMS)
Total EP (Theo)	Looks at Total Slot EP + Pit EP + Other EP per the range of Days configured in the Evaluation Range Days
Total Average Daily EP	**ATI:** Looks at Total EP (Theo) Divided by the Total Days Played per the range of Days configured in the Evaluation Range Days **BALLYS:** Looks at Total EP (Theo) but does not represent unique individual days played during the time frame. It is the sum of SlotDays, PitDays and OtherDays. I.e., if a player has both Slot play and Pit play on the same day that will count as two days.
Total Days Played	**ATI:** Is a total of Unique days played per the range of Days configured in the Evaluation Range Days **BALLYS:** Does not represent unique individual days played during the time frame. It is the sum of SlotDays, PitDays and OtherDays
Total Points Earned	Looks at Slot Points Earned + Pit Points Earned + Other Points Earned. Does not include Bonus Points (except IGT) per the range of Days configured in the Evaluation Range Days
Total Points Redeemed	Looks at Total Points Redeemed per the period of days configured in the Evaluation Range Days
None	There is no evaluation required at this level (i.e., Master, Tier or Drawing Rules)

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Pit Points Earned	Looks at PIT Points Earned per the range of Days configured in the Evaluation Range Days. Does not include Bonus Points. When evaluating for today's play only, this Only includes today's GAMING DAY points unless using the History Time Group option in the Sub Promotion. (This option not available through some player tracking systems.)
Other Points Earned	Looks at Other (Bingo, racing, as examples) Points Earned per the range of Days configured in the Evaluation Range Days. Does not include Bonus Points. When evaluating for today's play only, this Only includes today's GAMING DAY points unless using the History Time Group option in the Sub Promotion. (This option not available through some player tracking systems.)
PitTimePlayed	Amount of PitTime posted at the time of the close of the Rating. Value expressed in minutes
PitAvgBet	Average pit bet per the range of Days configured in the Evaluation Range Days
PitRatedValue	Average bet per hour per the range of Days configured in the Evaluation Range Days
SlotTimePlayed	Amount of SlotTime posted at the time of the close of the Rating. Value expressed in minutes
OtherTimePlayed	Amount of OtherTime posted at the time of the close of the Rating. Value expressed in minutes
MetaEval 1-10	These are configurable Evaluation Fields. The logic used is mathematical only (+, -, x, ÷) Options for 'or' types of logic are not available. The Configurable Evaluations are created, tested and updated by MGT Staff only at the request of the property.
CardTierPoints	This option is used by properties that track a player's card level advancement through a bucket designed for that purposes. Not available in some player tracking systems.
PointBucket 1-20	This field is used when a player's action must meet a defined point bucket level. This is defined by the player tracking system and property and configured by MGT.

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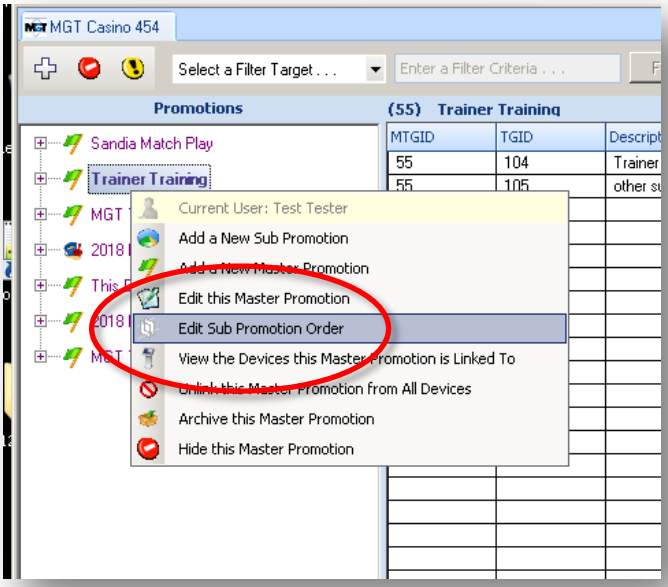
Allow Multi-Sub Participation:

1. If you were scheduling a Master Promotion that had smaller or shorter-term sub promotions, you would check this box. For example, Multiple Sub Promotions that allowed a player to receive an amount of Free Play for every 500 slot points they earned. This box would allow them to participate in each of those Sub Promotions as they achieved them.

Checking the "Allow Multi Sub Participation" would allow you to create this type of promotion.

2. NOT checking this box allows for a different type of set of sub promotions.
3. NEW: The ORDER BOX VALUE that was located on the Sub Promotion has been moved.
    a. Right click on a Master Promotion.
    b. Select Edit Sub Promotion Order



    c. In the illustration that follows, two Subs have been created.
        i. Allow Multi Sub Participation is NOT checked.
        ii. Even though the Trainer Training Sub Promotion was created first, the 'other sub' should be used as the primary (first) one for evaluation. Only if the player does not qualify (play, controlled list, card tier, etc) should the 'other sub' be used to evaluate the player

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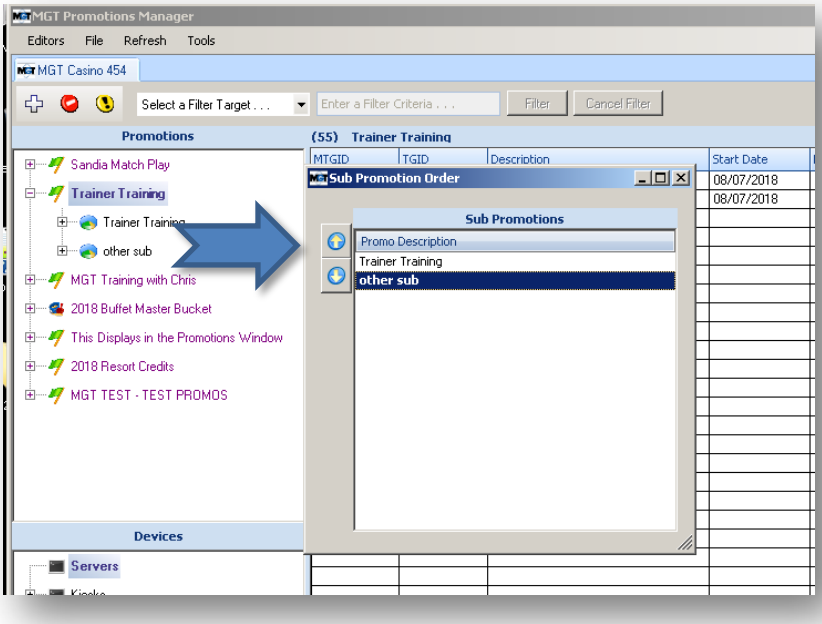
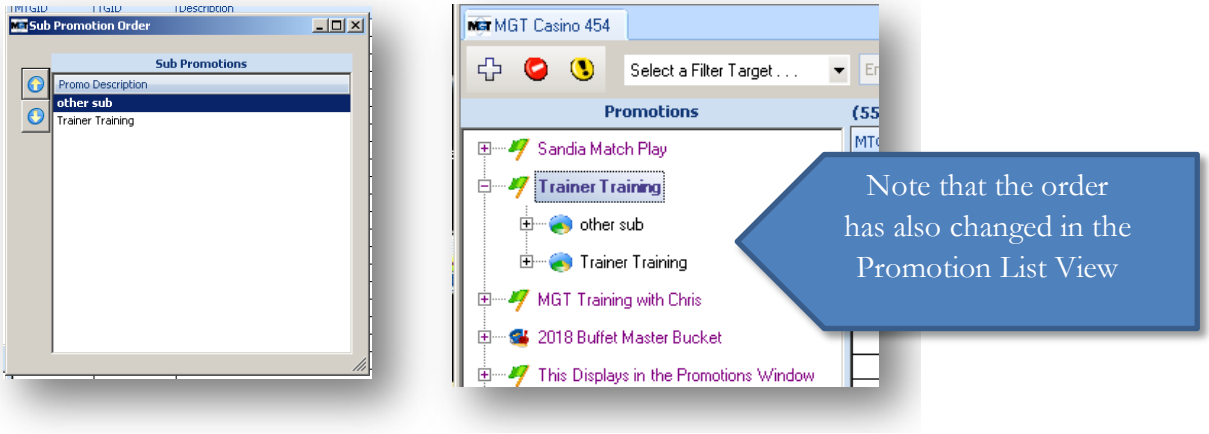
d. Highlight the Sub Promotion that needs to be reordered and click on the UP or DOWN arrow accordingly to its desired position in the order.





4. Refer to next chapter, 'Sub Promotions' for more information about multiple sub promotions.

Master Bucket Promotions

1. Master Bucket Promotions allow players to qualify for promotions:
    a. 'Virtual Points' are calculated using the configured evaluation field and a configured earning period.
    b. Based on qualified play: for example, if Slot Points Earned was the Evaluation Field configured, 500 Slot Points Earned = 500 'virtual points'
        i. A Master Bucket promotion uses the PARTICIPATION RANGE to determine the earning period.

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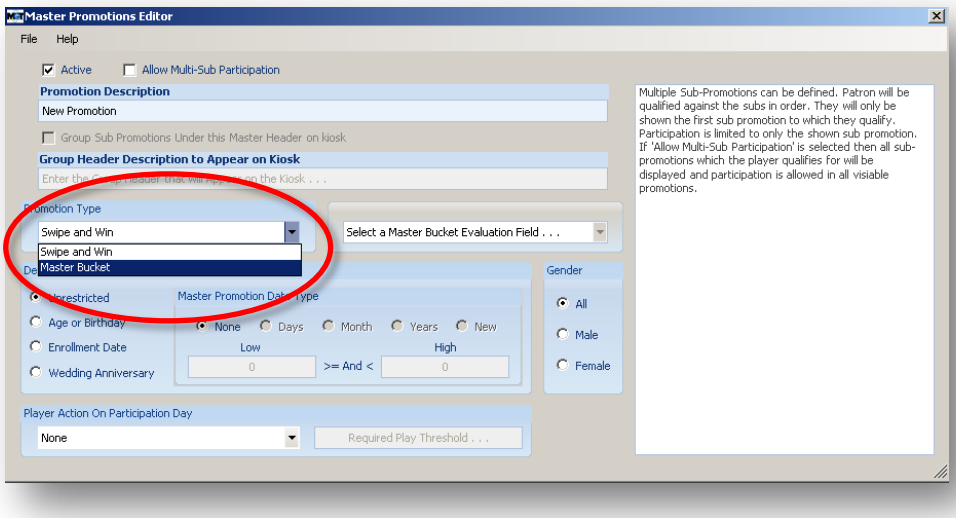
ii. This period is typically during the entire promotion period, but could also be configured to use a Rolling Earning period using the Once Per Range setting.
iii. NOTE: The Evaluation Start and End Dates are NOT used for Master Bucket point calculation for a Master Bucket Promotion. However, these are still valid for evaluating the value of players, if desired.

c. These 'used' virtual points are then deducted from a 'virtual Master Bucket'.

2. The Master Bucket points are not visible at the Kiosk, but the Sub Promo button will display at the Kiosk if the player has enough UNUSED VIRTUAL POINTS from qualifying play during the configured period.
3. The Master Bucket points are calculated 'on the fly' at the Kiosk and in determining Available Promotions in KMan.
4. The Master Bucket points are visible in KMan/Available Promos only when a player does not meet the threshold necessary to qualify for the promotion.

Select Master Bucket from the Master Promotion Editor

1. Under Promotion Type, select Master Bucket from the drop down list.



PART ONE: Select the Promotion Type Evaluation Field

1. The Evaluation Fields are the same list of fields seen in the Player Action on Participation Day.
2. Master Bucket Points will be calculated as determined by the field chosen.

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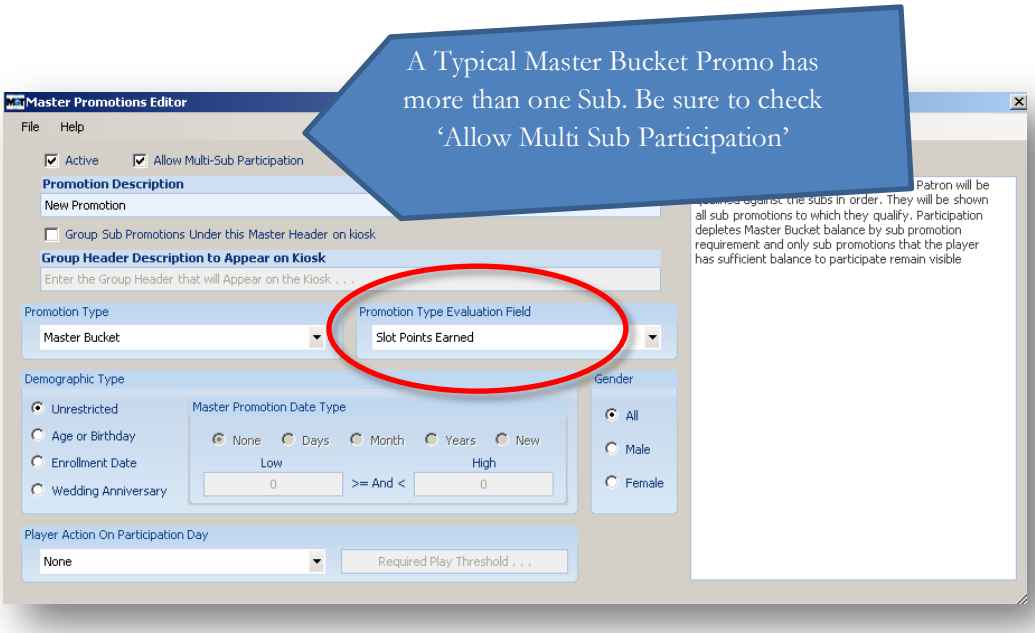
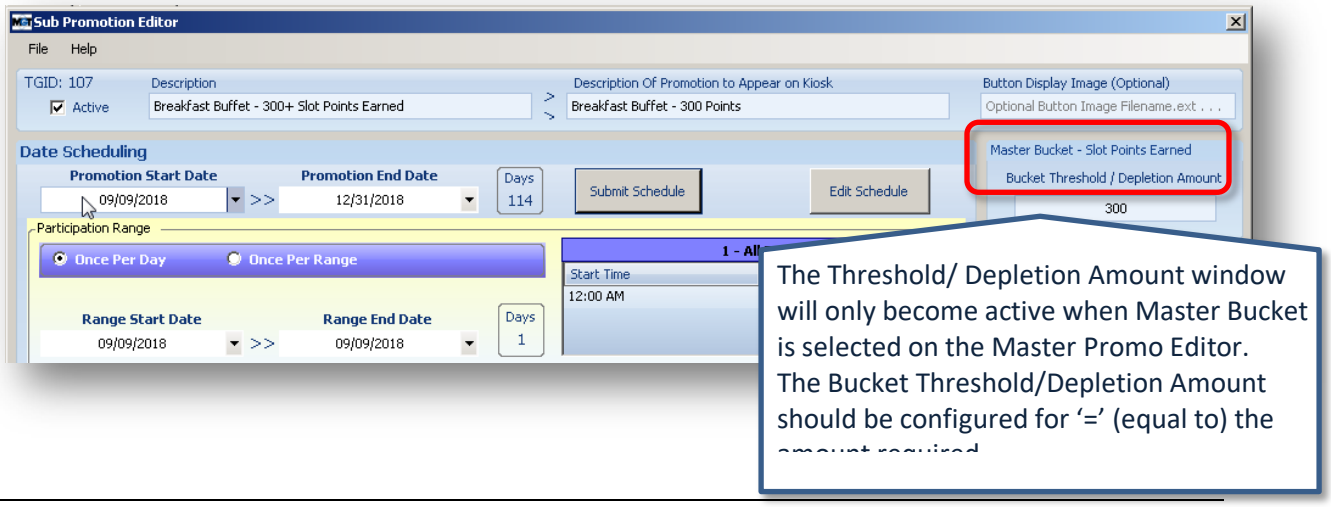
3. NOTE: This Evaluation Field has NO direct connection to the Player Action of Participation Day evaluation field for the purpose of configuring a Master Bucket promo.



PART TWO: Configure the Sub Promo for a Master Bucket Promotion

1. There are two configurations that must be completed on the Sub Promotion for a successful Master Bucket Promo:
   a. The Bucket Threshold, which sets the amount of the evaluation field needed to qualify a player for the promotion.
   b. The Bucket Threshold/Depletion Amount should be configured for '=' (equal to) the threshold amount required. This is because the value needed is calculated at EQUAL TO or GREATER THAN (=>) the value configured.
   c. For example if the threshold value is set to 300 Slot Points Earned, customers would have to earn 300 (or more) Slot Points during the earning period.



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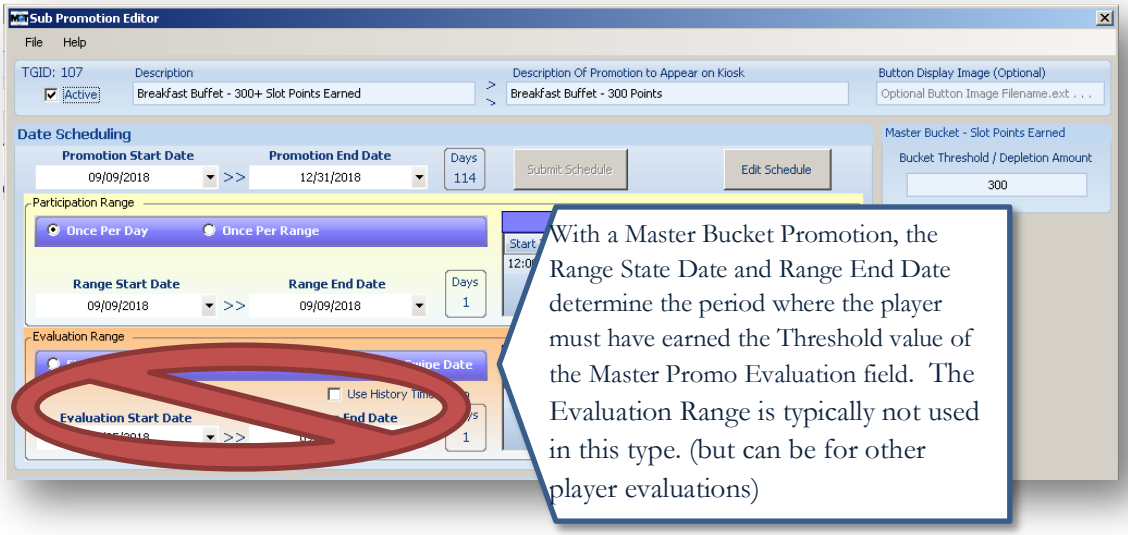
d. In the illustration above, the Player is able to select the Master Bucket Promotion, Once Per Day or Once Per Range. (In the same manner in which a Promo Manager promotion behaves.)
    i. If you want the player to participate in the Master Promotion more than one time (Once Per Day, or Once Per Range) a Sub Promotion must be created for each 'allowed' participation.
    ii. This multiple sub participation can continue until the player has a calculated amount LESS THAN the required amount.
e. If more than one Sub Promotion is linked to the Master Bucket Promotion, each Sub Promotion will only become available after the player has earned the Bucket Threshold/ Depletion Amount over any amount that has already been used.
    i. For example: if the required amount is 30, and the player has 30 virtual points but uses them, that player will be required to earn an ADDITIONAL 30 (of the evaluation field) to see the offer again.

f. The Earning Period to be considered when calculating Master Bucket Points is configured using the Range Start and Range End dates and not the Evaluation Ranges.



2. **The Once Per Day configuration** is one of two options that can be used with the Master Bucket Promo Type. The eligibility is based on how many 'virtual points' were earned TODAY only, MINUS any points (from the same Evaluation Field) that have already been used:
    a. From any TGID linked to this Master Bucket Promotion, or
    b. From any other Master Bucket Promotion that is using the same evaluation type
        i. And a player has used virtual points in a period that overlaps with the Master Bucket TGID in 3.a.
    c. For example: if there are two Master Bucket promos running at the same time, and they both use Slot Points Earned for calculating 'virtual points,' using 300 points from one promo will affect the other Master Bucket promo's available 'virtual points.'
    d. The Once Per Day configuration also controls participation in the same manner as a Swipe and Earn promotion.

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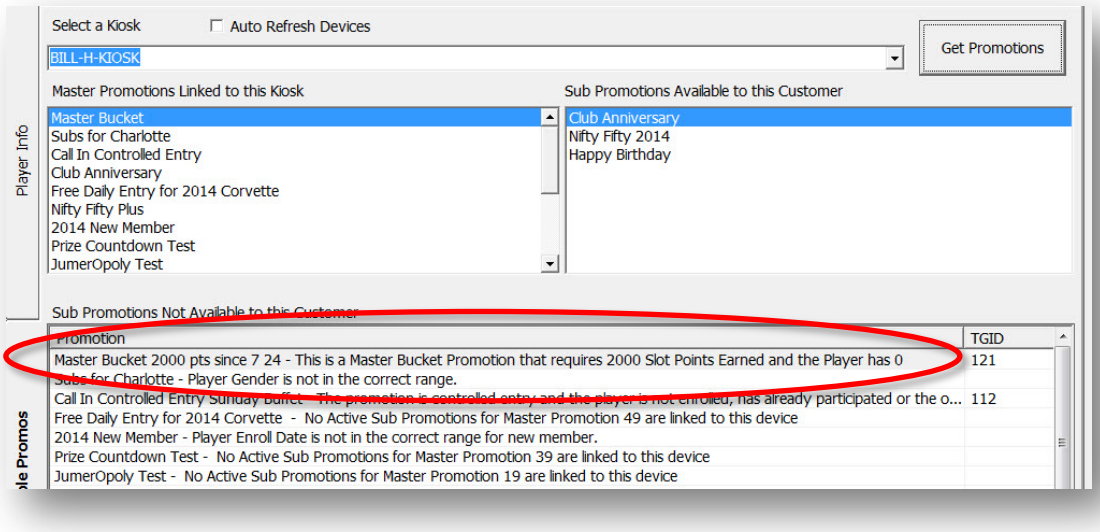
3. **The Once Per Range configuration** uses the Range Start/Range End period to behave in the same manner as the Rolling Range does in the Evaluation Range (Evaluation Start/Evaluation End).
    a. The period used for determining how many 'virtual points' a player has will start at 0 (zero) on the first day of each new range until that player's gaming activity begins.
    b. For example: if a Master Bucket Promotion is scheduled to run for 28 days, and the Range Start and Range End = 7 days, and Once Per Range is selected, on Day 8, a new calculation window begins, on Day 15 a new calculation window begins, etc.
    c. The Once Per Range configuration also controls participation in the same manner as a Swipe and Earn promotion.

Using KMan's 'AVAILABLE PROMOS' to Determine Master Bucket Qualification

1. If a player has qualifying play during the Master Bucket earning period and has achieved or surpassed the threshold value, the Kiosk will display the Master Bucket promotion.
2. If the player's qualifying play is still at or above the threshold value of the evaluation field after participating in the Master Bucket promo, the promotion button will appear until the time the player has 'deducted' an amount sufficient to fall below the threshold.
3. Although the Kiosk WILL NOT display the amount of qualifying play, that amount WILL be visible in KMan under 'Sub Promotions Not Available to this Customer'. The amount required (threshold) and the amount of 'points the player has earned will be visible.
4. In the illustration below, the player has NO qualifying play at this time.



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Group Subs Under One Master Button (requires new Kiosk flash)

Refer to Appendix A: Aspiration and Linear Promotions

Exit and Save

1. Choose File/Save or close the window for a prompt to save or cancel changes without saving any of your work.

This concludes, STEP ONE: The Master Promotion configuration.

You are ready to define the details of your promotion in the Sub Promotion Editor.

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REMEMBER: Every Promotion built in Promo Manager requires that five steps be successfully configured. This manual has been created to systematically walk you through this process.

1. An Active Master Promotion

Purpose: serves as a filter to disqualify large groups of people. Begins the process of defining your promotion partly by defining what the promotion is not.

2. An Active Sub-Promotion – at least one

Purpose: in the Sub-Promo Editor, Scheduling takes place, not only the length and days of the promotions but frequency of participation and the period of player activity that will be used to evaluate levels of performance by players.

3. A Tier – at least one

Purpose: now that filtering has taken place and the Kiosk has checked to see if the promotion is active at this date/time, the Tiers, Evaluation Fields and Low/High values, (together with the Evaluation Range from the Sub-Promo) are used to determine the level of play and the attached prize(s).

4. An Active Prize or Offer – at least one

Prize: A prize is what you will give the player based on qualified play during the Evaluation Range.

Offer: An offer is the 'carrot' that you dangle in front of the player to help them, 1) join the Player's Club and increase frequency of visits, 2) stay at the property longer, 3) increase play activity, or 4) bring a friend to sign up for the Player's Club.

5. A Kiosk – at least one

Any promotion does not have to be linked to every Kiosk on the casino floor. For example: PIT only promotions can be linked to the Kiosks in that area; VIP promos can be linked only to the Kiosks in the VIP Lounge; bus promos can be linked to the Kiosks near the bus drop-off area.

NOTE: though not required to make the promotion work at the Kiosk, a great next step would be to run a Promo Design Report to preserve the integrity of the original promo configuration.

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STEP TWO: THE SUB PROMOTION

SUB PROMOTION: PURPOSE

- After the Master Promotion has been configured, the next step is to schedule the promotion for day, time and make additional qualification choices
- The best way to understand a Sub Promotion is that it is the Promotions button that a qualified player will see after swiping at a Kiosk.

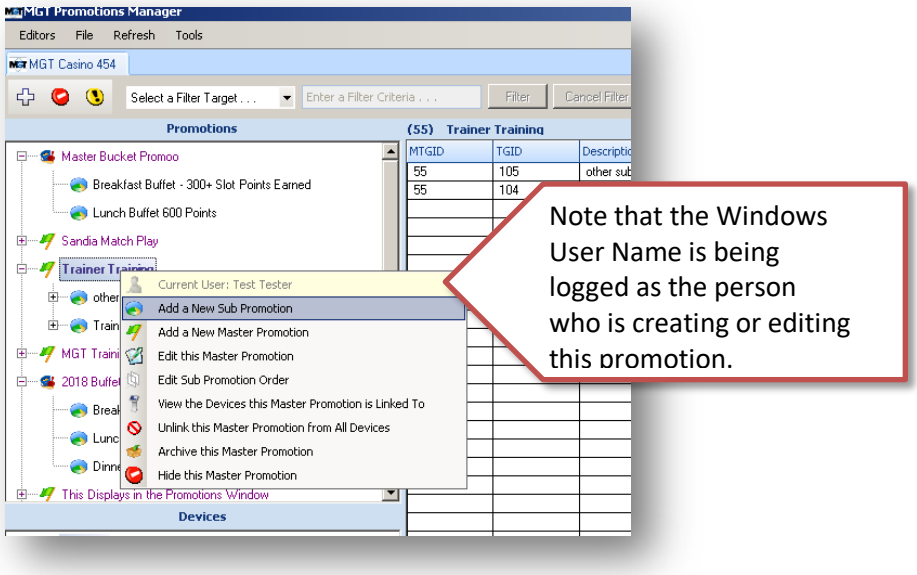
Many important choices are made at the Sub Promotion level:

1. How many Sub Promotions are necessary?
2. How long will the promotion run?
3. How often will the promotion be offered?
4. What Player data do you want to use to evaluate promotion qualification?
5. What time of the day will the promotion be available to the player?
6. What Zip Groups will the promotion be available for?
7. Will the Sub Promotion use Controlled Entry?
8. Will the promotion use an interactive Flash Game?

Let's Begin…

Adding a New Sub Promotion

1. In the Promotions window, *Right-click* on the Master Promotion you just created.
2. NOTE: The next Step in configuration a new promotion will be the first choice in the list from this Step forward.



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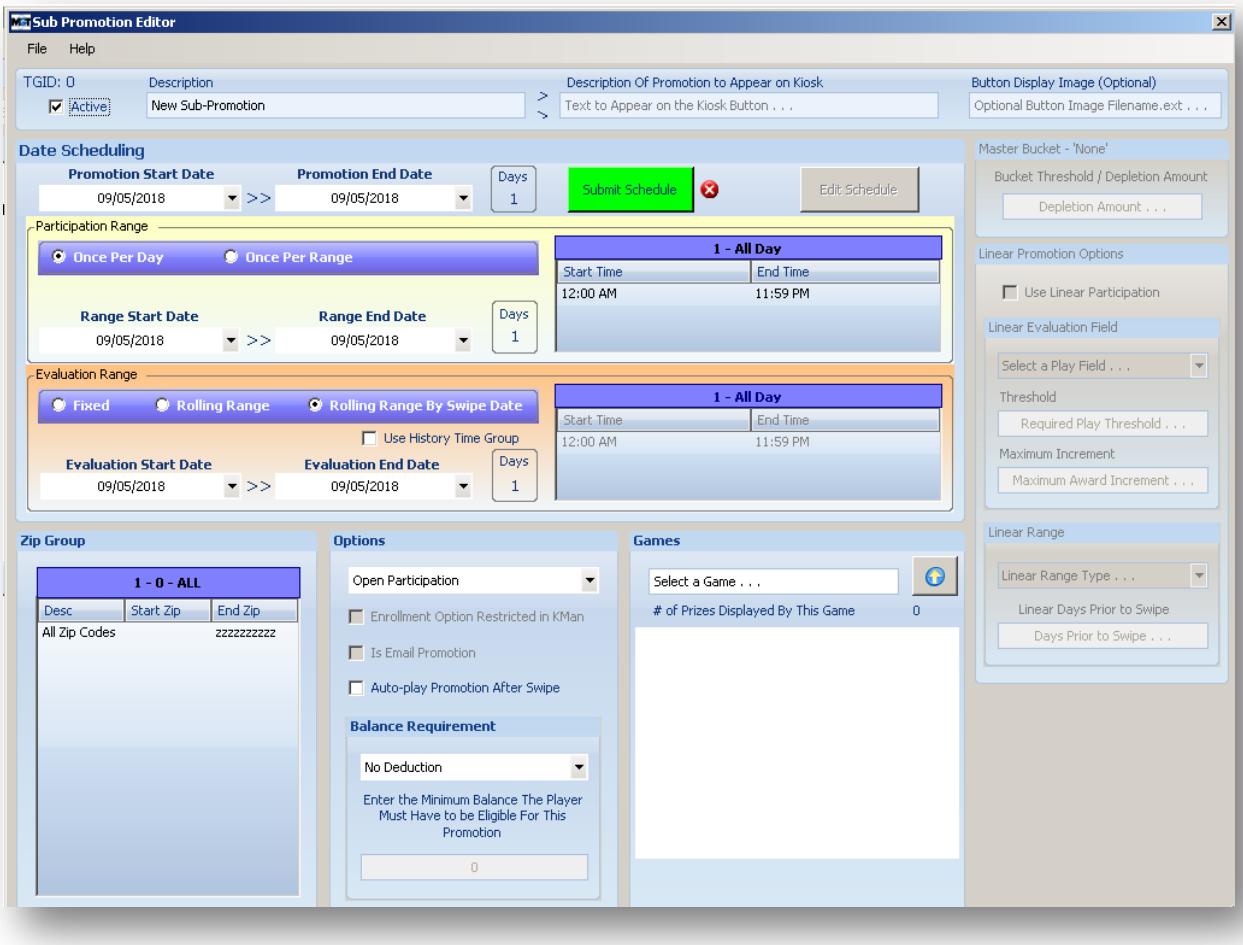
3. Select **Add a New Sub Promotion** by highlighting it and *left clicking* on it with your mouse.
4. The Sub Promotion Editor window will now be open.
5. On this screen you will find things such as:
    a. Setting the promo start and end dates
    b. Setting the frequency of participation
    c. Setting the time of day for the promotion at the Kiosk
    d. Setting the play history days (if any) used for evaluating the players
    e. Will the player see a game?
    f. Will there be a specific list of invited players? (Controlled-Entry)
    g. Are specific Zip Codes being targeted?



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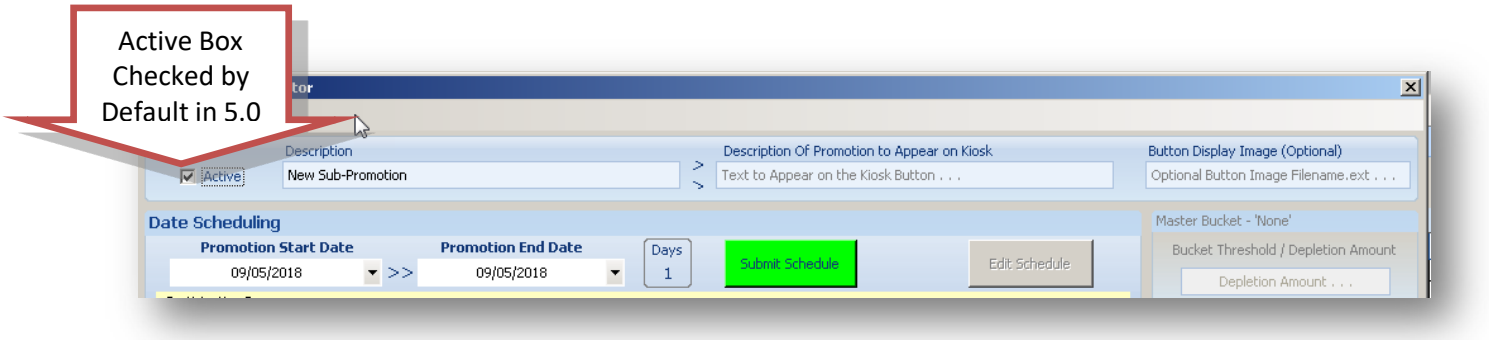
Configuring Your Sub Promotion



1. NEW in Promo 5.0
    a. The Active box is Checked by default.
    b. The Description of Promotion to Appear on Kiosk is now empty by default. It no longer says 'New Promotion.' If this configuration is not complete, the Sub Promotion Schedule cannot be submitted.
    c. The Schedule cannot be submitted unless a game (or None) is chosen.
    d. This prompt will be expanded in the Submit Schedule section.
2. Enter a **Description** for your new Sub Promotion. Follow the pattern of your established naming convention for promotions and offer.
    a. The Description appears in the Enrollment Options window in KMan for Controlled by Sub types of promotions.
    b. It also appears in the list of Sub Promotions Available/Not Available in the Available Promos section of KMan.
    c. It is the Promotion Description in the Import Tool when the Promo is Controlled Entry by Su.
3. Enter the **Description Of Promotion to Appear on Kiosk.**
    a. This description will be what you want the players to see at the Kiosk when they swipe their card and view any promotions scheduled for them. This name will appear on the screen button that will take them to this specific promotion.
        i. As a rule of thumb, the simpler this description, the more simple it will be for your players at the Kiosk.
    b. This description will also be used in naming the promotion as it prints on the customer ticket. Remember that it is possible to have multiple Sub Promotions in the same Master Promotion. Use a name that will help you identify both the Master Promotion and this new Sub Promotion.

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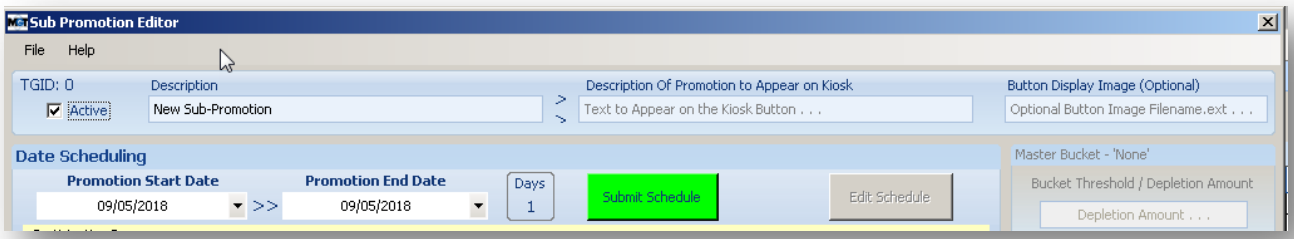
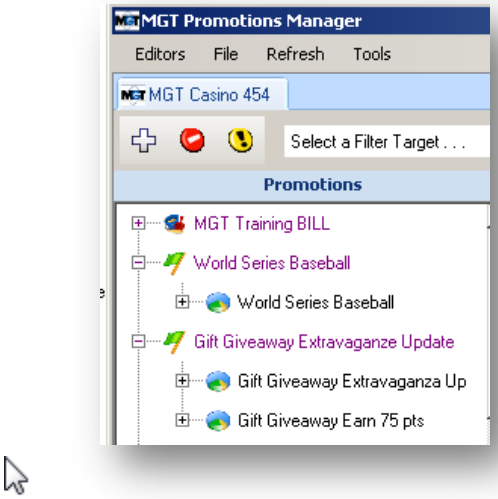
Configuring the Sub Promotion Description

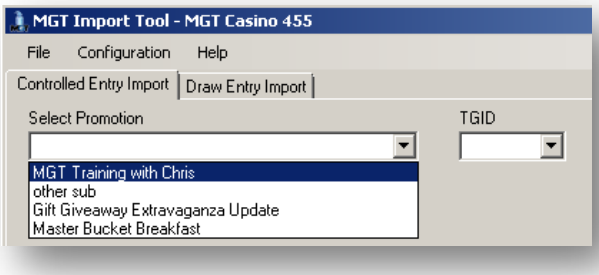
The Description



1. The Sub Promo Description will be used in several places in the MGT software:
    a. It will be visible in the Promo Tree in Promo Manager, indented and appearing under the Master Promotion Description



    b. It will be visible in the Import Tool drop-down list for 'Select Promotion'



    c. It will be visible in KMan – Prize Issued, Promos Played, Enrollments, Available Promotions
2. The Description of the Button to Appear on Kiosk is visible in two places:
    a. The most obvious is the is appears on the promotion button for the qualified player.
        i. Naming Convention is important in this description. Many players will simply push a promotion button without even bothering to read the text.

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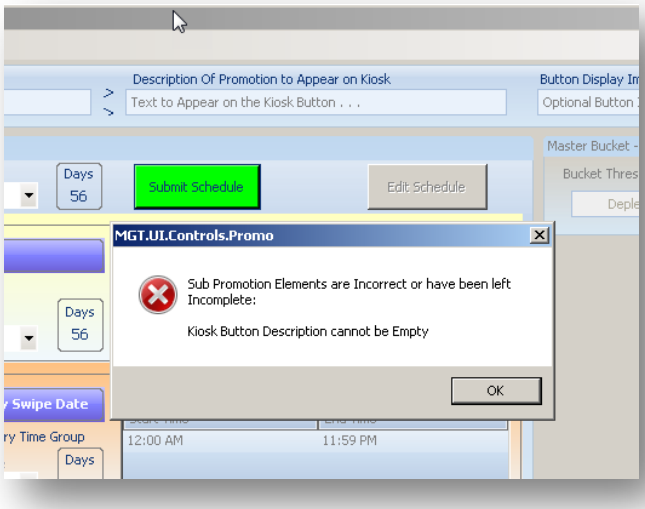
ii. If the player does read the text, typically they will scan the first two or three words.
iii. Meaning: this is not the place to put 'Offer Code BR 549, Segment A-Local', but rather 'Your Free Slot Play', 'Your Free Buffet', 'Win a Truck Bonus Entry.'

b. It is also the Promo Description that Prints on the ticket at the kiosk.

3. If this Description to Appear on the Kiosk is left blank, the following message will appear:



About Promotion Date Scheduling

1. A number of decisions will need to be made when it comes to configuring the Schedule for your promotion. Each of the decisions has some bearing on the other choices, especially as it relates to the Range Dates and the Evaluation Dates. We'll do our best to explain these relationships here.
2. The Range Dates and the Evaluation Dates work in conjunction to help you determine the time period that will be used for the player evaluation (if any) that will qualify them for an active promotion.
    a. For example: you might want to use a player's Average Daily EP/Theo for the last 90 days. That 90-day window can be a Fixed (always the same 90 days) Window, a Rolling (moves in increments determined by the Range Days) Range, or a Rolling Range By Swipe Date (Swipe meaning the day the Kiosk is issuing the prize. This option would look at the 90 days immediately preceding the player swiping the card at the Kiosk.)

3. If the Sub Promotion is saved before the schedule is submitted, the following message will appear:

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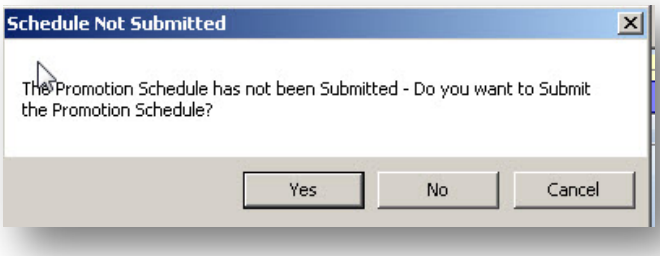
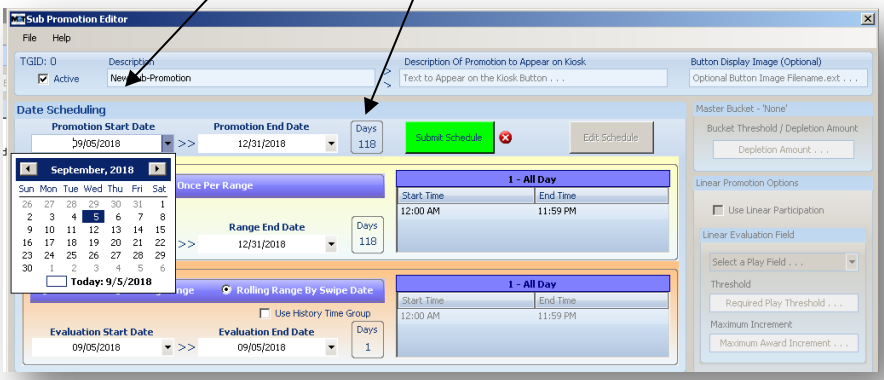


Configuring Promotion Date Scheduling

1. IMPORTANT NOTE: The Promotion Start/End Dates and Range Start/End Date are ALWAYS understood at CALENDAR DAY. 12:00AM to 11:59PM.
2. Select the **Promotion Start Date** by clicking on the calendar drop-down menu and selecting the day the promotion is scheduled to begin.
    a. The Promotion Start Date is the first day you want this promotion to show at the Kiosk to qualified players.
    b. Do not type a date in the form. ***Dates must be selected from the drop-down calendar*** by left-clicking on the date. Use the left/right arrows to scroll one month at a time.
3. In the same manner, select the **Promotion End Date** calendar and select the last day of the promotion.
4. This date range assigns the start and end dates of a promotion. The maximum single span of any Promotion is 365 days. Note the number of days for the promotion will appear in the small **Days** window. (Promotion below is set for 38 Days)
5.



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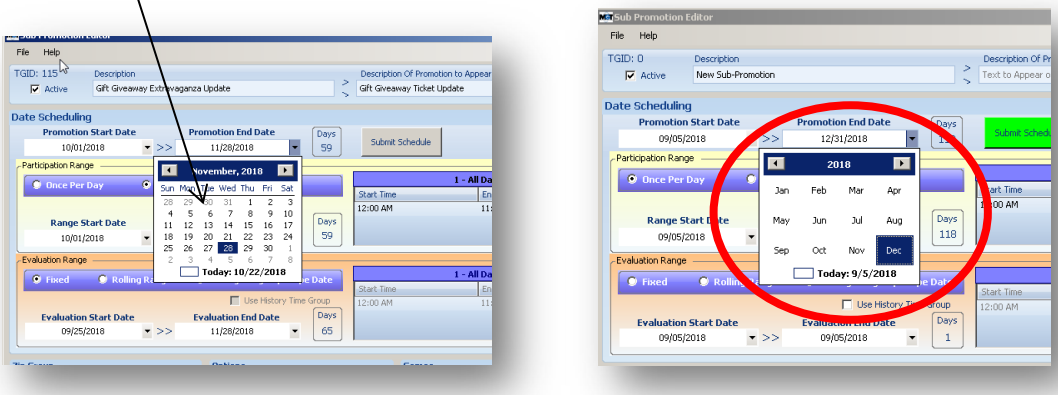
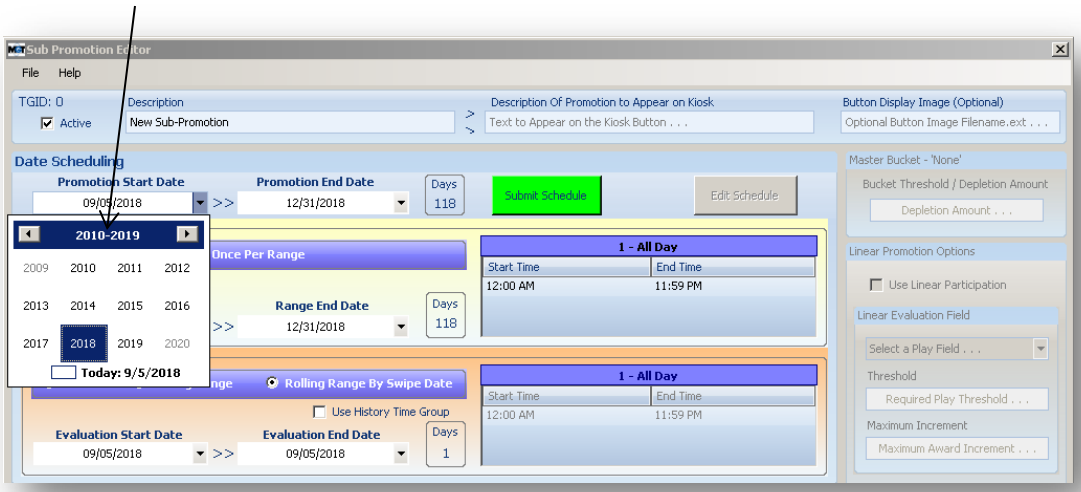
Calendar Shortcuts

1. Click on the name of the month.
2. A drop-down window will allow a quick selection of the beginning promo month and day.



3. Click on the year and select the year, if needed.



4. Selecting the month and day will close the calendar pop-up.
5. When all the steps of configuring a Sub Promotion are completed, the schedule must be submitted to the database…**but not yet!**

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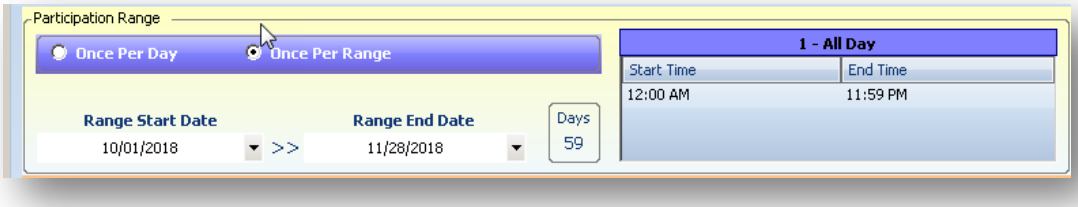
Selecting the Frequency of Player Participation Range



1. As with the Promotion Dates, select the Range Start & End Dates by clicking on the calendar and selecting the dates.
    a. Dates must be selected by left-clicking on a date in the drop-down calendar. Use the arrows or shortcuts to scroll for other months.
    b. The dates entered for this range will determine the frequency with which the player can participate in this promotion.
    c. Note that the numbers of days in the Range will appear in the small Days window.
2. **In almost every situation, the Range Start Date should be set the same as the Promotion Start Date.**
3. The Range End Date cannot be scheduled past the Promotion End Date.
4. Click again on the calendar icon to close the calendar window.
5. The Range Start & End Dates determine the frequency with which a player may participate in the promotion, i.e., once a day, 7 days, 14 days, 365 days, etc.
6. Select your Range participation choice:
    a. ONCE PER DAY or ONCE PER RANGE

Participation and Evaluation Range Rules

Things to Consider

1. The Ranges are set in the database when the schedule is submitted.
2. The last day of each Participation Range will typically be the calendar date upon which the SM will clear the Played records.
3. These records will be cleared at 11:59PM on that day. This means the player(s) will be able to participate in that TGID again the next day that promo is active.
4. If, for some reason the SM was not running at the time the records were intended to be cleared, simply having MIS/IT restart the SM service on the MGT server will result in the SM automatically clearing those expired records in a matter of minutes.
5. Once the Submit the Schedule has been selected, the button will stop being green and Edit Schedule becomes available.

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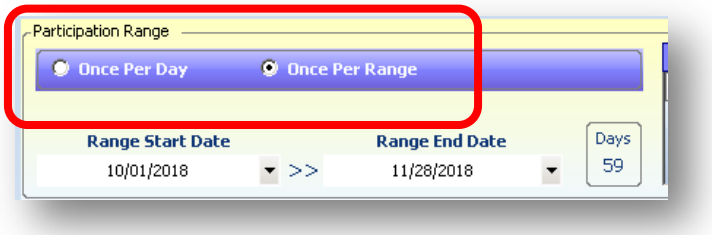
RANGE: A player is allowed to participate in a promotion in only one of two possibilities:



1. ONCE PER DAY

a. The ONCE A DAY option applies to every day that the promotion is valid on the Kiosk. EX: If the promotion is a Wednesday only promotion, the player will be able to participate every Wednesday that they qualify for the promotion. If the promotion is weekdays only (excludes Saturday/Sunday) the play will be able to participate ONCE PER DAY, Mon-Fri, assuming they have met the qualifications.

b. If ONCE PER DAY is the choice, unless combined with a Rolling Evaluation, the Promotion Start Date, the Range Start Date and the Range End Date should be the SAME DATE.

c. The reason is a 'good, better, best' scenario. i.e., if someone was reviewing your promotion and saw that the ONCE PER DAY option was checked but saw an extended period (a range) configured for the Range Dates, they would not be able to tell if the promotion was supposed to be ONCE PER RANGE (because you have configured a range) and you forgot to check that option, or if the ROLLING EVALUATION was going to be used and you forgot to check that option.

2. ONCE PER RANGE

a. A range can be set for any length of time, and the player can participate once in the specified range(s) providing they are qualified for the promotion.

EX: a birthday promotion would be set for "once in a range" and the range would be set for 365 days. Once the player receives the birthday promotion, the Played flag will remain in place until the time it expires – typically, at the end of the year. If the Range is set for seven days, the player can participate in that promotion one time during the seven-day period, and once again when the next seven-day period begins.

EX: If a Range is set for seven days, the player can participate in that promotion one time during the seven-day period, and once again when the next seven-day period begins.

b. NOTE AGAIN: In almost every case, the Range Start Date and the Promotion Start Date will be the same calendar day.

c. An exception to this can be if the marketing department wants to control participation days at the beginning or end of a promotion period. Call MGT for assistance.

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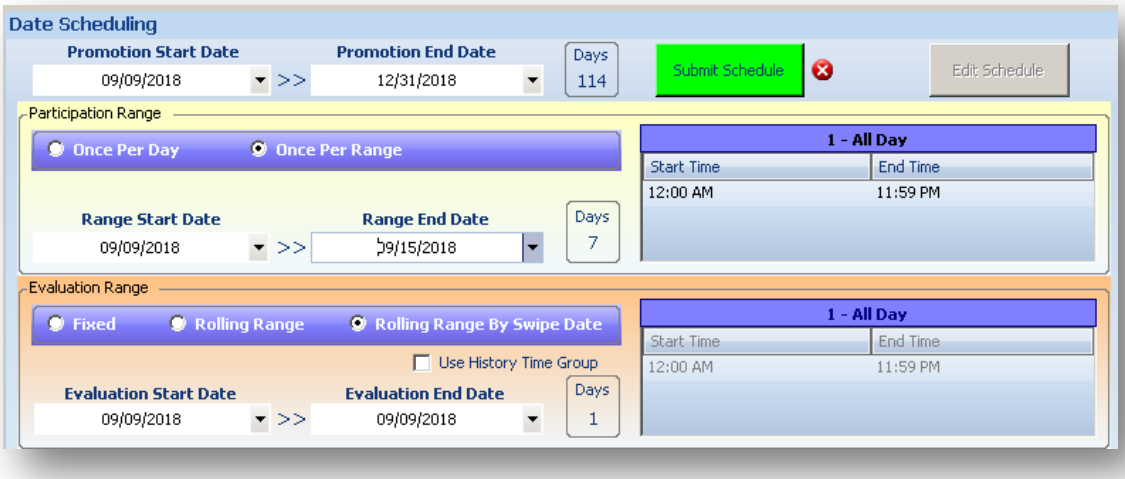


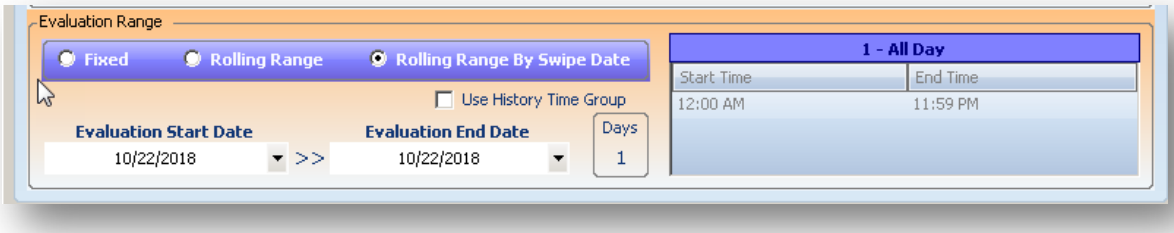
d. As illustrated in this screen shot, the player can participate ONCE PER RANGE in the Range Date period of 9/9/2018 and 9/15/2018. The Played record for this would have: Expires 9/15/2018 11:59PM.

Some Examples:

1. With a 60 day promotion, and "ONCE PER DAY" selected, a player can play up to 60 times, once each day for 60 days.
2. With a 60 day promotion, and "ONCE PER RANGE" selected, if the Range Start and End dates are set for seven days, the player can participate once in every 7-day period during the 60 days.
3. NOTE: a patron can only participate in the same promotion and sub promotion one time per day or range. After a patron participates, a flag is set in the Played table of the MGT database. This flag remains in the table until the scheduled running of the System Manager (SM), at which time the System Manager clears the Played flag from the table according to the Expires date set by the Once per Day/Once During Range rules. Clearing the Played flag enables the patron to participate again according to the configuration of your promotion.

IF THE PROMO USES THE PLAYER'S GAMING ACTIVITY TO EVALUATE THEIR QUALIFICATION:

Selecting the Evaluation Range of a player's play/value



1. Select the **Evaluation Start & End Dates** by clicking on the calendar and selecting the dates. *Dates must be selected from the drop down calendar*. The dates entered for this range will determine

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what play Evaluation Range or account info is reviewed to determine a player's eligibility for the promotion.

2. There are three ways that the "window" of play Evaluation Range for a player can be configured to determine the value of the player or amount of play: Fixed, Rolling Range or Rolling Range by Swipe Date.

Evaluation Range Rules: (examples after descriptions)

1. FIXED

- **a.** In this choice, the amount of days necessary to provide the necessary evaluation of the evaluation field chosen is controlled by the Evaluation Range Start Date and the Evaluation Range End Date.
- **b.** These days are used for the entire length of the promotion and do not change.
- **c.** They are 'fixed' on the calendar and will always be the same for the duration of the promotion.

2. ROLLING RANGE

- **a.** In this choice, the Evaluation Range "window" advances by a certain number of days throughout the duration of the promotion.
- **b.** The amount of days this window moves is determined by the number of days in the range setting.
- **c.** EX: If the Participation Range Start and End Dates cover seven (7) days, the Evaluation Range window will move forward by that amount every seven days. If fourteen (14) days, the Evaluation Range window will move forward by that amount every fourteen days. If thirty (30) days, the Evaluation Range window will move forward by that amount every thirty days, etc.
- **d.** NOTES: as the Evaluation Range window advances the number of days as set by the Range, it is looking at a new period of play, but it is also dropping off that same amount of days from the tail end of the evaluation period, i.e., the promo is looking at a new 7 days, but it has also lost the furthermost 7 days of play.

3. ROLLING RANGE BY SWIPE DATE

(Swipe Date means when the player swipes their card at a Kiosk and participates in the promotion)

- **a.** In this choice the advance of the Evaluation Range window is determined by the player swiping at the Kiosk.
- **b.** If the Evaluation Range End Date is set for the day before the Promotion Start Date, no matter what day of the promotion the player swipes at the Kiosk, the Evaluation will look at yesterday and then back in Evaluation Range the number of days determined by the Evaluation Range.
- **c.** If the Evaluation Range End Date is set for the same day as the Promotion Start Date, the Kiosk will also consider the play of the day the player swipes and then look back in Evaluation Range at the number of days as determined by the Evaluation Range.

Some things to consider:

1. The desire is to configure a Weekdays-only promotion and also configure a Play Evaluation Range for only weekdays in a Rolling Range. AN INCORRECT configuration would be to set the Range for 5

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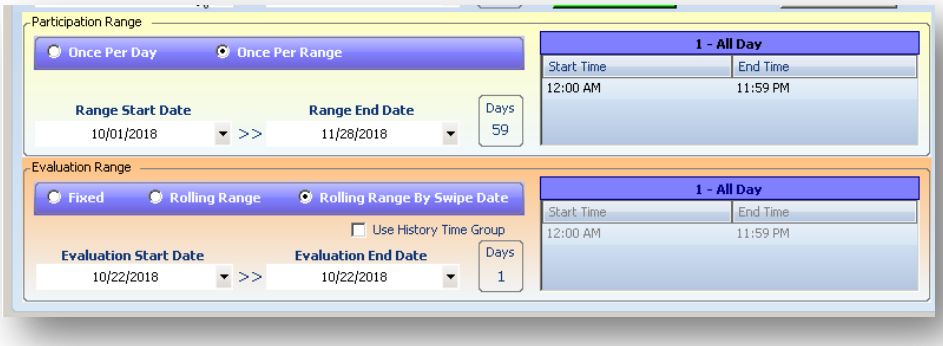
days (Mon-Fri). This would cause the Evaluation Range window to only move forward five days at a time.

2. This means that the first week of the promotion, the Evaluation Range will look at Monday – Friday. Then it will move forward by five days, meaning the next Evaluation Range window would be a Saturday – Wednesday, the next window movement would include Thursday – Monday and so forth.
3. The Evaluation Range is only moving 5 days, and not the desired 7 days.
4. **The correct way to configure** a promotion of this type would be to set the Range Start and End Dates for a seven (7) day range and uncheck Saturday and Sunday in the Schedule Editor.
5. If you are unsure of what choice to make with Participation Range and Evaluation Range, call the MGT Tech Support number (702.360.8550) and we will be happy to assist you.

Some Examples of Scheduling with Explanations



The dates used in the example above would have the following effect on your promotion:

Promotion Start and End Dates

This Promo is set to Start on December 28, 2010 and End on February 3, 2011

Participation Range Start and End Dates

1. The Promo has a Range Start Date of December 28, 2010 and Range End Date of 1/3/2011.
2. This Promo has been set for Once Per Range, meaning this player can swipe one time in every 7 day range of the promotion beginning December 28.

Evaluation Start and End Dates

1. The Promo has an Evaluation Start of 7/2/2010 and Evaluation End Date of December 28, 2010. Meaning that the play/value Evaluation Range being examined will begin today and look back 180 days.
2. This Promo has been set to use a Rolling Range By Swipe Date, meaning that on the day the player swipes the card, the Kiosk will look at the Evaluation Range applicable for the range configured for that day's range.

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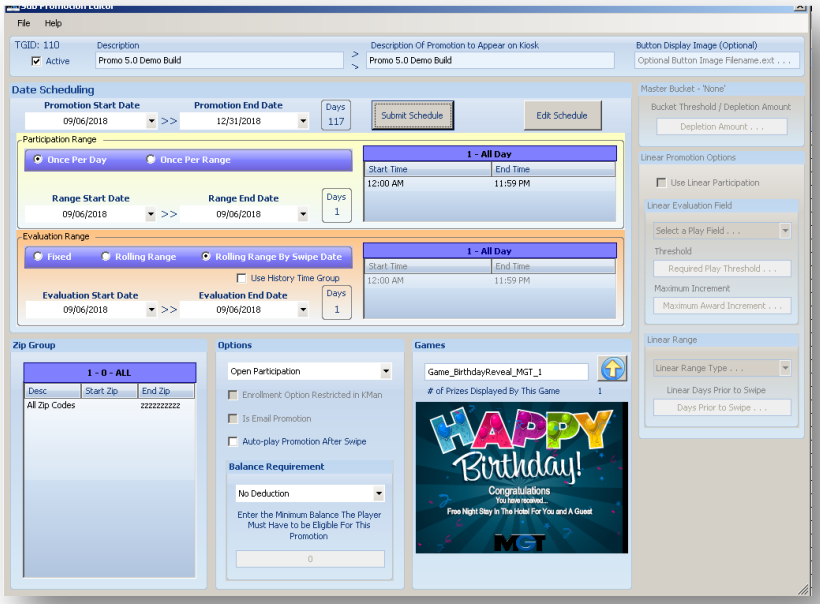
Simple Promotion
Participation Range = Once Per Day
Purpose: to provide an opportunity to drive trips.

For this: Range Start Date = Promotion Start Date

Range End Date = Promotion Start Date

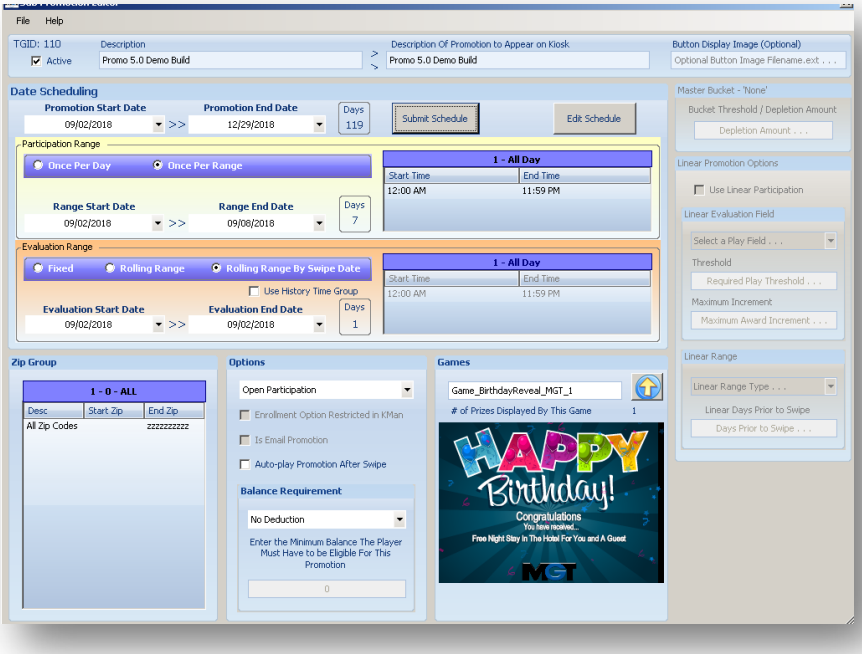
Participation configured to Once Per Day
Result: Player participates in this promo a max of 1x per calendar day



Once per 7-Day Range
Participation Range = Once Per Range

Range Start Date = Promotion Start Date
Range End Date sets the length of days in which a player can participate once

Purpose: to bring a player in on a specific day, or allow the player flexibility for participating in the promotion.



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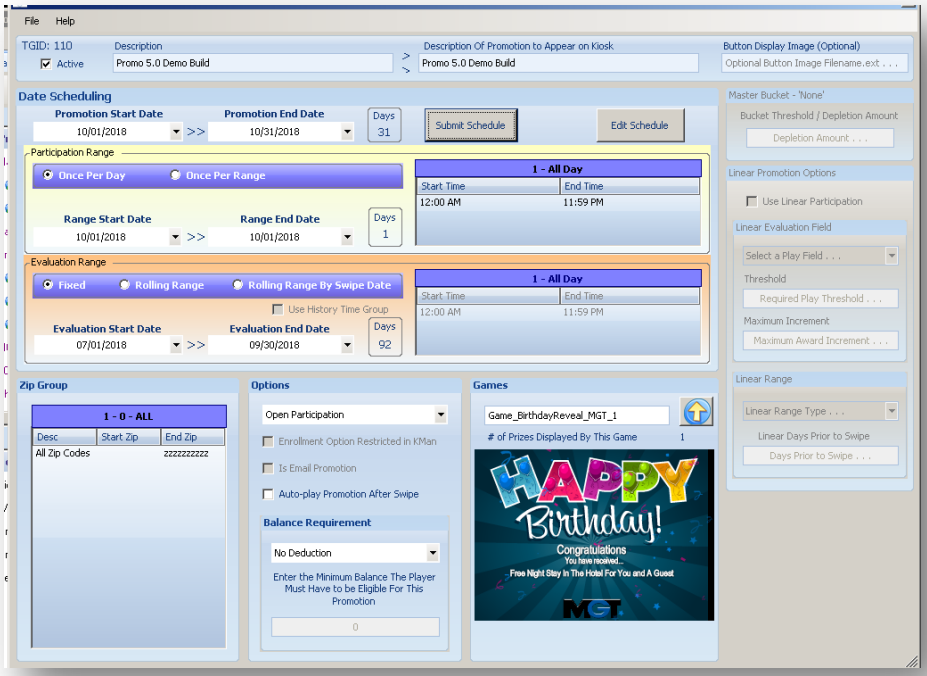
Ex: October F&B Offers

Promotion: 10/1 – 10/31

Range: Once per Day (select days in Schedule Editor

Evaluation: Fixed, looking at the 92 days of play prior to the first day of the promotion.

Because it is a FIXED window, the Evaluation period remains the same during the entire length of the promotion.

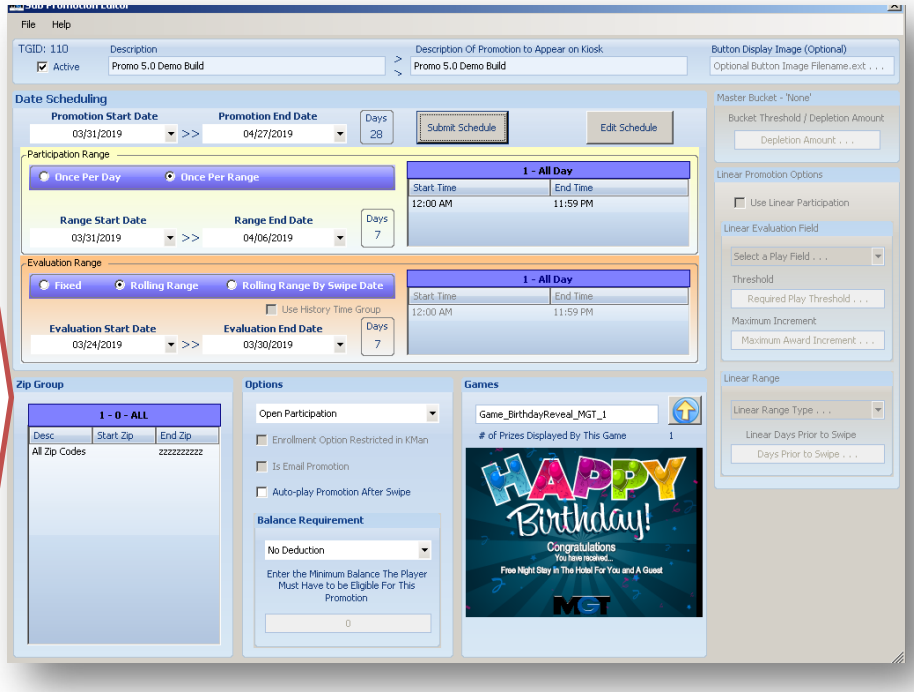


Simple April Bounce-Back

Rolling Participation is Once Per Range (Sun – Sat)

Evaluation Range:
Kiosk Promo Runs 3/31 – 4/27
Player begins qualifying play based on Evaluation Start/End: 3/24 – 3/30 (the previous week)
This Rolling Range moves forward every 7 days.

Result: Based on this play, the player will qualify for an offer 1x each week based on the quality of play during the



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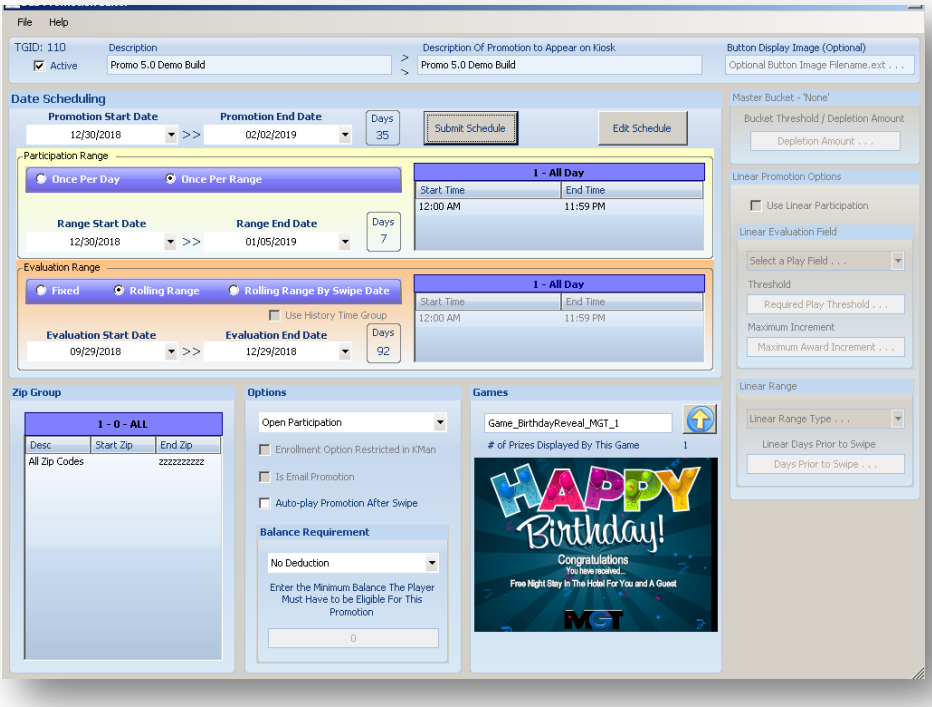
Rolling Evaluation Period

The Evaluation Period is set to look at a 92 day period 9/29 – 12/29. During the length of the promotion, this 92 day window will advance every 7 days as determined by the 'Days' of the Participation Range configuration.

Result: every 7 days two things happen 1) a new 7 days are added (for example: (12/30 – 1/5) and 7 days are dropped from the evaluation (9/29

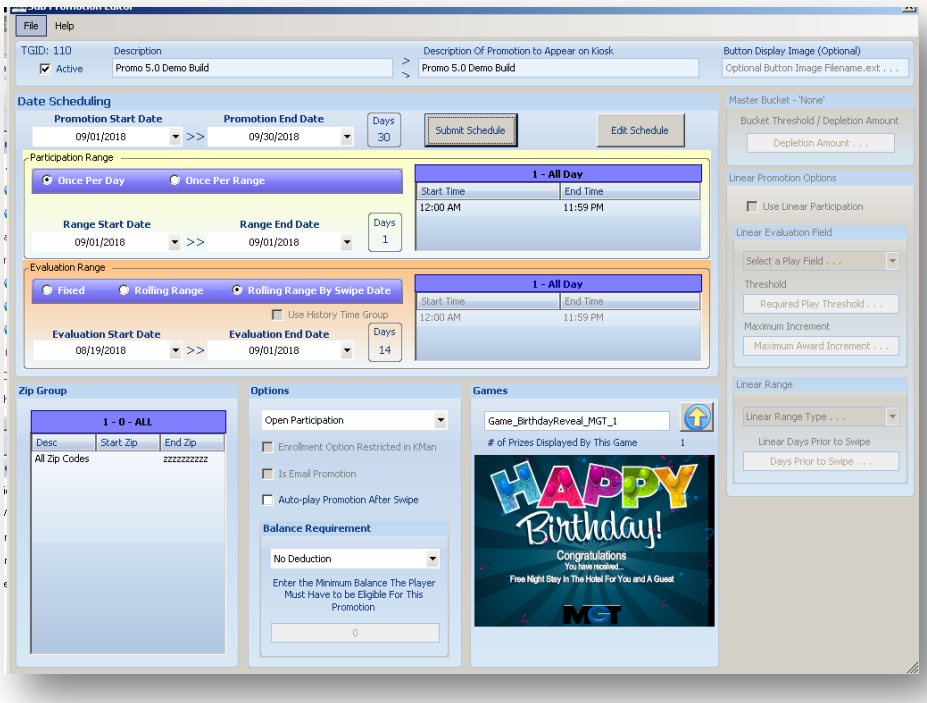


'What Have You Done for Me Lately?'

Evaluation Period is set for 14 days with the option 'Rolling Range by Swipe Date.'

The Evaluation END DATE is the day closest to the day the player swipes, in this case with the Promo Start 9/1 and the Evaluation END of 9/1, the Kiosk will look at TODAY and then go back 14 days.

Each day when a player swipes, the Kiosk evaluates from TODAY



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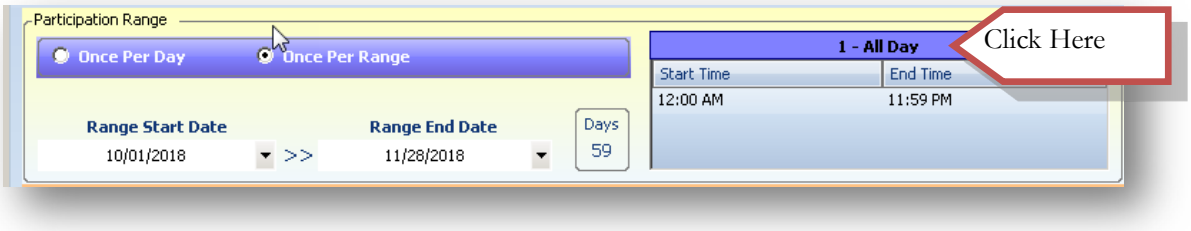
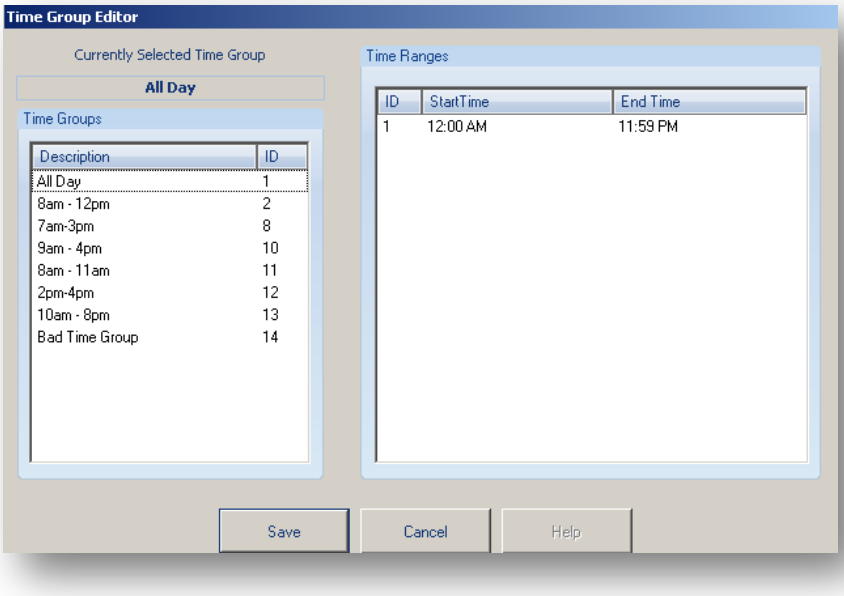
Selecting the Participation Range Time Group

1. Any Kiosk promotion can be configured to turn on, turn off, during the **CALENDAR DAY.**
2. Kiosk Promotions ALWAYS operate on a **CALENDAR DAY** and never on Gaming Day schedule.
3. Click on the box under Participation Range Time Group.



4. The Time Group Editor will open.



5. Select a Time Group for your promotion. This will be the time that the promotion is scheduled to appear on the Kiosk each day. Be sure that the correct Time Range appears in the Time Ranges window. Select "Save" to close.

PLEASE READ THESE NOTES:

1. ***The MGT Kiosk/Promotion "day" is from 12:00AM to 11:59PM. It cannot 'wrap around' to include two days. There is no feature at this time to make the software the same as your local casino "day."***
2. ***A Time Range within a Time Group is for <u>THE Calendar Day Only and does not apply to Gaming Day</u>, save where the Gaming Day is a part of that day's Calendar Day.***

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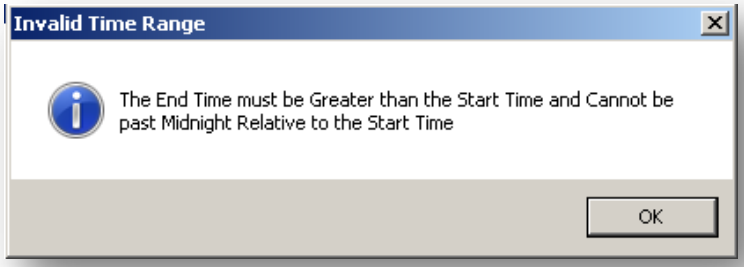
3. ***Time Ranges within a Time Group cannot 'wrap' beyond 11:59P to include any part of the next day. For example: 10:00PM – 3:00A would not work in extending the promotion past 11:59PM.***
4. ***The following prompt will appear:***



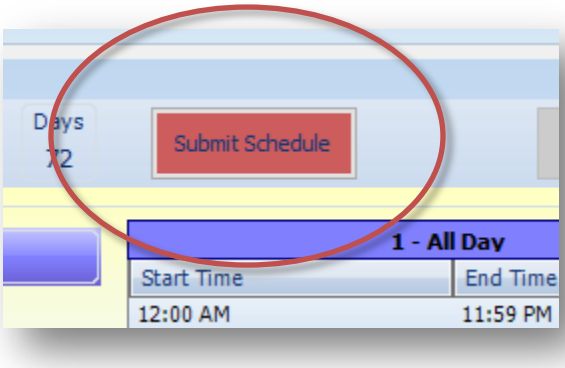
Submitting the Schedule

When Should You Submit the Schedule for the Sub Promotion?

1. When you have correctly configured the following:
    a. Promotion Start and End Dates
    b. Participation Start and End Dates
    c. Once per Day or Once per Range are correctly configured.
    d. The Time Group is configured for the correct Time Range(s).
    e. The Evaluation Start and End Dates are correctly configured (if needed.)
    f. History Time Group is correctly configured (if needed and if your PTS allows)
    g. **After checking these is the time for** importing a list or lists of players if the promotion is Controlled Entry.

2. When the Promotion Start/End, Range Start/End, Evaluation Start/End dates, PLUS the Promotion Time Group have been configured, the next step is: SUBMIT THE SCHEDULE
3. **If the Sub Promotion Schedule has not been Submitted (published to the MGT database), the Submit Schedule button will be RED (This is a changed from past behavior)**

NEW!!



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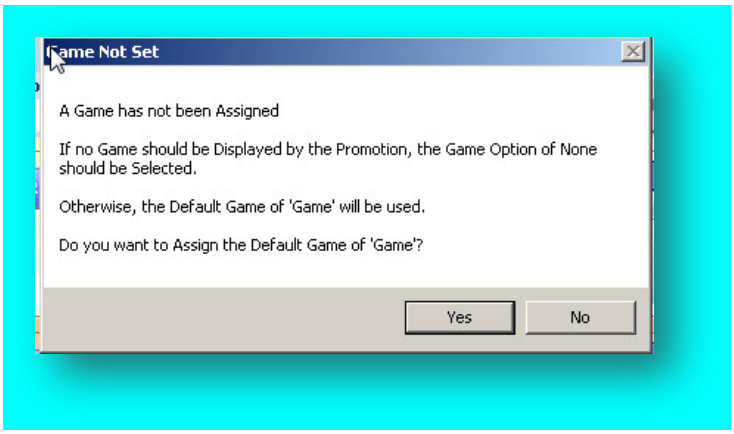
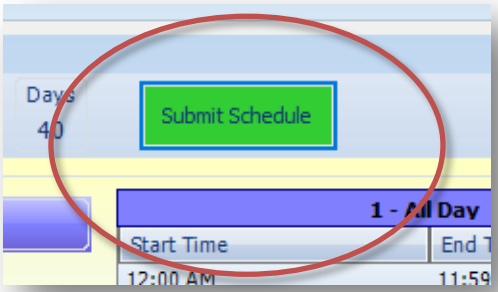
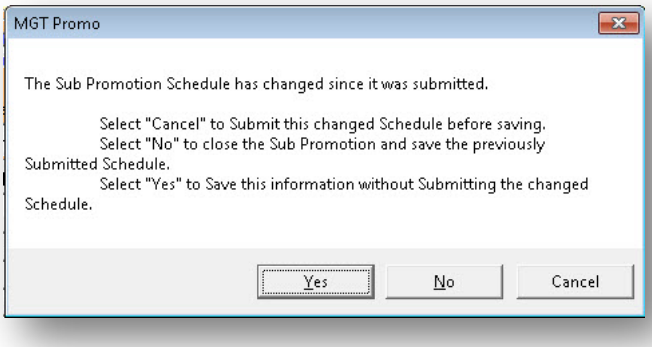


4. NEW BEHAVIOR: If a Schedule has been Submitted after any Sub Promotion Date/Time edits, and the RED Submit Schedule has been selected, the Submit Schedule Button will now BECOME GREEN, indicating that the current date/time schedule matches the database schedule tables.

NEW BEHAVIOR!!



5. If dates or time on the Sub Promotion have been changed, the Submit Schedule button will turn GREEN once again.



Should I ever Re-submit the Schedule?

1. If you have made changes to one or more of a-g above after Submitting the Schedule. (HINT: the Submit Schedule button will turn green.)
2. If your promotion is Controlled Entry and you have uploaded lists of players to this TGID, those players will need to be removed from the promotion and uploaded again after the configuration is corrected.

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In the following section you can learn how to Customize the Schedules and Times for Sub-Promotions and/or Tiers and/or Prizes.

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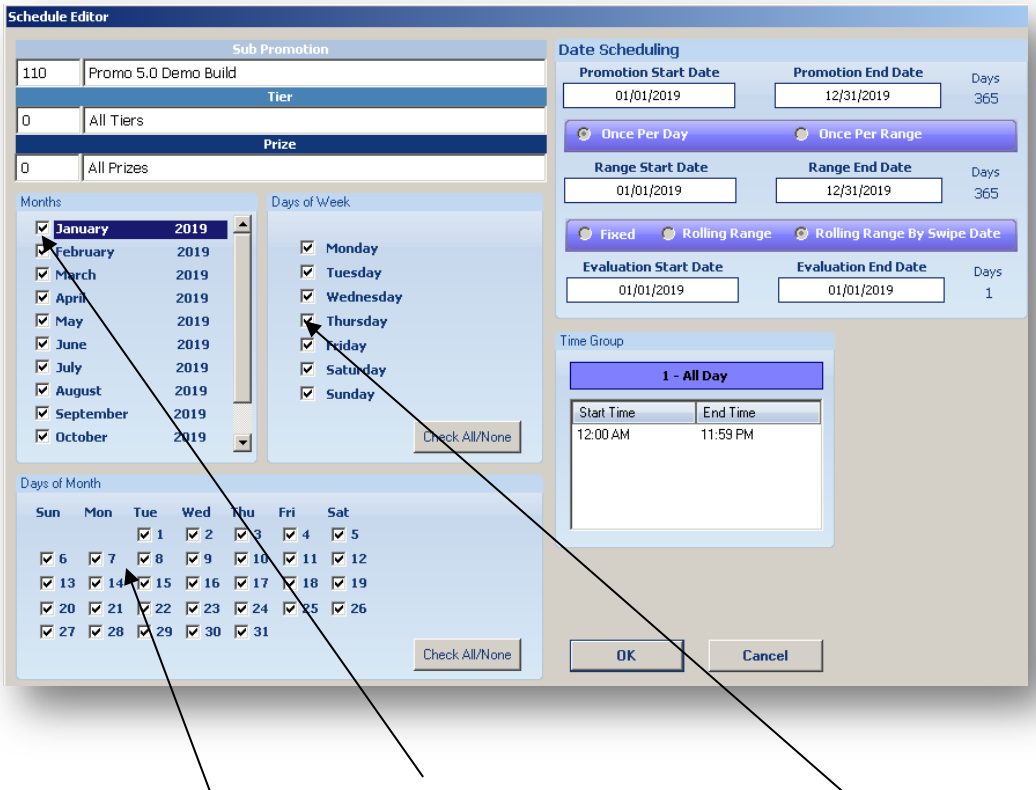
Configuring a Custom Sub-Promotion Schedule in the Schedule Editor

1. The Schedule Editor allow you to create a custom schedule according to:
    a. Months
    b. Days of the week
    c. Specific Dates within the Month, or
    d. Custom Time Schedules for any of the above



2. Two main functions in the Schedule Editor:
    a. The Check Box allows you to Select or Deselect: a month, the day(s) of a week, or the date(s) of a month.
    b. Left-clicking on the text (January, Friday, or, the 16th, for example, highlights that information and allows to configure a custom time group for that selection.
3. You must left-click to remove the highlight from a month, day or date, before highlighting a different selection.

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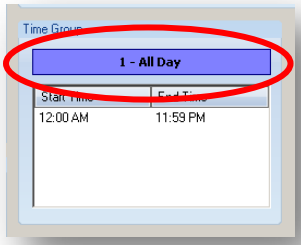
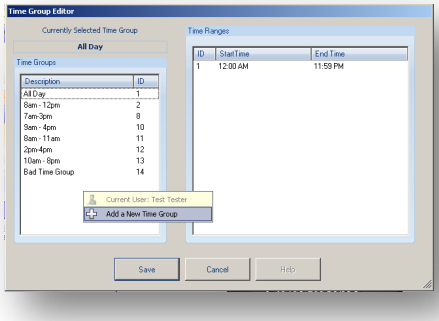
Creating a Custom Sub-Promotion Time Group

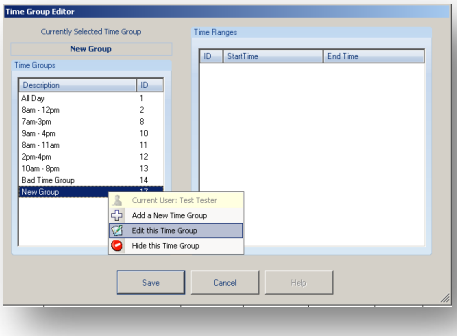
1. **AN IMPORTANT NOTE ABOUT TIME GROUPS**
    a. Any Time Group can be used over and over by different promotions.
    b. Time Groups and Time Ranges are NOT Promotion specific… they are TIME specific.
        i. For example: 10AM – 10PM will always be that, whether for a Birthday Promo or a Seniors Promo.
    c. Avoid Using a naming convention that uses a Promotion Description as a Time Group Name.
    d. Name the Time Group for the time being configured.
    e. The LATEST time that can be configured in Time Range/Group is 11:59 PM. 12:00A is the start of a new day.
2. In the Time Group window, left-click on the Time Group text box.



3. The Time Group Editor will open.
4. Right click in the Time Groups window and select Add a New Time Group.



5. A New Group will appear in the window. *Right-click* and select Edit This Time Group.



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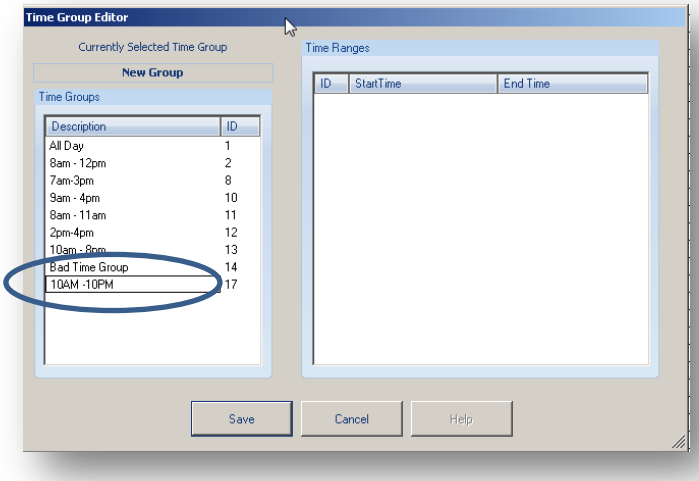
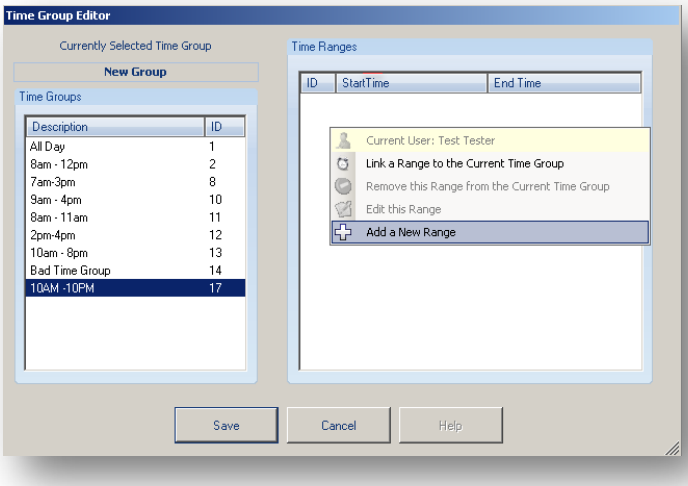
6. Enter a new name for this group in the same way you would rename any file name. Remember: the BEST naming convention is to give the group a name that represents the time being configured, NOT a Promotion Description.



Next: Adding a New Time Range

1. Click on your new group in the Time Groups window to highlight the name.
2. Typically, adding a new Time Group will also require adding a new Time Range.
3. Right-click in the Time Ranges window and select Add a New Range.



4. The Time Group Editor screen will change.

5. Using the scrolling arrows, enter the Starting and Ending Times for this Time Range. Highlight the hour or minutes for the Start Time and End Time, and use the scrolling arrows until the correct times for this prize show in the window. In the example, the prize might be a Free Buffet coupon that is only available from 10:00 AM - 10:00 PM

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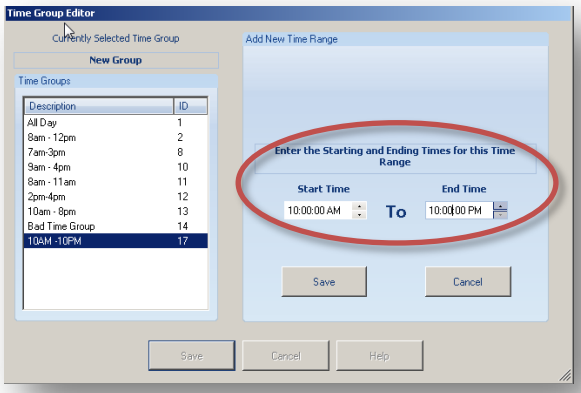
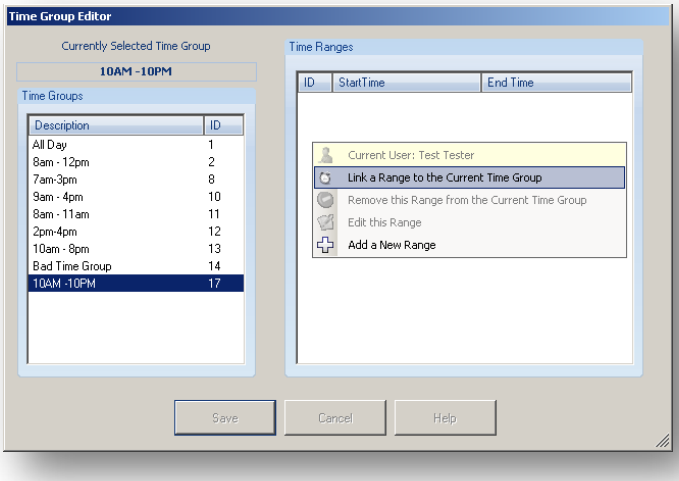


6. When the information is correct, click on the blue Save button to save, or cancel to return to previous screen.

Linking the New Time Range(s) to the New Time Group

1. Click on your new group in the Time Groups window.
2. Right-click in the Time Ranges window. Select Link a Range to the Current Time Group.



3. All of the existing Time Ranges will appear in the window. Locate the Range you just created in the Choose the Range to Link to the Current Time Group window and click on it. If your Range does not appear in the window, select Cancel Range Linking and repeat the preceding steps to Add a New Range.

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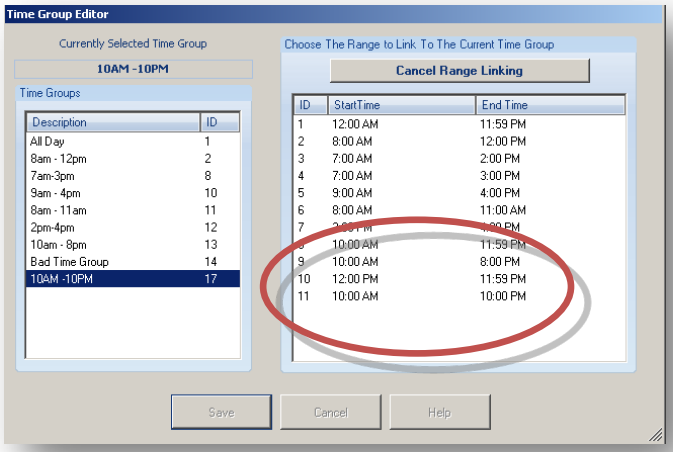
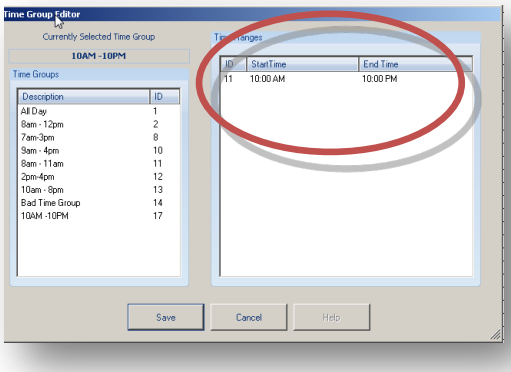


4. When you click on the new range, it will automatically appear in the Time Ranges window. If it does not appear, left click on your group in the Time Groups window. The Range should now appear.



5. A Time Group can have more than one Time Range.
    a. For example: A Time Group might have: 10A – Noon, 2P – 4P, and 6P – 8P as Time Ranges.
    b. This is fine as long as the Time Ranges don't overlap or conflict with each other.

6. The left window should show the correct Currently Selected Time Group, and the correct Time Range in the right window.
7. If the information is correct, select Save.

Check for Conflicting Time Ranges in a Time Group

1. Review the Time Groups carefully.
2. If you have TWO Groups in the window that conflict, you will need to remove the incorrect range.

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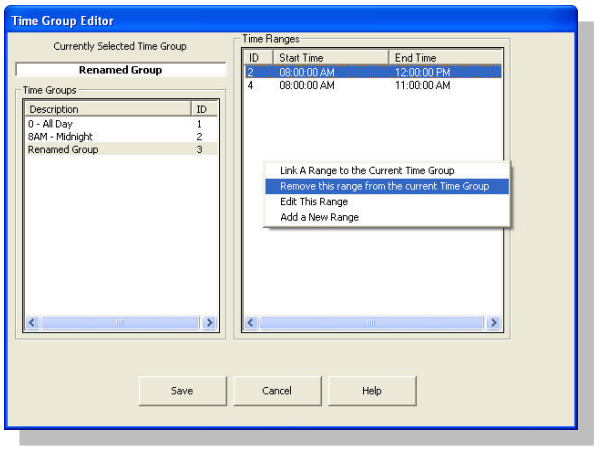
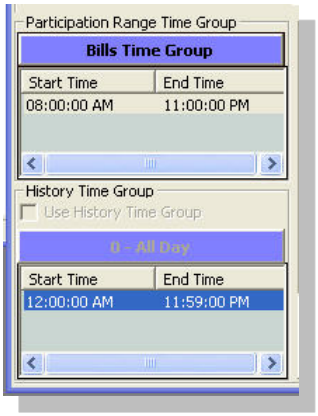
Removing a Conflicting Time Range in a Time Group

1. If you find conflicting Time Ranges for the same Time Group then click on the incorrect Time Range to highlight it.
2. Select Remove this Range from the current Time Group
    a. Or select Edit this Range to correct it.



3. When only the correct Time Range(s) appear in the window, select Save.
4. Your new Time Group with correct Time Range(s) will appear in the Participation Range Time Group window in the Sub Promotion Editor.



5. Select **File/Exit**. Select **Yes** at the "**Save Changes**?" prompt.

NEXT: In MGT PROMO, the Schedule Editor allows you to customize:

- ✓ The days of the month(s) for your Sub Promotion(s)
- ✓ The days of the month(s) for participation for each Tier Group
- ✓ The days of the month(s) of availability for each Prize
- ✓ The days of the week for participation for each Sub Promotion
- ✓ The days of the week for participation for each Tier Group
- ✓ The days of the week for availability for each Prize

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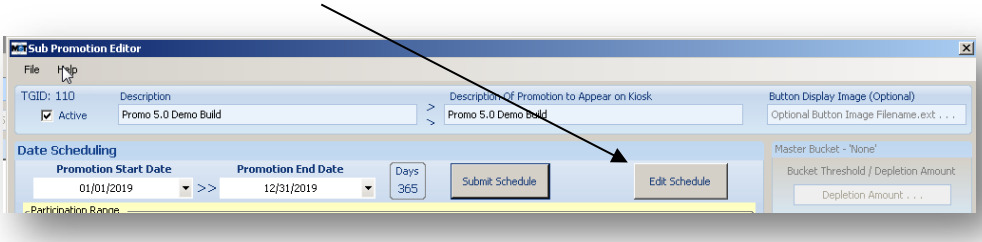
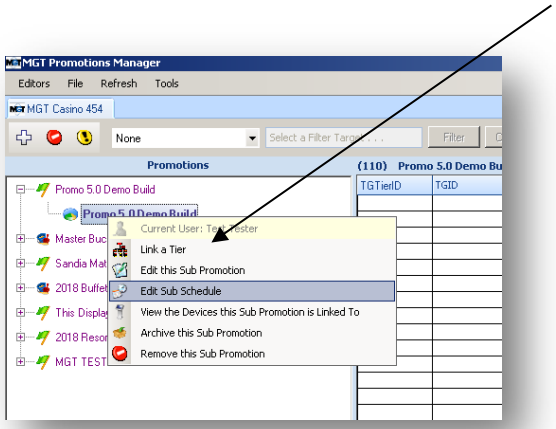
In **MGT PROMO**, the Time Groups Editor within the Schedule Editor allows you to create Custom Times for any Tier and/or any prize linked to that Tier!

The Schedule Editor: Sub Promotion Level

1. To customize the schedule (Days of the Week, or Days of the Month) of a Sub Promotion, The Schedule Editor window can be opened two ways:
    a. By *right-clicking* on the Sub Promotion and selecting Edit This Sub Promotion and choosing **Edit Schedule** in the Sub Promotion Editor window**.**



    b. Or, by right clicking on the **Sub Promotion** and selecting **Edit Sub Schedule**.



2. The **Schedule Editor** for the Sub Promotion will open showing choices that were made at the Sub Promotion Editor level.
3. Note: When editing the Sub Schedule, the **Description of the Sub Promotion** appears. "All Tiers" is present in the Tiers window, and "All Prizes" is in the Prize window.
4. Note: the **Months** have already been set by the **Promotion Start/End Dates** that you established in the Sub Promotion Editor.

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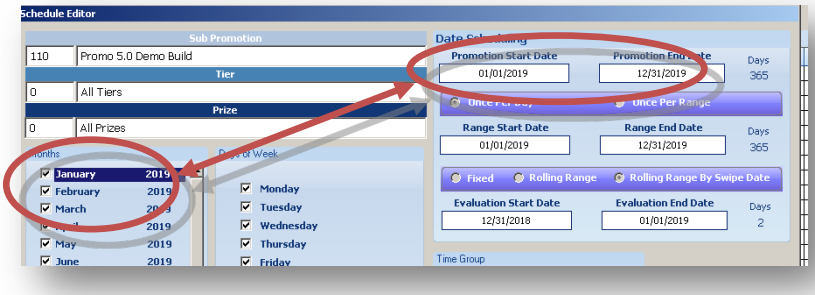
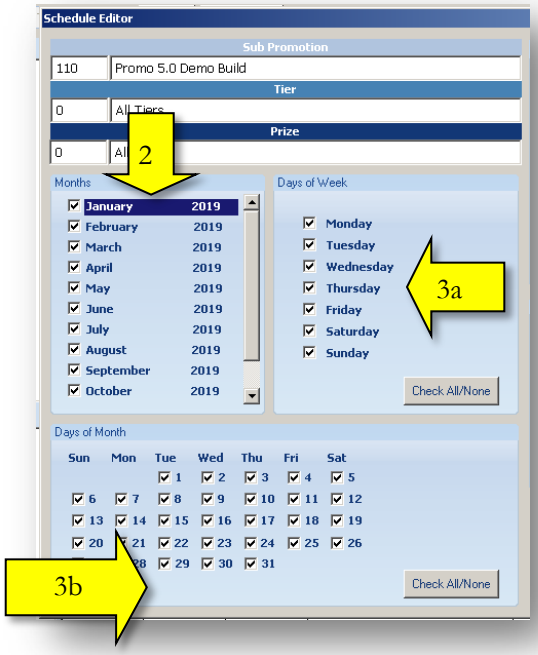
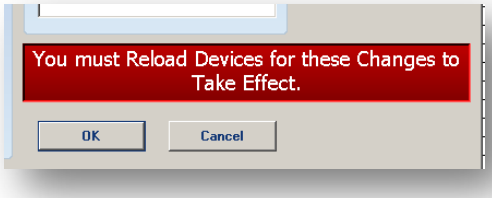


Selecting Custom Days of the Week/Month for Your Sub Promotion



1. You may have a promotion that only runs on a certain day of the week, or just weekdays, or just weekends. To select and set the days of the week for your promotion follow the instructions:
2. *Left-click* on the first month in the **Month** list to select and highlight it. Note: the Days of Week and Days of Month windows open.
3. This window will allow you to:
   a. Select/Deselect Individual Days of the Week by checking or un-checking the appropriate boxes. The example to the left shows a weekday-only promo. When Saturday and Sunday were deselected, the appropriate Days of the Month were automatically deselected as well.
   b. Select/Deselect Individual Days of the Month by checking or unchecking the appropriate boxes.
   c. When the Days of the Week and/or the Days of the Month have been selected, <u>you must left click on the month to deselect it</u>, and return to the previous screen.
4. Repeat Steps 1 – 3 for each month of the Sub Promo that you wish to edit.
5. These Schedule Editor edits were saved automatically in previous versions. In Promo 5.0, a prompt appears if changes have been made:



6. When you are finished setting the days for your Sub Promotion, select OK, and then remember to Reload the Devices if this change needs to have effect immediately.

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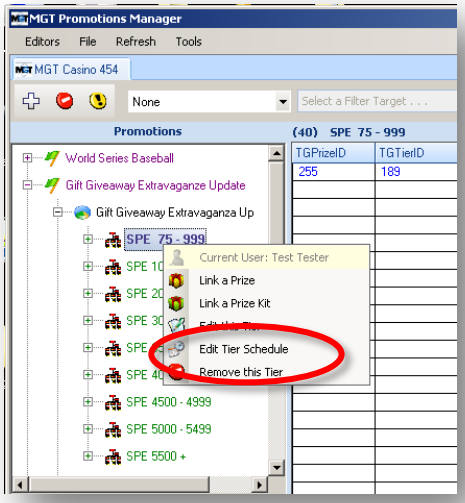
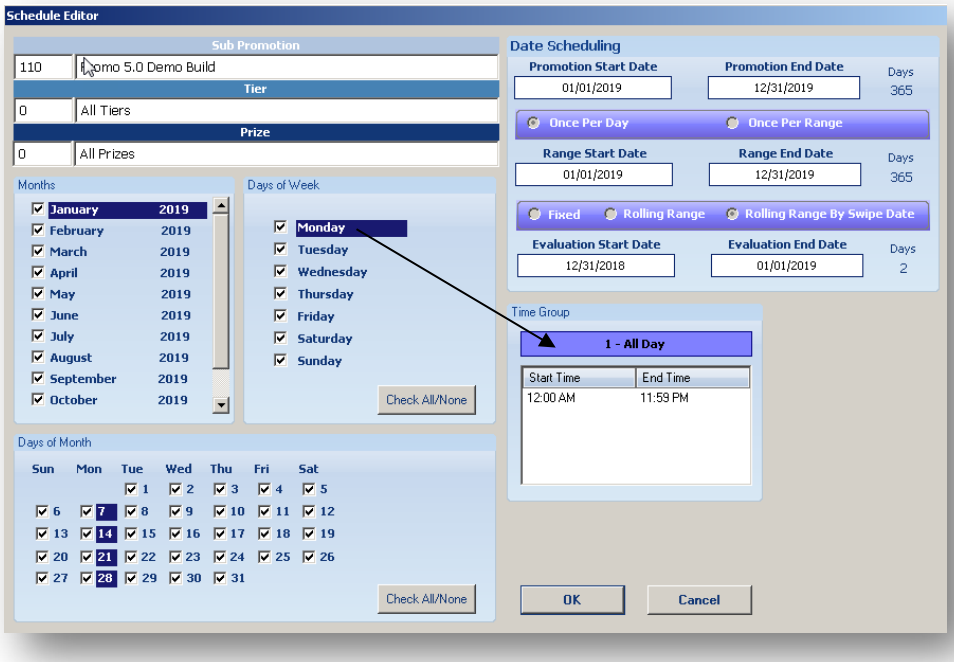
Selecting Custom Times for Days with Editor

1. Tiers and Prizes can be customized even further by establishing Custom Time Groups for any or all of them.
2. For example, let's say that on Mondays you do not want the promotion to begin until noon, and on Fridays you want the promotion to END at noon.
3. To create a Custom Time Group, right click on the Tier or Prize that is to receive a custom time. Select Edit Tier Schedule, or Edit Prize Schedule.
4. The Schedule Editor will open.



5. Be certain that the correct Tier or Prize is visible in the Sub Promotion/Tier/Prize window.
6. Click on the first month to highlight it.
7. Click on the text of Monday to highlight it.



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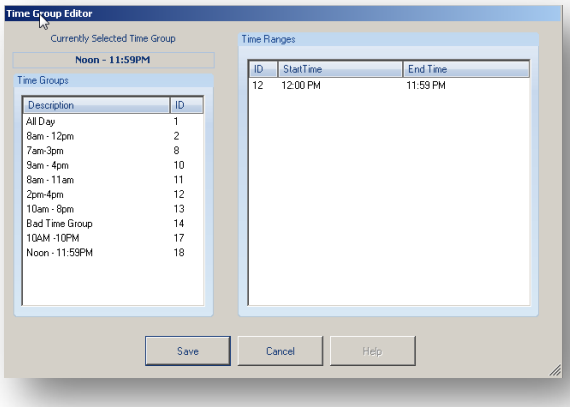
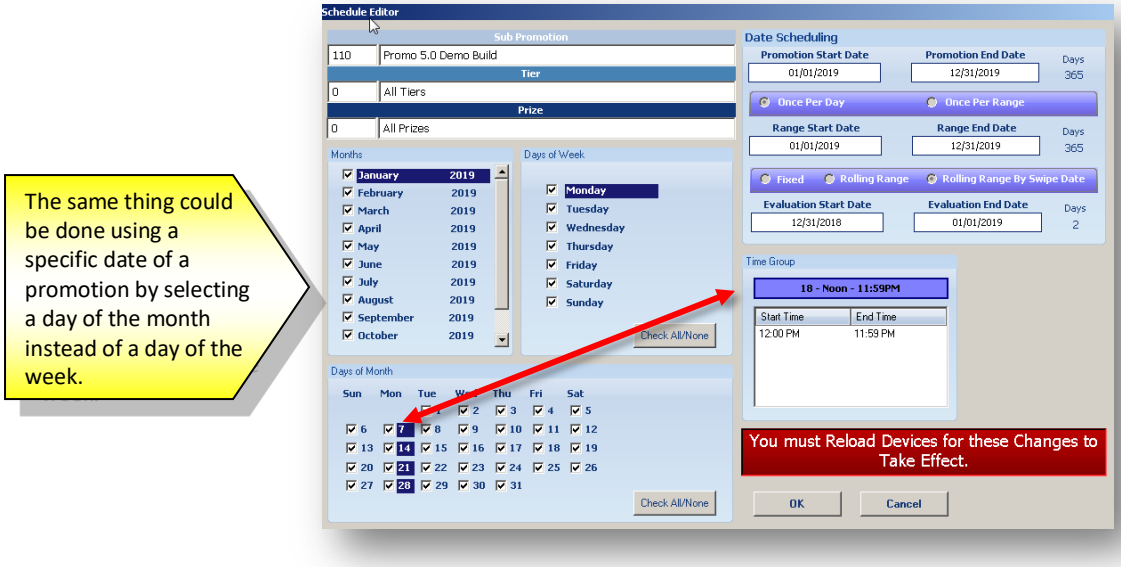
8. Click on the blue box in the Time Group window on the Schedule Editor.
9. Create a new Time Group from Noon to 11:59PM. Refer to the instructions for Creating and Linking a Time Group in Chapter 8 of this manual.



10. When finished creating and linking the Time Group to Mondays, the window should look like this:



11. BEFORE CLICKING TO HIGHLIGHT FRIDAY, deselect Monday to remove the highlight.
12. Repeat the steps selecting Friday, creating and linking a custom time group from 12AM-NOON

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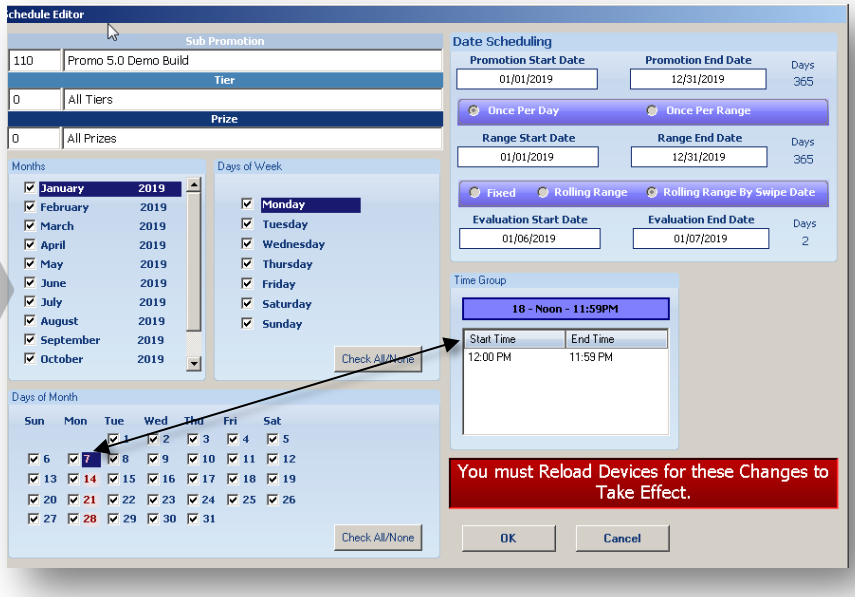
Verify Your Edits

1. Highlight Monday and then select a highlighted Monday in the Days of the Month Section. You should now see the custom time configured for Mondays of the selected month.
2. Repeat to view Friday's Days of the Month

Your edits will be visible when you select each day of the month that has been edited. Clicking on each Monday will show the Noon to 11:59PM time. Each Friday will show the Midnight to Noon Custom time.
NOTE: Some Mondays are highlighted RED. These changes have not

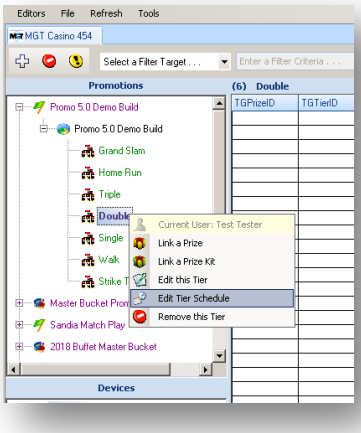


3. Select other Days of the Month to see that the Participation Range Time Group from the Sub Promotion is still the configured time for every day except Monday.

Selecting and Customizing Days of the Week or Month for Tiers.

If your Promotion has multiple Tiers, you can customize Days of the Week or Days of the Month in the other Tiers in your Promotion with MGT Promo.

1. Right-click on the Tier you wish to customize and select Edit Tier Schedule.



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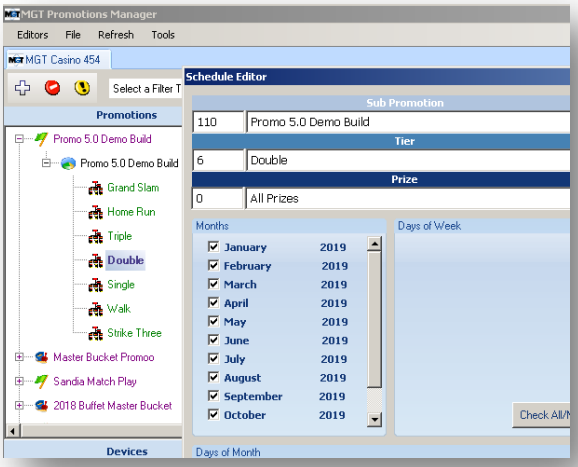
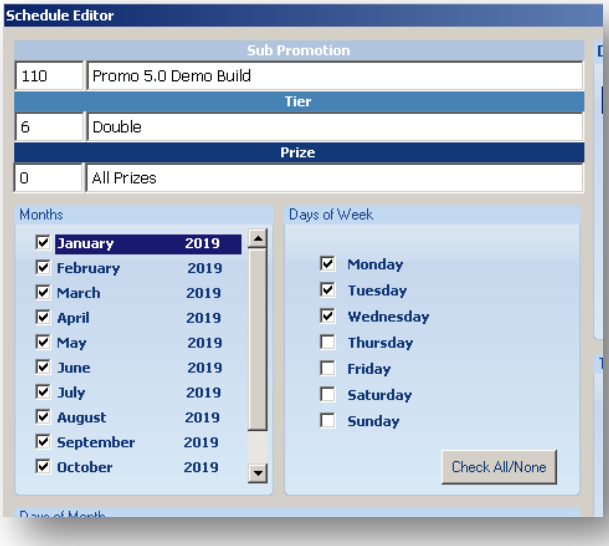
2. Note: the Tier you selected (In this case "Double") appears in the Tier window of the Schedule Editor.
3. Repeat Steps 1 – 5 under Scheduling Days of the Week and Days of the Month to customize promotion days for the Tier, to include only Wednesday.
4. Remember to do this for each month listed in the Month window.



5. For this promotion, the Double Tier can only participate on M, T & W, even though the promotions runs every day and even though other Tiers can participate on different days.



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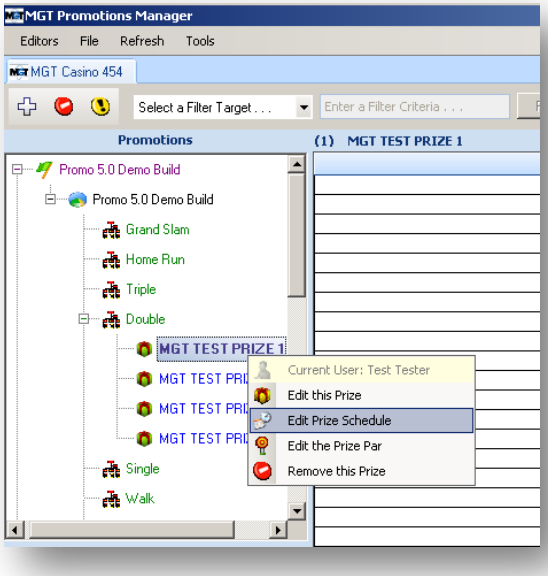
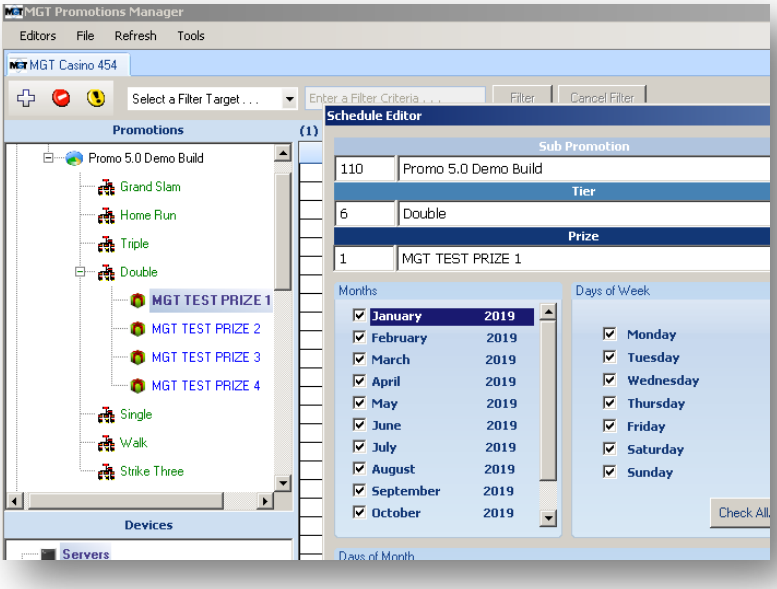
Selecting Days of the Week or Month for Prizes

1. If your promotion has Multiple Prizes, you can also customize Days of the Week or Days of the Month for any prize linked to a Tier. For example: your promotion lasts for a month, and you want to award a different prize each time the player qualifies.
2. *Right-click* on the prize linked to the Tier Group. Select Edit Prize Schedule.



3. Note that **selected prize** is visible in the Prize window of the **Schedule Editor**.



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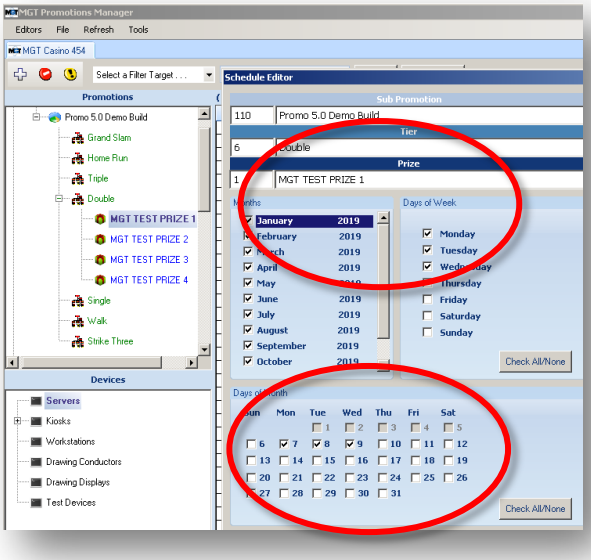
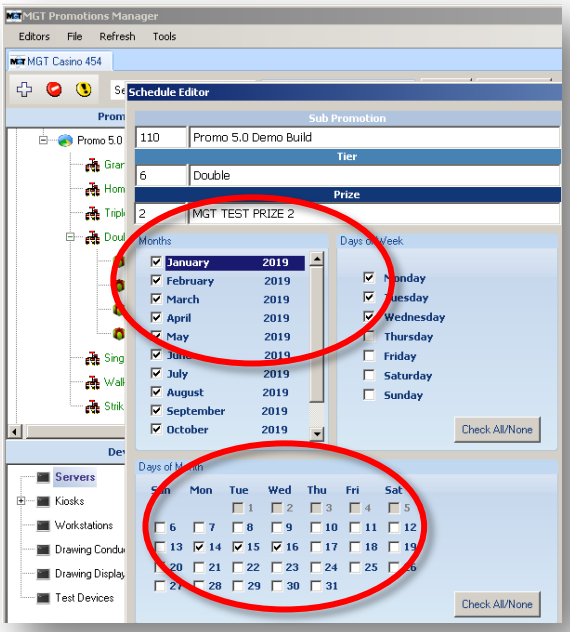
4. In the image above MGT Test Prize 1 is available every day, but the desire is that Prize 1 is only available Week 1, Prize 2 is available Week 2, etc.





Follow the steps as outlined previously to select the Days of the Week and/or Days of the Month that the prize will/will not be available.

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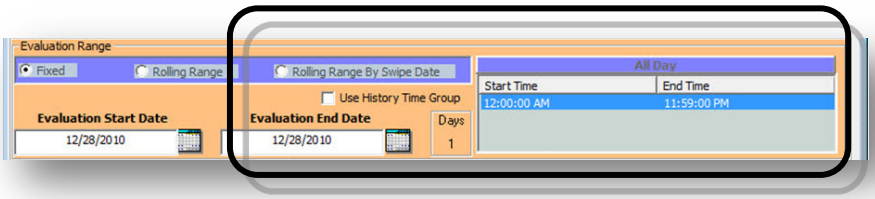
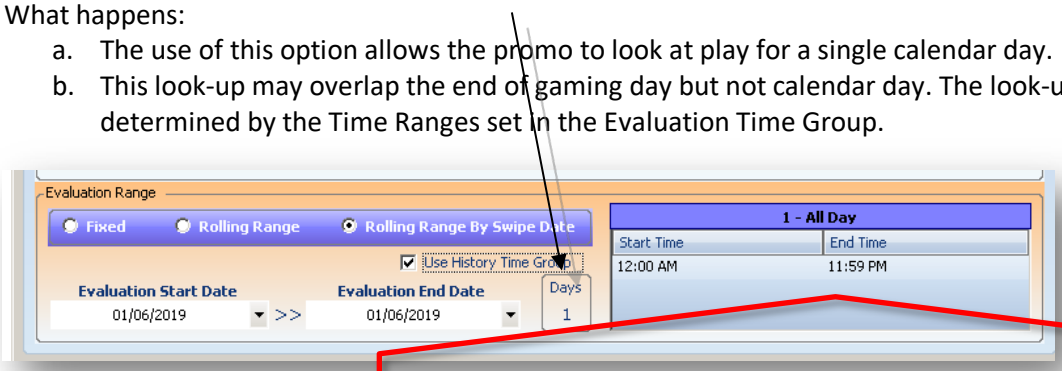
HISTORY TIME GROUP

Not compatible with all Player Tracking systems. Call MGT Support.



1. In Promo 5,0, an option is available that allows a promotion to look at play for a single and complete calendar day, including play extending back to 12:01AM
2. The Kiosk can only use information that it receives from the property player tracking system. It needs to be able to view play ratings and the time associated. Call MGT to see if this works with your PTS.
3. Use History Time Group instructs the Kiosk to look at Gaming Action Detail for that day's play information.
4. This option is limited in use and must meet the following criteria:
    a. The History Start Date and History End Date MUST be set to only look at ONE day: i.e., the "Days" box must display a value of '1'.
    b. The Start Time cannot begin before midnight: Set the Start Time to 12:01AM or after.
    c. The End Time cannot go beyond 11:59PM.
5. The Promotion Start and End can be set for an extended length.
6. The Participation can be Once per Day or Once Per Range.
7. The Evaluation can be Fixed, Rolling, or Rolling Range By Swipe Date, BUT MUST BE CONFIGURED to only look at ONE DAY
8. What happens:
    a. The use of this option allows the promo to look at play for a single calendar day.
    b. This look-up may overlap the end of gaming day but not calendar day. The look-up will be determined by the Time Ranges set in the Evaluation Time Group.



You can assign a Time Group when using History Time Group. **This Time Group can only have ONE Time Range linked to it**. The Range will be used to determine the time of player activity the Kiosk will use to evaluate a player. EX: create a promo so Slot Tournament players can play to earn offers while they're waiting for their seat in the tournament.

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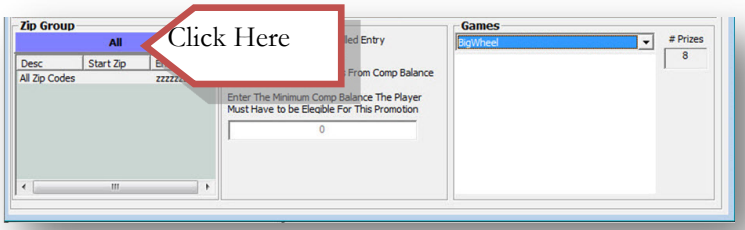
CONFIGURING AND ASSIGNING A ZIP GROUP

Purpose of Zip Groups

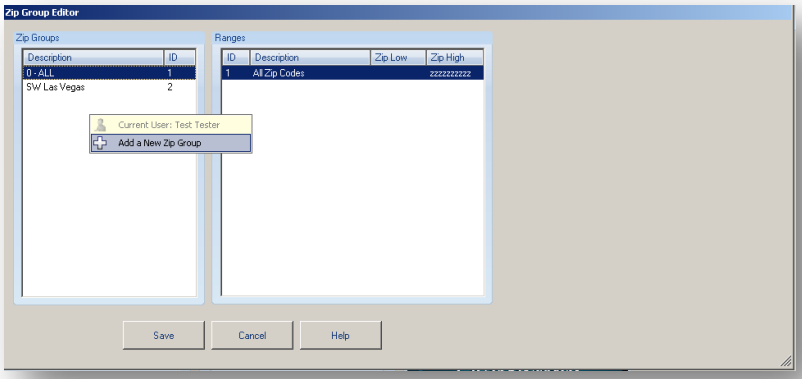
1. A Sub Promotion can be configured to target a specific geographic population or exclude a population.
2. For example: if your property experiences a large 'snowbird' population in the cooler seasons, you can create one Sub Promotion to target only the local zip codes or to exclude the locals by targeting those outside of the local zip codes.
3. A player must have that zip code, or fall within one of the zip codes ranges in order to qualify for this promotion.
4. Only US Zip Codes are configurable in MGT Promo at the current time.

Creating A New Zip Group

1. Open the **Zip Code Editor** by clicking on the blue box in the **Zip Group** window of the **Sub Promotion Editor**.



2. *Right click* inside the white **Zip Group** box and select **Add a New Zip Group**.



3. *Right click* on the New Group and select **Edit This Zip Group**
4. Enter a Name for the New Group. This name should identify the area of the Zip Ranges, for example: Las Vegas SW, or Kansas City North.

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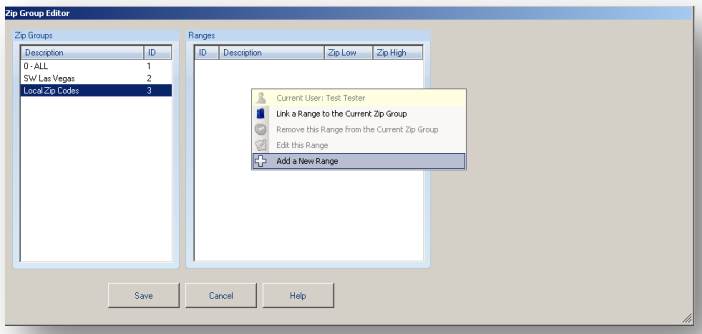
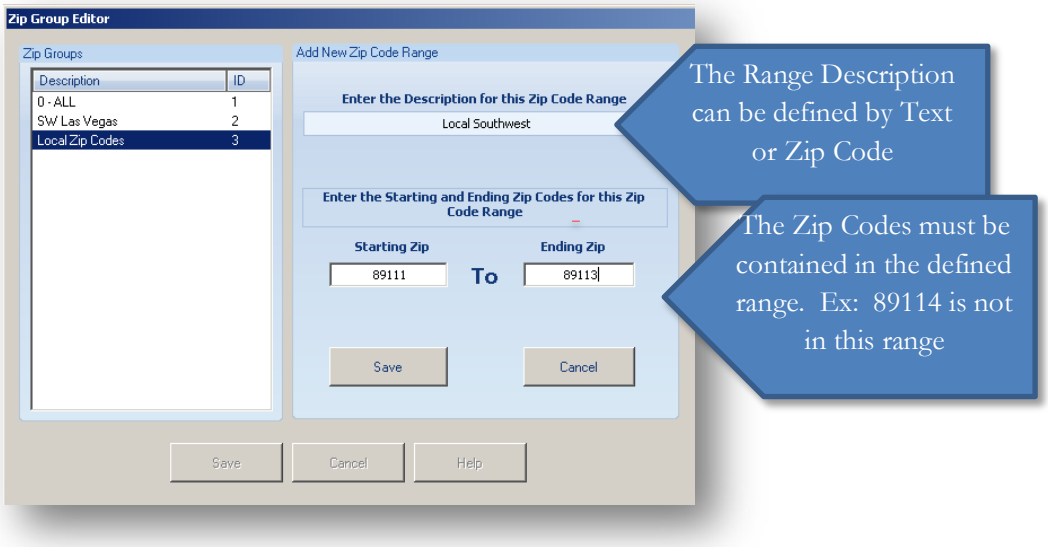
Adding Zip Code Ranges to The Zip Code Group

1. To setup a new **Range** for your new **Zip Group** *right click* in the **Ranges** window then select **Add a New Range**.



2. A new **Zip Code Editor** window will open.



3. Enter identifying name in Enter the **Description** for this Zip Code Range.
4. Enter the **Starting Zip** and **Ending Zip** codes in the appropriate boxes. For a single ZIP, the values will be the same 5-digit number.

5. Select SAVE

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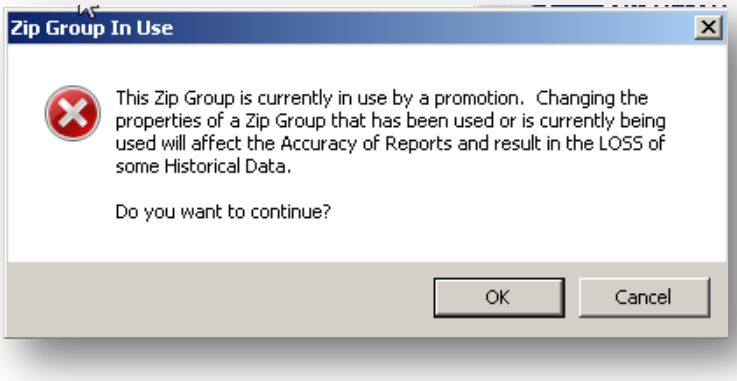
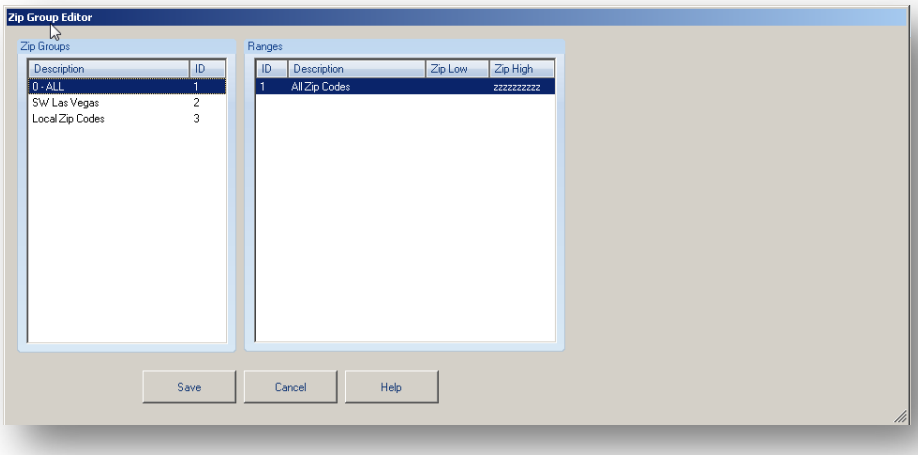
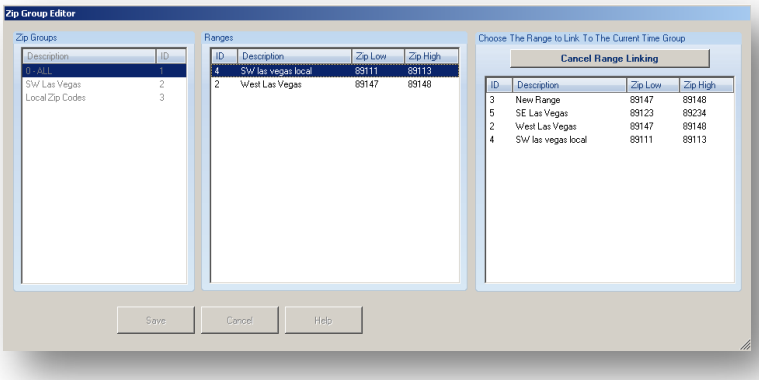


6. *Right-click* in the Ranges window and select **Link a Range to the Selected Zip Group.**



7. The **Zip Code Editor** will open a new panel.



8. In **Choose The Range to Link to the Current Zip Group** window, select the Range you wish to link. The window will revert to the previous screen and the Zip Code range will now appear in the **Ranges** window.

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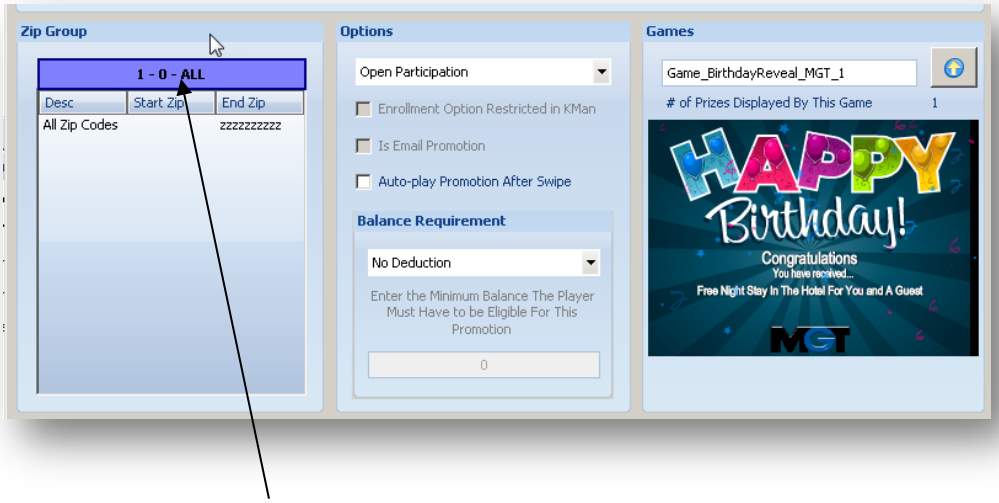
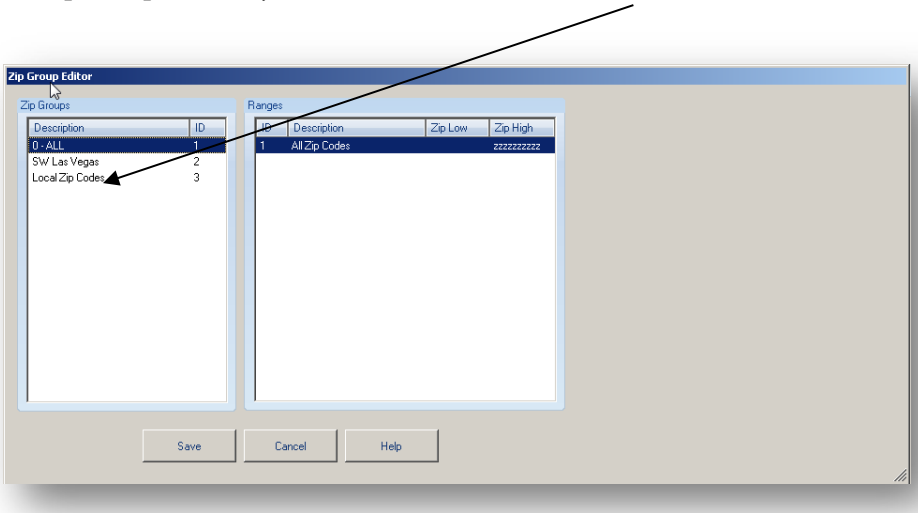
9. The initial **Zip Code Editor** window is still open. Choose Save to save and close; Cancel to close without saving.
10. The **Zip Code Range(s)** that you selected will now appear in the **Zip Group** window of the Sub Promotion Editor.
11. To add additional Zip Code ranges, repeat the above steps until completed.
12. **It is NOT** necessary to re-submit the Sub Promotion schedule after creating a Zip Group.
13. Choose File/Save to save and File/Exit to close; Cancel to close without saving.

Linking an Existing Zip Group

1. Zip Groups are Created and Assigned within the Sub Promotion Editor.



2. *Right- click* on the blue **Zip Group** button.
3. The Zip Group Editor will open.
4. Select the **Zip Group** to which you wish to link from the left hand side.



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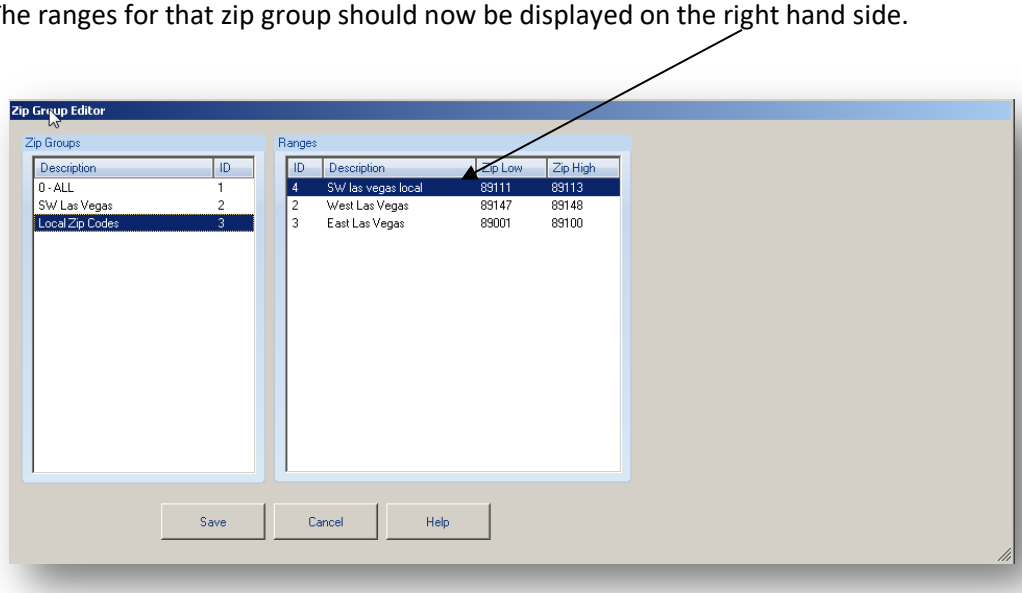
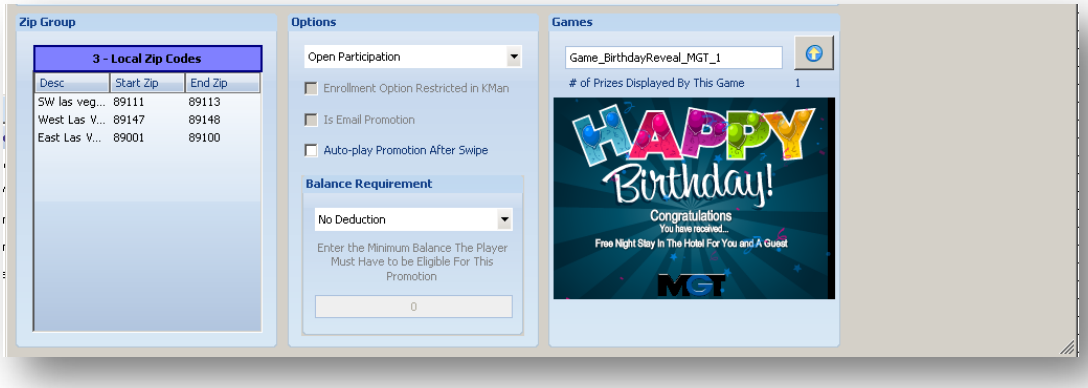
5. The ranges for that zip group should now be displayed on the right hand side.



9. Verify that all the details (Zip Low and Zip High numbers) are correct and click SAVE to return to the **Sub Promotion Editor.**
10. The new Zip Code Ranges will be displayed as a new group in the Zip Group window of the Sub Promotion Editor.



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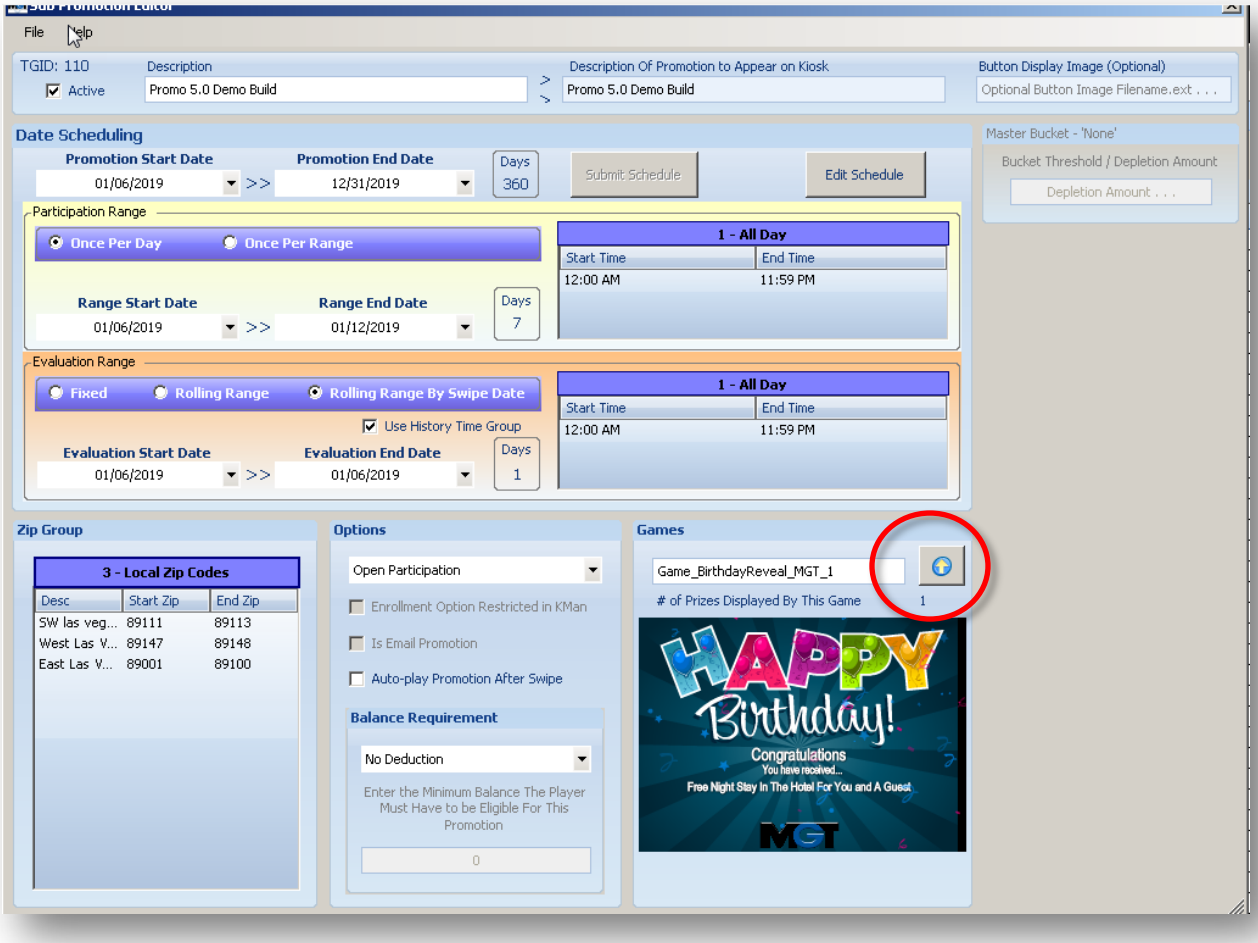
SELECTING AND TESTING A GAME TO DISPLAY AT THE KIOSK

Notes about Selecting a Game

1. As an MGT Best Practice, if the player will not be participating in the promotion by using some type of interactive game, you should generally use the game called, “Game.”
2. ‘Game’ is a simple revealer-type, which will show the player’s prize or offer in a simple message using the Prize Description from the Prize Editor.

Using a Game that Has Been Added from ‘Add New Game’

1. From the Games window, select the button for the drop-down menu.



2. The Games window will open.

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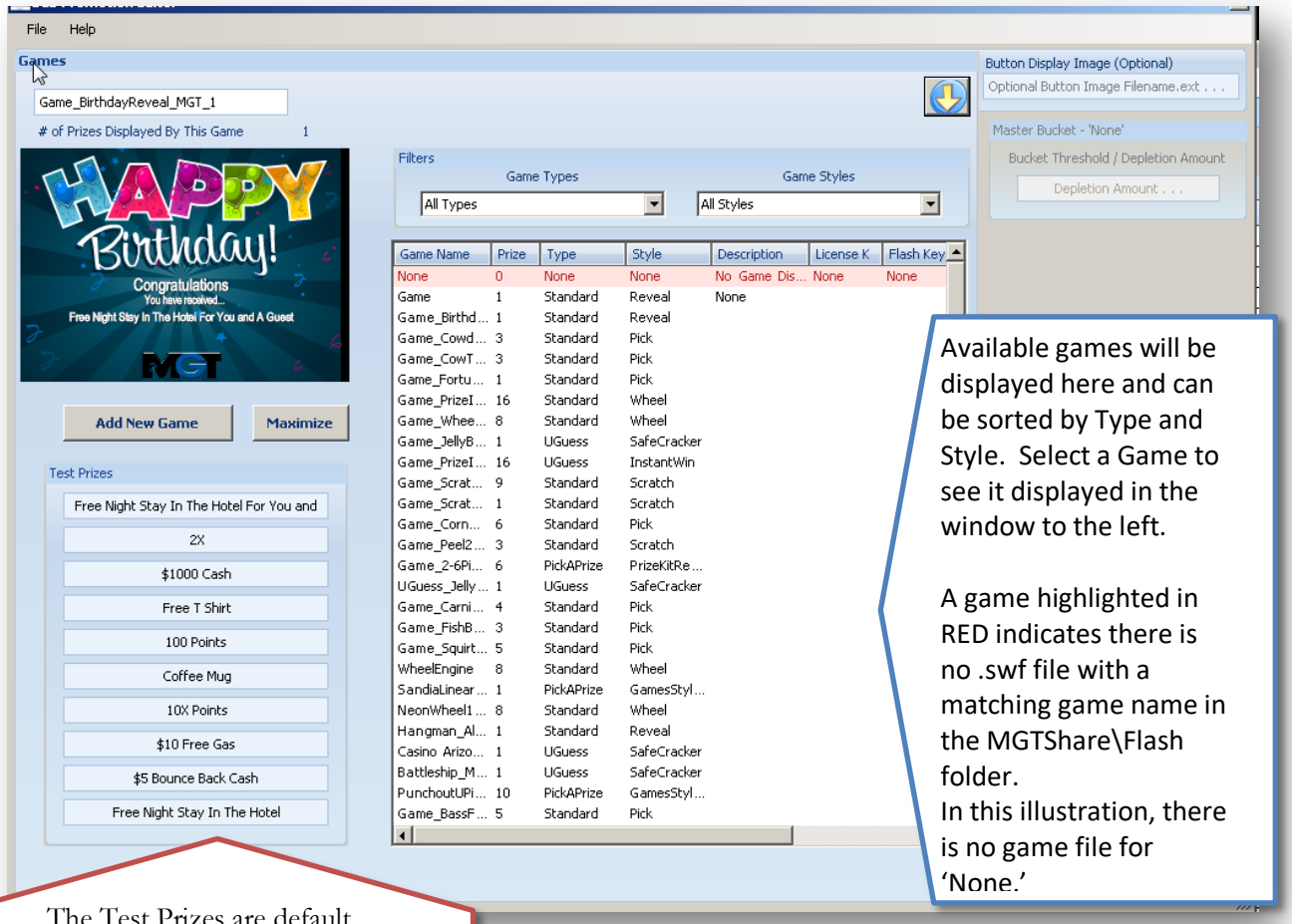
3. The available Games will be displayed.



Available games will be displayed here and can be sorted by Type and Style. Select a Game to see it displayed in the window to the left.

A game highlighted in RED indicates there is no .swf file with a matching game name in the MGTShare\Flash folder.
In this illustration, there is no game file for 'None.'

The Test Prizes are default Descriptions only and are NOT real prizes. These serve to allow a potential game choice to show how a prize description would display at a Kiosk. These descriptions can be changed with your own description, but will return to these default choices once the game has been selected.

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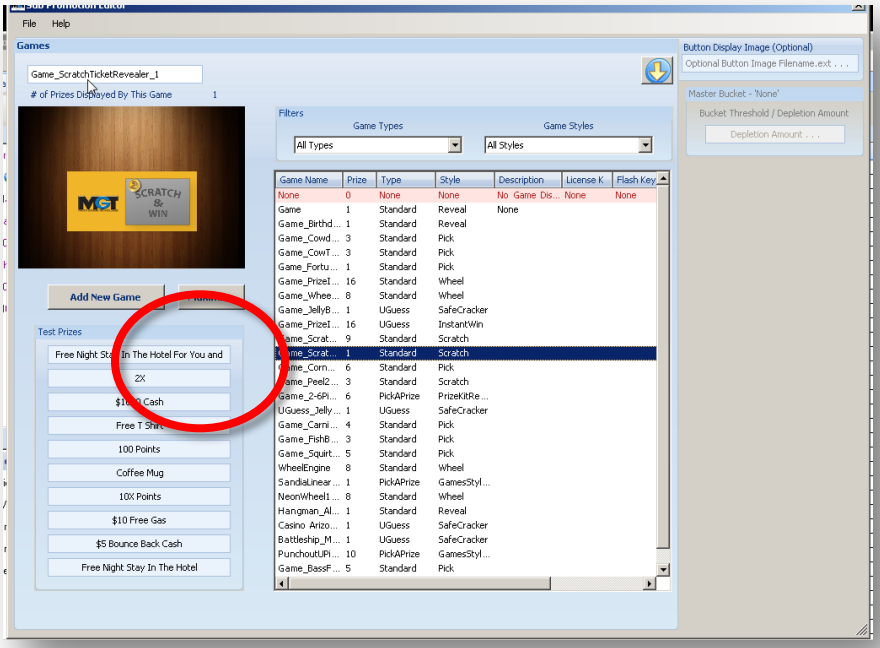
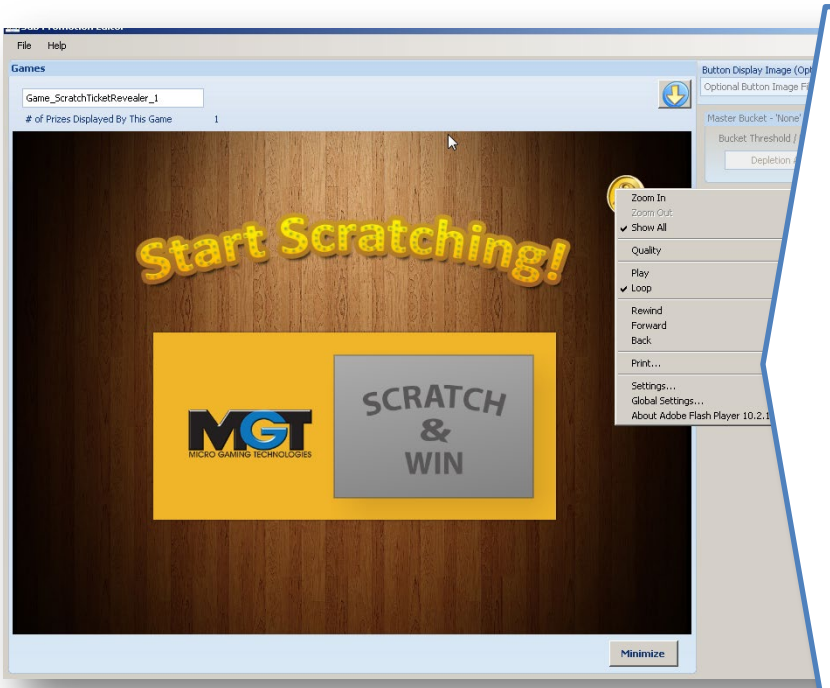
Viewing a Game on a Larger Scale





A Kiosk game is designed with the function to hide the mouse when the game is being displayed on a Kiosk.

In order to make a choice in a 'select' game, we must 'trick' the game into displaying the mouse.

Place the mouse pointer just outside the game window, then move it slightly to the left (over the game.) Right Click.

The mouse will now be visible.

Move the mouse to the desired place. Left-click once to make the popup

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SUB PROMOTION OPTIONS

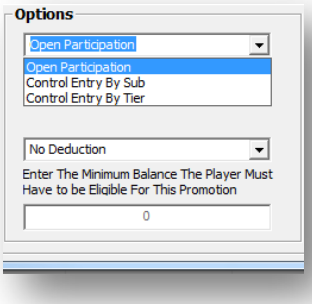
Controlled Entry Promotions

A. Any 'Controlled Entry' promotion requires a list to be imported.
B. Controlled Entry by Sub is the choice when there is only ONE list.
C. Controlled Entry by Tier is the choice when there are MULTIPLE lists, each with different values and different prize values to be distributed.
D. Controlled Entry by Tier is NOT the same thing as using property Card Level Tiers for your promotion.

Does your new Sub Promotion Use Controlled Entry?

a. In other words, is there a list of people who will be the only ones able to participate in the promo?
b. For Example: Does the customer have to be enrolled before they can participate in this promotion?
c. Are they part of a bus group or special interest tour group?
d. Will they need to take some action before they can participate in the promotion, i.e., A Paycheck Cashing promotion would require them to be entered into the promotion through MGT KMan by the cage personnel that will cash their check?

Under Options the following choices appear



a. **Open Participation**: this option is used when the promotion is NOT controlled entry.

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b. **Control Entry By Sub**: This option is used when the Sub Promotion uses a single Tier or multiple Tiers in combination with the Evaluation Start and End Dates to let the Kiosk evaluate the player and award the prize/offer 'on the fly.'

c. **Control Entry By Tier:** This option allows the Controlled Entry Promotion to only require one Sub Promotion. This Sub Promotion can essentially have an unlimited number of Tiers. The Controlled Entry Import Tool will allow the selection of BOTH the Sub Promotion (TGID) AND the Tier (TierID) for the controlled list of patrons.

D. **NOTE: WHEN USING CONTROLLED ENTRY BY TIER, THE TIERS/GROUPS THAT ARE CREATED CANNOT USE AN EVALUATION FIELD OTHER THAN NONE.**

E. **ONLY CONTROLLED ENTRY BY SUB types of promotions are visible in KMan and can be used to add players to a Controlled Entry promotion. Controlled Entry by Tier promotions are NOT visible in KMan.**

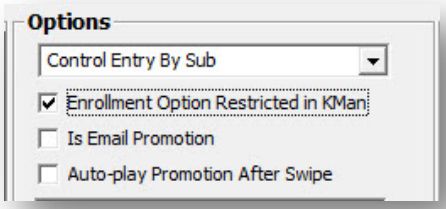
F. A Card Level Tier does not typically use a list of imported players.

G. **NOTE: When Linking a Tier that is either:**

i. **A Card Level Tier, and/or**
ii. **A Play Level Evaluation Tier**

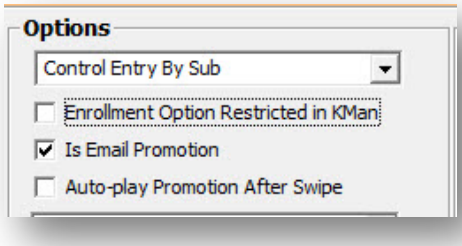
DO NOT select "Controlled Entry by Tier" under Options on the Sub-Promotion window. 'Controlled Entry by Tier' assumes a list of specific players into a group (tier) will be imported into the promotion using the Import Tool.

Controlled Entry by Sub: Enrollment Option is Restricted in KMan



1. When this box is checked, it controls how this controlled-entry promotion can be viewed in KMan.
2. This limits the ability to enroll players into this promotion in the KMan Enrollment Option to only those personnel who also have the Restricted box checked in KMan User Options and are logged in to KMan with that User log-in.

Controlled Entry by Sub: Is Email Promotion



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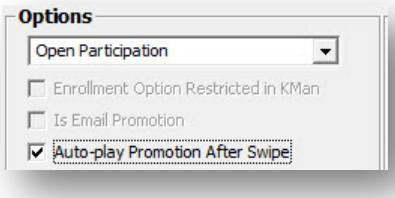
1. When this box is checked, the promotion will be available to any player who has entered an email address at the Kiosk for the first time only.

Auto-play Promotion After Swipe



1. Use this check box to have a promotion play immediately after a player swipes.
2. For example: set your Birthday Promo to Auto-play. When the player swipes and qualifies for the promo the birthday flash will begin immediately.
3. CAUTION: Auto-Play is not intended to be used for every promotion linked to your Kiosks. In this type of multiple-use format, the Kiosk will freeze as it waits for a 'done' command from the Kiosk game. Use Auto-Play for special promotions or events.

Another Use for Auto-Play Promotion After Swipe

1. The promotion build has two components:
    a. A gift that is free for a controlled VIP list, and a second gift that can be earned by this same group.
    b. A gift that can only be earned with 1000 same day points and a second gift that can be earned with 3000 same day points. This promotion is open to the public, but not to the VIP group.
2. Dilemma: how can I keep the VIP group from participating in the 'open participation' promotion?
3. Problem solved:
    a. Master Promo1: for VIP group which allows Multi Sub Participation
        i. Two CE Subs, one for the free gift, the other for the Earn and Get.
    b. Master Promo2: does not allow Multi Sub
        i. One CE Sub for VIP exclusion, using Auto Play Promotion, and None as the Game. This Promo is Order #1. Create an 'Excluded – No Prize' single ticket for this promo.
        ii. One Sub for Open Participation, with 1000 same day points, uses Game and is Order #2
    c. Master Promo 3: same as Master Promo2, but second sub with 3000 same day points
    d. What happens?
        i. In Master Promos 2 & 3, the VIP exclusion sub acts as 'an invisible' sub. Because Auto Play is being used, the player sees no button to press. Because no Game is used, the player see no Congrats with Prize screen.
        ii. But, because it is an authentic promo, a Played record is written for the CE Subs of Master 2 & 3, which prevents them from participating in the Order #2 subs.

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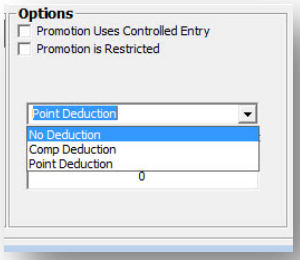
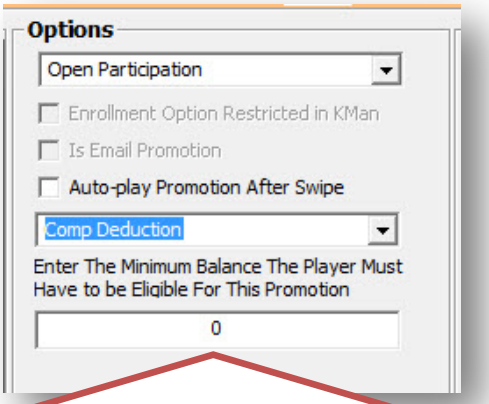
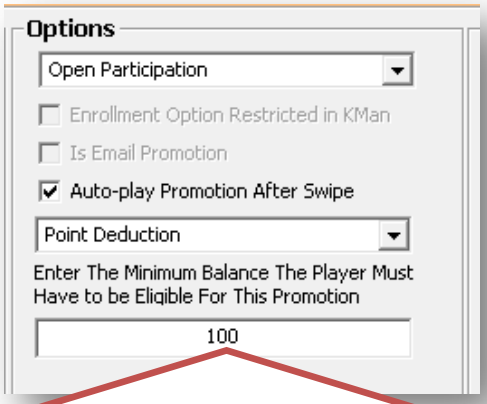
Comp or Point Deduction Promotion



1. This Option in Promo 5.0 which allows a Kiosk promotion to be used to offer a prize that also Deducts (make an adjustment to) from a Player's Comp or Point balance.
2. A Point or Comp Deduction Prize Type must be selected as the prize for this promotion, along with creating a Deduction Prize Type in the Prize Editor.
3. Ensure that the Minimum Balance Required is set for more than the amount of the Point/Comp Deduction Prize amount. This prevents a player's account from going to '0' or below. See Illustrations, next page.



A player must have _____ amount in available Comp Balance in order for this promotion to show as available at a Kiosk. The deduction takes place at the time the prize is awarded at the Kiosk.



A player must have _____ amount of available Point Balance in order for this promotion to show as available at a Kiosk. The deduction takes place at the time the prize is awarded at the Kiosk.

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Possible Reasons for Using Multiple Sub Promotions

Example 1: Local vs. Regional Players

There may be times when you would like to evaluate your local players by different criteria than criteria used for evaluating your regional players. A promotion might evaluate a shorter Evaluation Range for a local player than for the player you see every six weeks or even six months.

Example 2: Multiple Swipes from the same player within the same day.

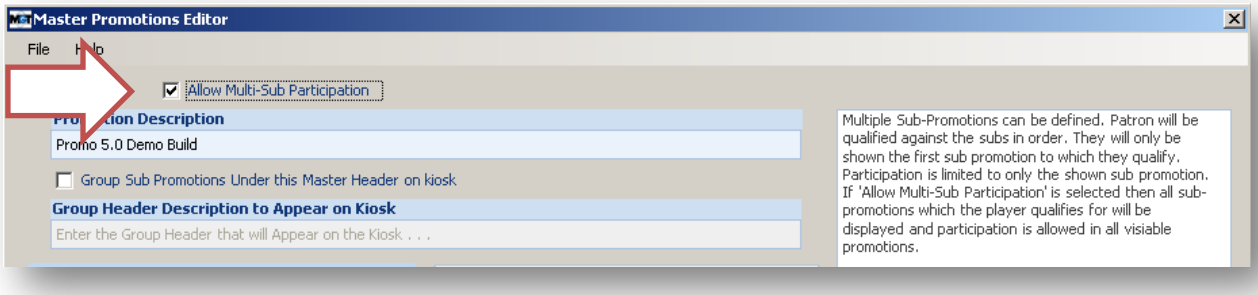
You might want to offer a lower level (lower ranking of player activity) of the promotion for your player in the first Sub Promotion. You then could offer a higher level for which they might qualify later in the day. This would be based on the play activity since their first participation in the first Sub Promotion level.

For example:
Sub Promo 1: Earn 100 same-day points, earn 'X'
Evaluation = 1 day, Tier = 100-999999999 Slot Points Earned
Sub Promo 2: Earn 200 same-day points, earn 'Y'
Evaluation = 1 day, Tier = 200-999999999 Slot Points Earned
Sub Promo 3: Earn 500 same-day points, earn 'Z'
Evaluation = 1 day, Tier = 500-99999999 Slot Points Earned

If the player swipes for the first time after reaching/crossing the Slot Points Earned threshold, they see three offers.

Options Using the "Allow Multi-Sub Participation" Check Box from the Master Promotion Screen

1. **WHEN BOX IS CHECKED**: This allows a player to participate in EVERY Sub Promotion under that Master Promotion for which the player is qualified.



SETTING THE Sub Promotion Evaluation Order When 'Allow Multi Sub Participation' in not checked.

2. **The Process and Location have been moved.**
3. This option will only allow a player to participate in A SINGLE Sub Promotion under that Master Promotion.
4. In the illustration, the property wants to Evaluate the Cross Over players in the following order, Regional Slots, Local Slots, Regional Table Local Table.

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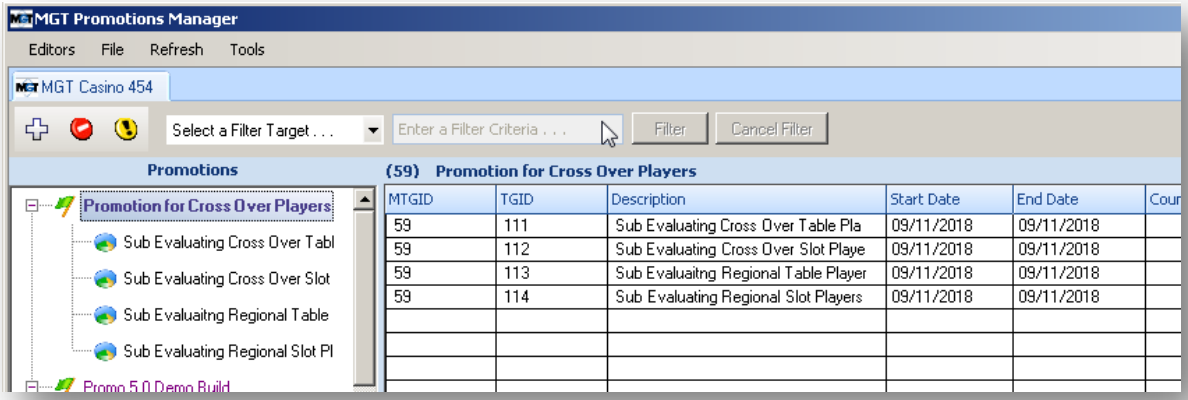
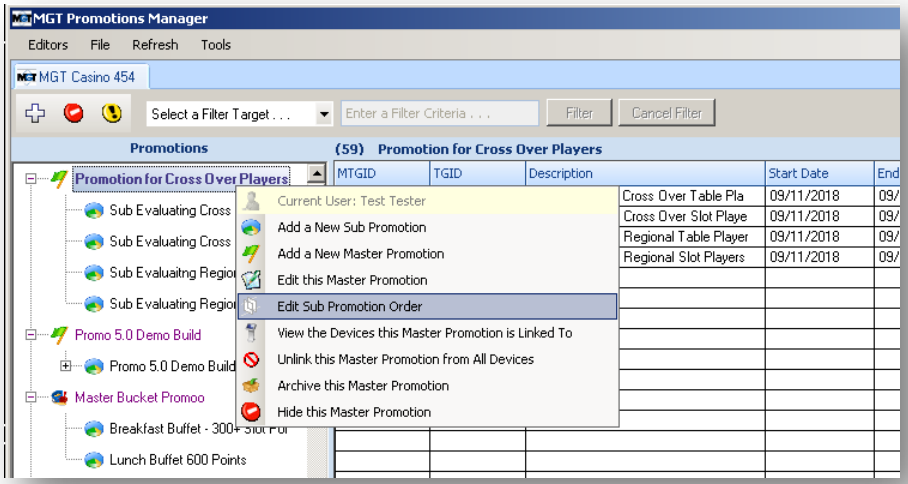
5. However, the Sub Promotions were not created in that order



6. Since the 'Allow Multi Sub Participation' is NOT checked these Subs will be evaluated in the order shown.
7. The order needs to be changed.

    a. The function of the Order: A player may participate in ONE Sub Promotion in this Master Promotion according to the following rules:
        i. Player swipes at Kiosk. Software evaluates if the player has qualified under Order #1. If YES, that Sub Promotion button appears. No other buttons under that promotion appear. If NO, a check is made against Order #2.
        ii. Player does not qualify under Order #1; check is made against Order #2. If YES, the button for Sub Promotion #2 appears. If NO, a check is made against the next Sub Promotion, if any.
        iii. IF A PLAYER QUALIFIES FOR ALL OR MORE THAN ONE, only the first Sub Promotion in the Order listed will be available to the player.

Change the Sub Promotion Order



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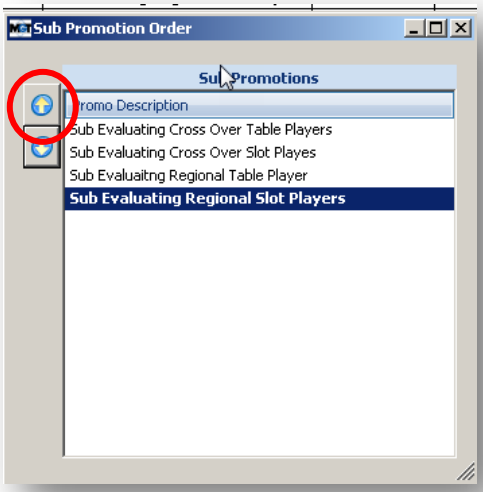

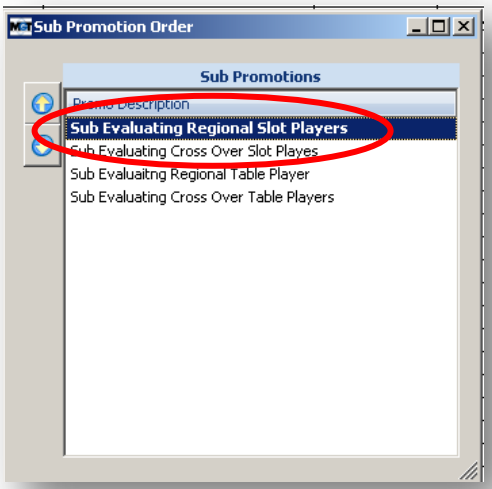

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REMEMBER: Every Promotion built in Promo Manager requires that five steps be successfully configured. This manual has been created to systematically walk you through this process.

1. An Active Master Promotion

Purpose: serves as a filter to disqualify large groups of people. Begins the process of defining your promotion partly by defining what the promotion is not.

2. An Active Sub-Promotion – at least one

Purpose: in the Sub-Promo Editor, Scheduling takes place, not only the length and days of the promotions but frequency of participation and the period of player activity that will be used to evaluate levels of performance by players.

3. A Tier – at least one. (only Active players are evaluated)

Purpose: now that filtering has taken place and the Kiosk has checked to see if the promotion is active at this date/time, the Tiers, Evaluation Fields and Low/High values, (together with the Evaluation Range from the Sub-Promo) are used to determine the level of play and the attached prize(s).

4. An Active Prize or Offer – at least one

Prize: A prize is what you will give the player based on qualified play during the Evaluation Range.

Offer: An offer is the 'carrot' that you dangle in front of the player to help them, 1) join the Player's Club and increase frequency of visits, 2) stay at the property longer, 3) increase play activity, or 4) bring a friend to sign up for the Player's Club.

5. A Kiosk – at least one

Any promotion does not have to be linked to every Kiosk on the casino floor. For example: PIT only promotions can be linked to the Kiosks in that area; VIP promos can be linked only to the Kiosks in the VIP Lounge; bus promos can be linked to the Kiosks near the bus drop-off area.

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STEP THREE: LINK A TIER

***NOTE: DO NOT EDIT AN EXISTING TIER!!**
EDITING AN EXISTING TIER WILL CHANGE THAT TIER FOR ALL EXISTING PROMOTIONS CURRENTLY LINKED TO THAT TIER!

ALL Tiers linked to a single Sub Promotion MUST use the SAME Evaluation Field from the Tier Editor.

Understanding the Purpose of Tiers

1. Tiers allow you to award levels of prizes of increasing value to levels of players of increasing value to your casino. It is at the Tier level where MGT Promo excels in helping you match your marketing dollar to a player's value.
2. At the Kiosk, players will only see promotions that are available to them. i.e., a brand new player will not see any promotions that are only available to your highest level of player, unless the promotion uses the All Players Tier. In that case, anyone who swipes a card at the Kiosk will be able to view and participate in that promotion.
3. The Tier Editor allows you to:
    a. Create an unlimited number of NEW Tiers for a promotion based on database criteria and low and high values that you select.
    b. Use an existing Tier for a new promotion. When selecting this as an option, it must be clearly understood that this Tier must not be edited!

4. **It is NOT necessary to create a new Tier for every promotion. For example: a Slot Point Earned Low Value 100 and High Value 999999999, will always be the same. If you need a Tier such as that, and one already exists, use the existing one. You do not need a Seniors Day Slot Points Earned = 50 and a Bus Group Slot Points Earned = 50 tier in the list. Practicing using existing Tiers will help control clutter in the Tier Editors window.**

5. **NOTE: When Linking a Tier that is either:**
    a. A Card Level Tier, and/or
    b. A Play Level Tier

    DO NOT select "Controlled Entry by Tier" under Options on the Sub-Promotion window. 'Controlled Entry by Tier' assumes that you will be importing a list of specific players into a tier linked to the promotion. A Card Level Tier does not use a list of imported players.

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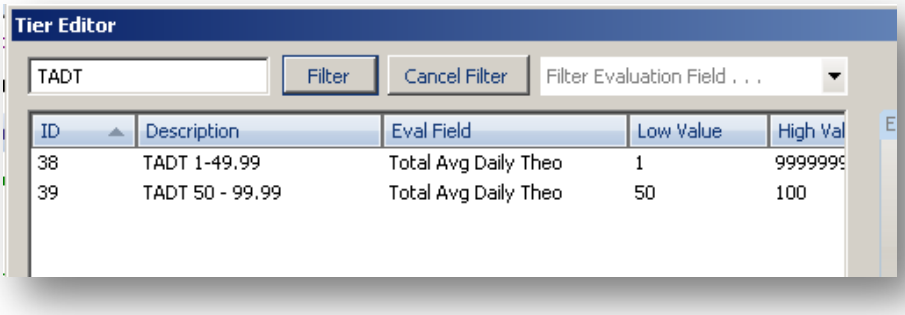
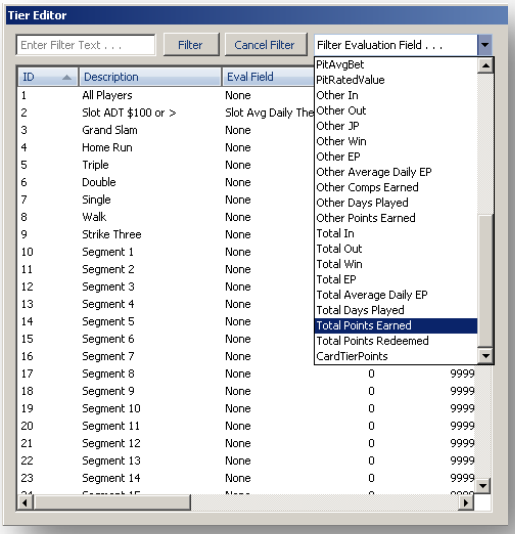
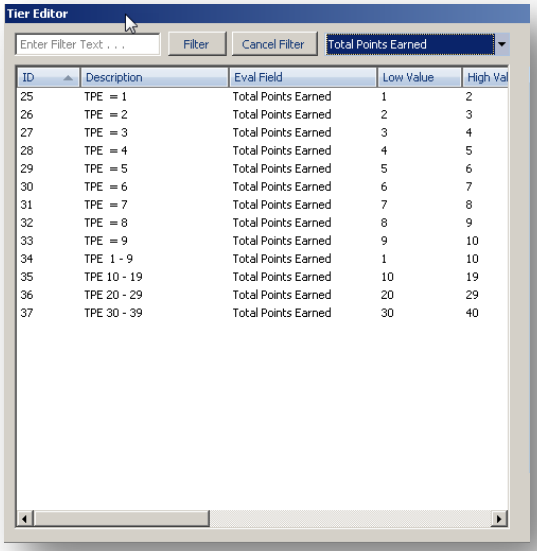
NEW Features in the Tier Editor Window

Filter By Description



Filter by Evaluation Field





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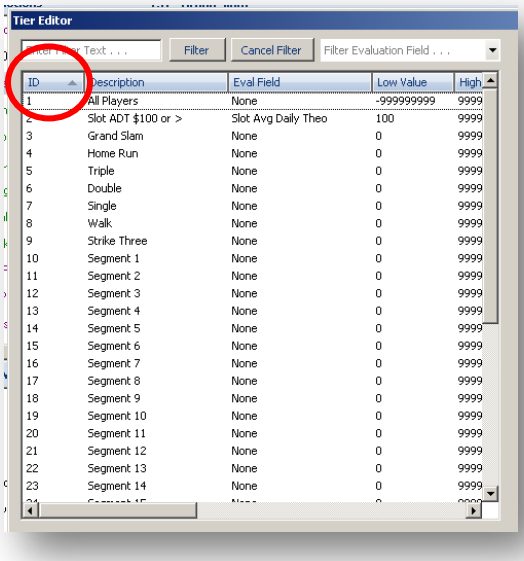
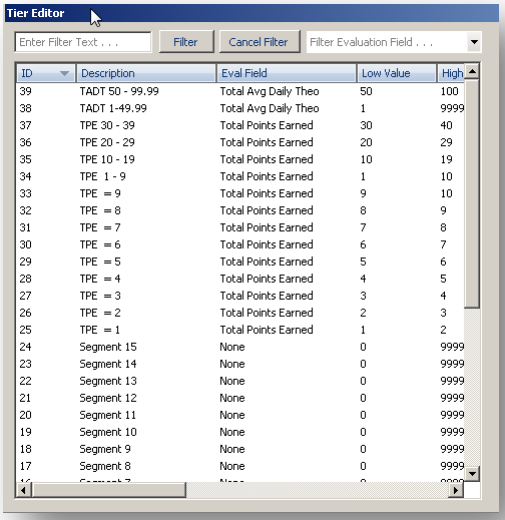
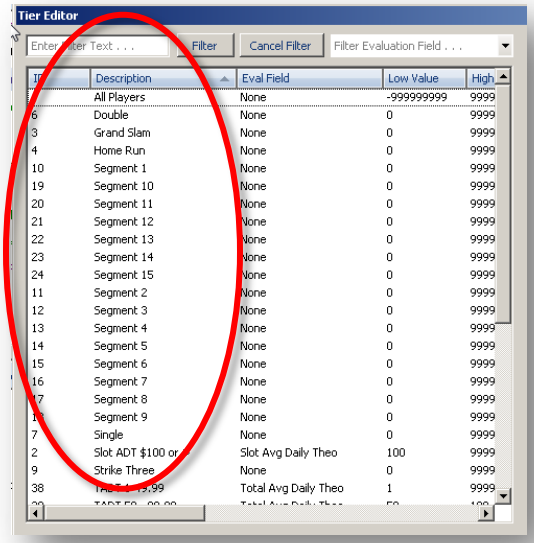
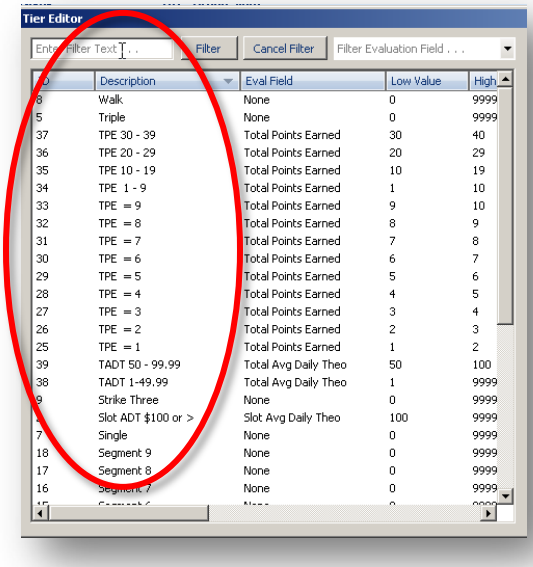
Sort by TierID





Sort by Description





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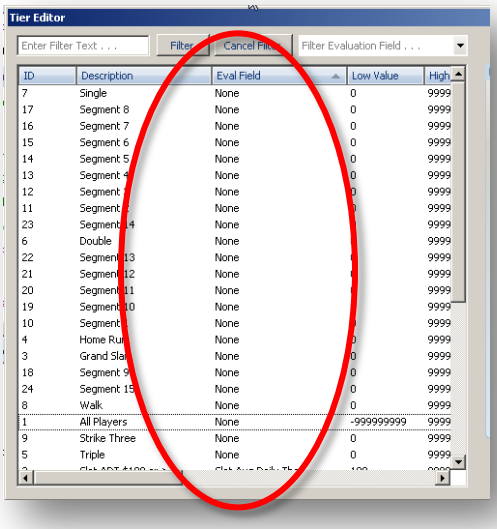
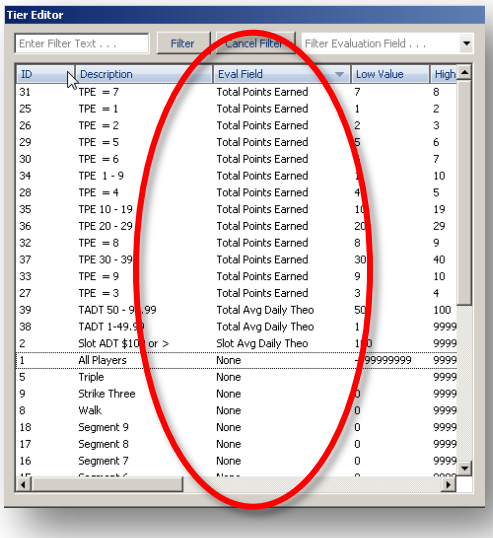
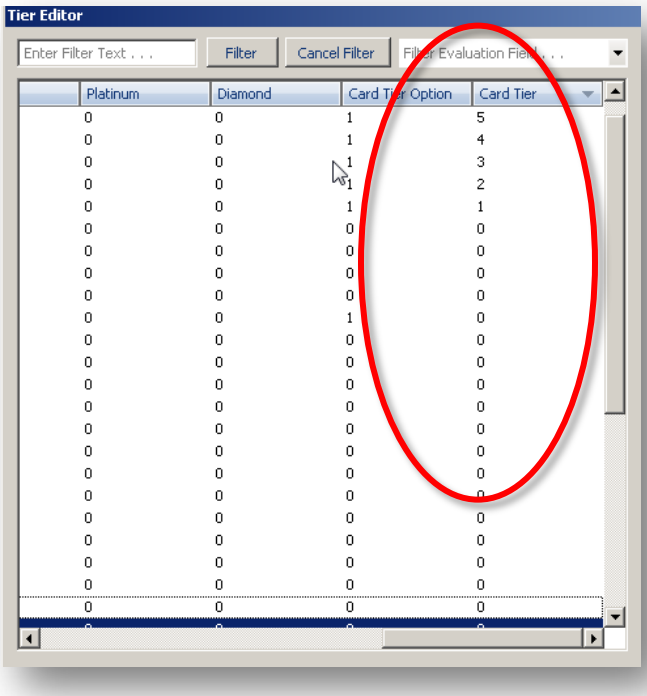
Sort by Eval Field





Sort by Card Tier

1. Slide the Tier Editor window all the way to the right side



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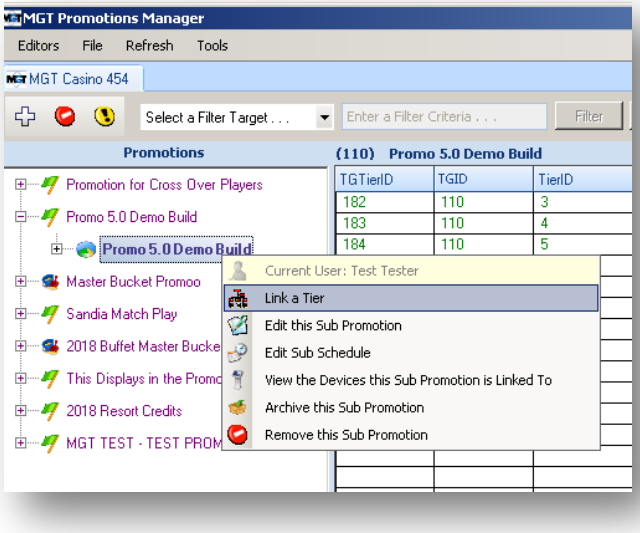
Selecting the All Players Tier

1. It is important to understand the name of the All Players Tier. It is **ALL** Players. This means that everyone is qualified to participate in this promotion, providing they meet any additional qualifications configured in the promotion. i.e., gender, age, birthday, play from today, zip code, etc.
2. The All Players Tier cannot be edited or modified.
3. If you wanted to use an All Players tier that also used the X to prohibit Banned or 86'd players, this custom flag must be visible to the MGT software and offered as a choice in one of the five Tier Editor selections.
4. Add a New Tier, select the X in the Banned Players box and create an All Players – Except Banned tiers, Evaluation is NONE and Low Value is 0.
5. You can now either Add a New Tier, or Use an Existing Tier.

Add a New Tier

1. Tiers need no other Description other than the evaluation that the Tier makes, i.e., Slot Points Earned, Total Avg Daily EP (Theo), etc.
2. **To create a new tier**, *right click* anywhere in the Tier Editor box and a pop-up menu will offer the following choices:
    a. **Add New Tier**
    b. **Edit This Tier**



3. Select Link a Tier.

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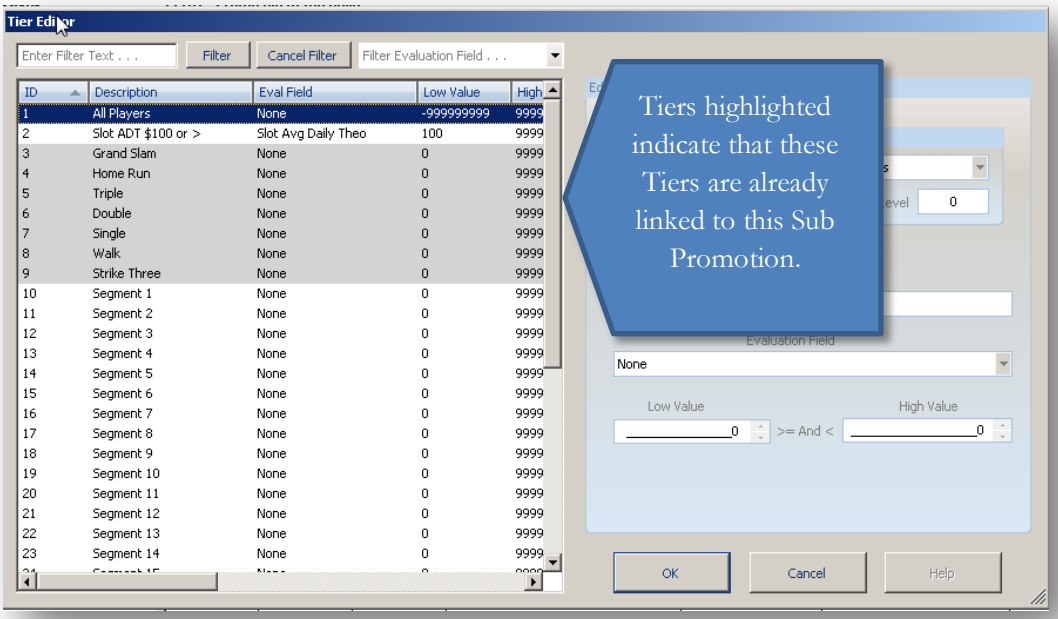
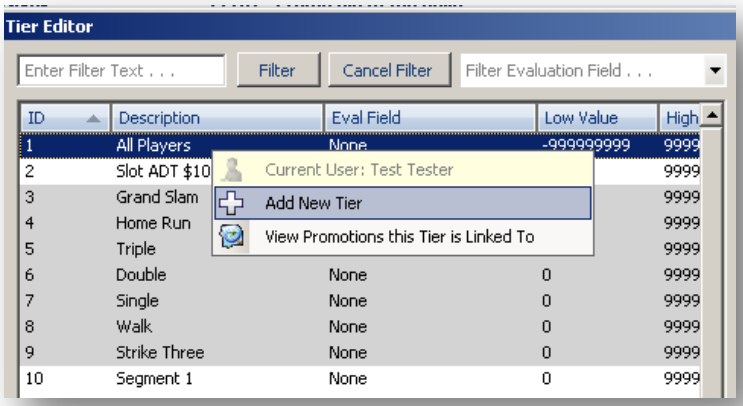
4. The Tier Editor will open.



2. Right click and select Add New Tier



3. Selecting **Add New Tier** will allow you to **Add Tier Values and/or Card Tier Levels** and create a New **Tier Description** on the right side of the **Tier Editor**.

Configure the New Tier

1. Enter a **Tier** description.
    a. It is not a good practice to use Tier Descriptions that describe your promotions (Birthday Low Tier, Birthday Mid-Tier, etc.)
    b. Use Tier Descriptions that define the type of play being evaluated: Slot ADT 100 – 199.99, for example.

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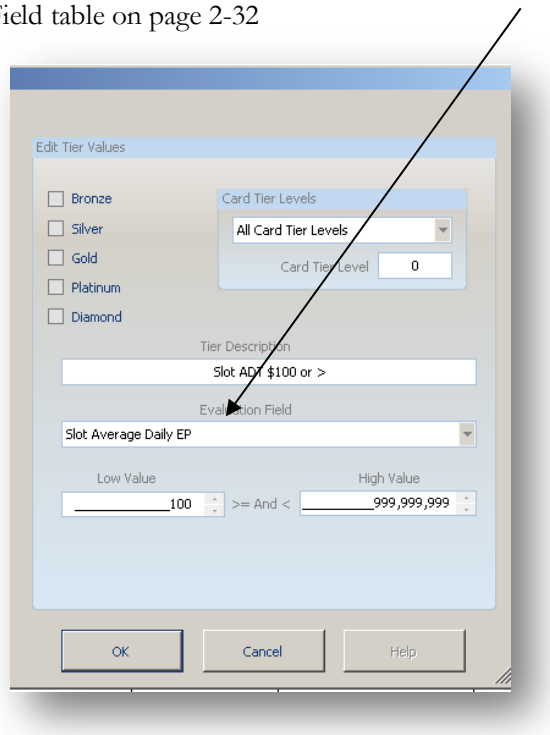
2. What qualifies a player for this Tier? From the drop down menu choose an **Evaluation** field.
3. Refer to the Evaluation Field table on page 2-32



4. Enter the **Low Value** (the value is >/=) and **High Value** (the value is <) which will be used as the criteria for this Tier in the promotion.
   NOTE: the following Low Value/High Value scenario **WOULD BE AN INCORRECT** configuration:

LOW VALUE	HIGH VALUE
0	199
200	299
300	399
400	499
500	999999999

Because the HIGH VALUE field is ALWAYS < (less than) the actual HIGH VALUES, in this illustration they are 198, 298, 398, etc. If a Player had exactly 199 points, they would 'fall through the cracks' of this promotion.

5. The **CORRECT CONFIGURATION** for these Tier Values would look like this:

LOW VALUE	HIGH VALUE
0	200
200	300
300	400
400	500
500	999999999

6. When you are satisfied with your choices, select Save and Close.

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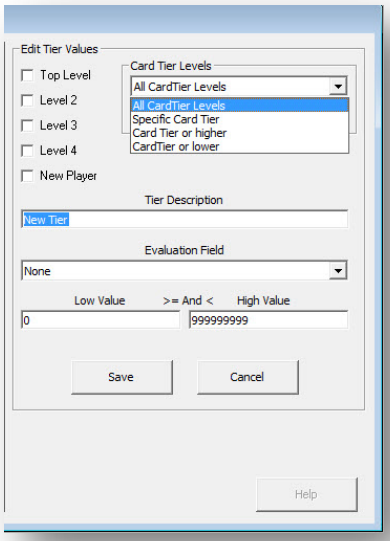
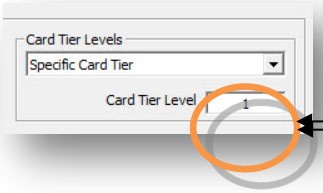
Card Tier Levels

1. From the Card Tier Levels you can select:
    a. All Card Tier Levels: All Carded Players
    b. Specific Card Tier:
    c. Card Tier or Higher:
    d. Card Tier of Lower:



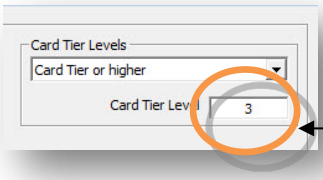
You must know how the Tier Ranking is ordered in your player tracking system. In some, the Highest Tier Card Level = 1, in others, the Lowest Tier Card Level is 1. The numeric value is used in the MGT Tier Editor.

Specific Card Tier



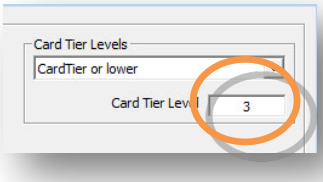
Selection for a Specific Card Tier, Card Tier Level 1 in this illustration.

Card Tier or Higher



Selection for a Card Tier or Higher, Card Tier Level 3 and higher (numeric value) in this illustration.

Card Tier or Lower



Selection for Card Tier or Lower, Card Tier Level 3 or lower (numeric value) in this illustration.

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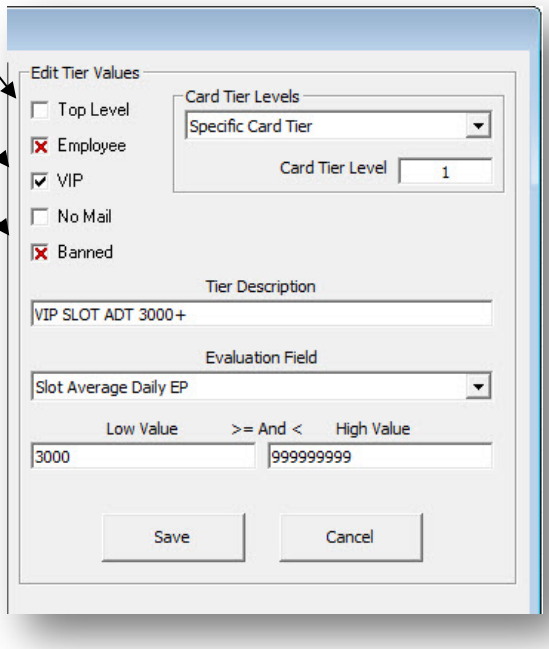
Edit Tier Values Checkboxes

1. The Check Box Tier Values are not as commonly used as the Card Tier Levels. However, when they are used, they can be 'stand-alone' Tier Values, or in conjunction with the Card Tier Levels.
2. The "**Edit Tier Values**", however they are defined, in some cases, can be set to correspond with database values used by the property player tracking system.
3. The text Displayed next to the check boxes can be edited by the MGT Tech Support to match Tier names for your property.
4. There are three options available for each of these Tier Values:
   ☐ A blank box means that MGT Promo is not requiring that field in the Player Tracking database to evaluate players for a Tier.
   ☑ A checked box means that MGT Promo is requiring that field to evaluate players for a Tier.
   ✖ A crossed-out box means that players with that flag are prohibited from participating.
   For example: VIP is CHECKED, and Banned is 'X-ed" This player MUST be a VIP flagged player, but CANNOT be a Banned player. Additionally, Employees are prohibited from participating in this promo.
5. To utilize this feature, click in a Tier Value box to enter a "check," a second time to enter an "x" and a third time to clear the box.



6. NOTE: When these Custom Flag boxes are used in multiples, the CHECK MARK requires that this player be flagged as that value in your player tracking system. Therefore, if you check MULTIPLE boxes, a qualified player MUST BE flagged as ALL of these in your player tracking system. For example, Gold AND Snowbird.

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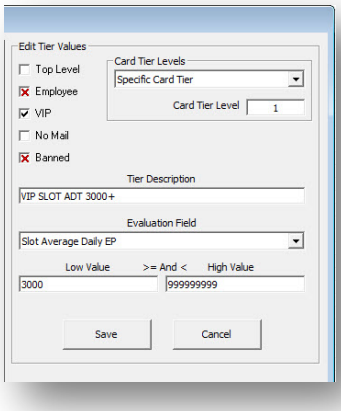
Customizing the Tier Values Evaluation

1. The Tiers configured in the Tier Editor can also be used to define levels of value within a single Card Tier Level.
2. That configuration would look like the sample that follows:

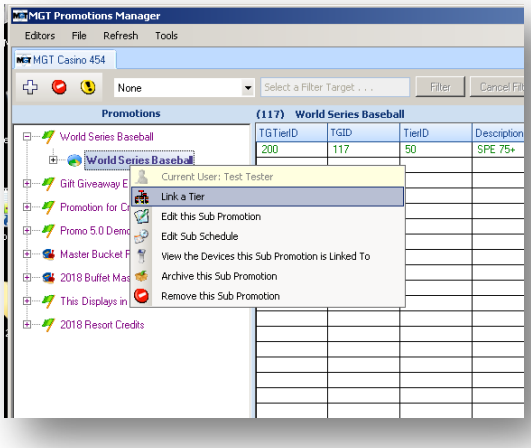


7. In this example, the following things MUST BE TRUE about a player in order to qualify for this promo:
   a. They must be from a Specific Card Tier Level: Card Tier Level 1
   b. They must be flagged as a VIP in the custom flags
   c. They CANNOT be flagged as Banned or as an Employee in the custom flags
   d. They must have a minimum of a $3000 Slot Average Daily Theo during the Evaluation Range Start and End Dates.

Using An Existing Tier

NOTE: Editing an Existing Tier will have the effect of editing that Tier for any promotion that is currently using it. If you are not sure, it is safer to create a New Tier.

1. To use an existing tier, Right Click on the Sub Promotion and select Link A Tier.



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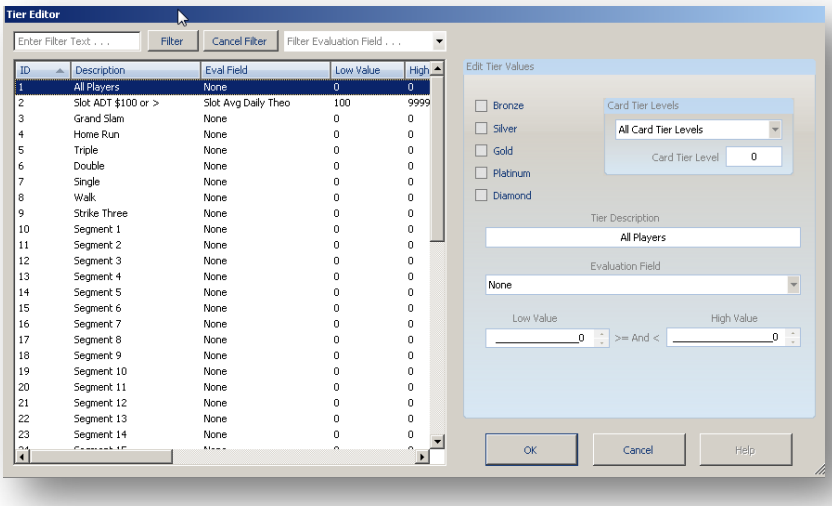
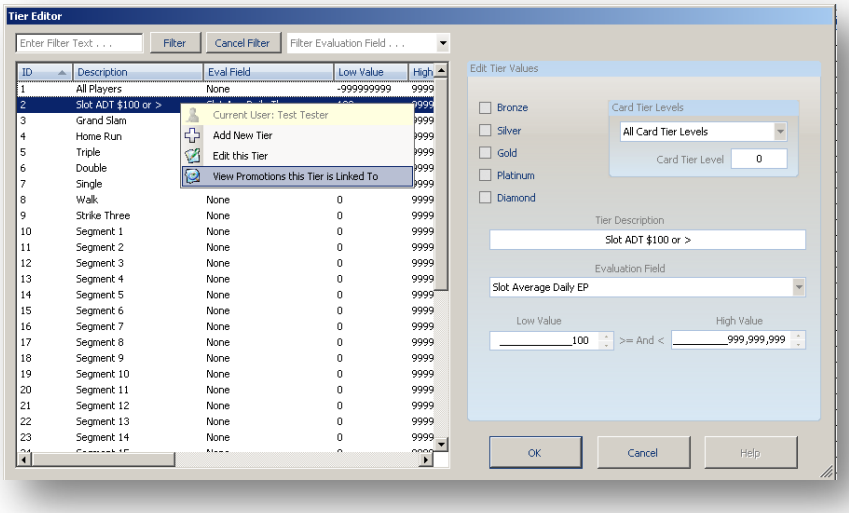
2. The Tier Editor should now be displayed.



3. NEW: to see if this Tier is being used by other promotions, Right Click on the Tier



4. Both Active and Inactive Promotions will be displayed.
5. If this Tier meets the promotion needs, select that tier by *left clicking* the mouse on that Tier and then select **OK**.

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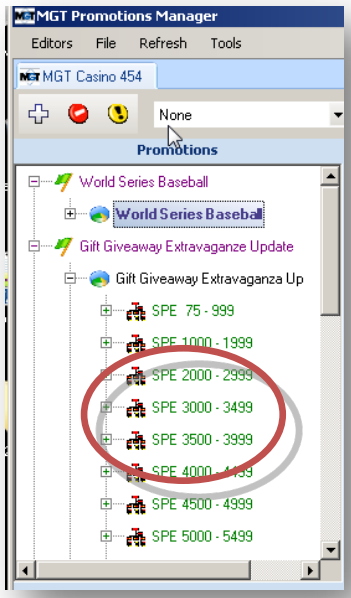
6. That Tier is now linked to the Sub Promotion and will appear in the Hierarchy of the Promotions window.



Using Player Win or Player Loss to qualify players for promotions.

1. The MGT software allows you to configure promotion eligibility using evaluation fields: (Slot Win, Pit Win, Other Win, Total Win). In order to configure this type of promotion correctly, you will need to know how your player tracking system expresses these values.
2. WIN is a calculated value derived by subtracting the total coin-out and jackpots from the total coin-in.
    a. The result of that calculation will be a positive number when the player loses.
    b. This is called **house perspective** and it means that when the player wins the number will be negative.
3. Some player tracking systems invert the numbers so that player loss is represented by a negative number.
    a. This is referred to as **player perspective** and it means that when a player wins the number will be positive.
4. Here are examples of the differences your player tracking system would make in configuring a promotion based on player win/loss:

EXAMPLE 1: Player LOSES at Slot Play to Qualify for Promotion

1. You want to create a promotion that returns money based on same-day play, dollar for dollar up to $100 **LOST** during Slot Play.
    a. If your PTS expresses Slot Win from the **player perspective**, slot play loss would be expressed as Slot Win but in negative numbers. The Low and High values would be reversed, where the larger negative value would be entered into the Low Value field, while the smaller negative number would be entered into the High Value field.

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For example: **Tier 1 would be set:**

1. Evaluation Field: Slot Win
2. Low Value: -2 (recalling that Low Value is greater than or equal to[> =])
3. High Value: -1 (recalling that High Value is less than [<] and -1 has a higher value than -2)
4. Prize would be: $1

Tier 2 would be set:

1. Evaluation Field: Slot Win
2. Low Value: -3
3. High Value: -2
4. Prize would be: $2

And on it goes up to the point the Low Value = -100

2. Same scenario: You want to create a promotion that returns money based on same-day play, dollar for dollar up to $100 **LOST** during Slot Play.
   a. If your PTS expresses Slot Win from the **house perspective**, slot play loss would be expressed as Slot Win but in positive numbers. The Low and High values would be as expected, where the Low Value field displayed a lower value than the High Value field.

   For example: **Tier 1 would be set:**

   1. Evaluation Field: Slot Win
   2. Low Value: 1
   3. High Value: 2
   4. Prize would be: $1

   Tier 2 would be set:

   1. Evaluation Filed: Slot Win
   2. Low Value: 2
   3. High Value: 3
   4. Prize would be: $2

   And on it goes up to the point the Low Value = 100

EXAMPLE 2: Player needs to WIN at Slot Play to Qualify for Promotion

1. You want to create a promotion that awards players, perhaps a drawing for your better players, that awards free drawing entries for every $100 **WON** during Slot Play, in addition to the play-based Earned Entries awarded through MGT EDraw.
   a. If your PTS expresses Slot Win from the **player perspective**, slot play loss would be expressed as Slot Win but in positive numbers.

   For example: **Tier 1 would be set:**

   1. Evaluation Field: Slot Win
   2. Low Value: 100 (recalling that Low Value is greater than or equal to -- [>=])
   3. High Value: 200 (recalling that High Value is less than [<]
   4. Prize would be: 1 drawing ticket

   Tier 2 would be set:

   1. Evaluation Filed: Slot Win
   2. Low Value: 200
   3. High Value: 300
   4. Prize would be: $2

   And on it goes up to the point the Low Value = -100

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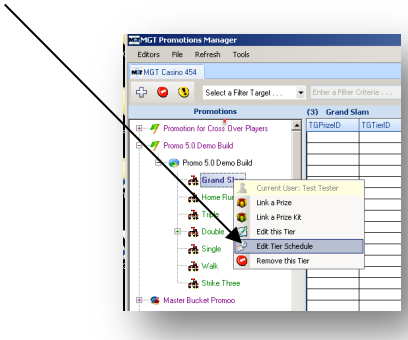
b. If your PTS expresses Slot Win from the **house perspective**, slot play loss would be expressed as Slot Win but in negative numbers. The Low and High values would be reversed, where the larger negative value would be entered into the Low Value field, while the smaller negative number would be entered into the High Value field.
For example: **Tier 1 would be set:**
    1. Evaluation Field: Slot Win
    2. Low Value: -200 (recalling that Low Value is greater than or equal to -- [>=])
    3. High Value: -100 (recalling that High Value is less than [<]
    4. Prize would be: carefully evaluate, remembering that in this case, the 'larger' the negative numbers actually represents more casino money that this player walked out the door keeping in his pocket!

c. So, in this case, you might want to award more drawing tickets to those who WON LESS (smaller negative numbers) and fewer tickets to those who WON MORE (larger negative numbers.)

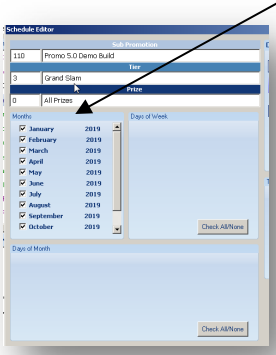
d. Accordingly, in this scenario, each following Tier would have larger sets of negative values: Tier2—Low Value= -300, High Value= -200; Tier3—Low Value= -400, High Value= - 300; and so on.

CUSTOM TIER SCHEDULING

1. Just as with the Sub Promotions and Prizes, Tiers can be custom scheduled so that within a promotion specific Tiers can be scheduled for select days.
2. Right click on the Tier that has been linked to the desired Sub Promotion.
3. Select Edit Tier Schedule



4. The Tier Schedule Editor will open displaying the selected Tier (Grand Slam) in the Tier window.



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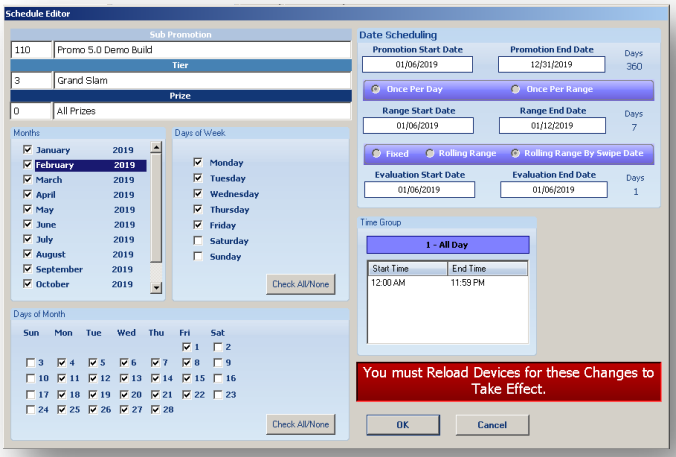
5. In the same way as other Schedule Editors, click on the text of the desired month (not the check box). It will highlight, and new selections will appear.
6. Deselect Saturday and Sunday.
7. The same type of Schedule Edit for this Tier could be done for selected days in the Days of the Month box.
8. Repeat this step for each month of the promotion, first clicking on the highlighted month to deselect it, then selecting the next month.



9. When finished, select File/Save.
10. **DO NOT Submit the Schedule again from the Sub Promotion window. Doing so will over-write the edits that have been made and will require repeating this process for each of the Tiers for each of the months.**

Repeat this process for any other Tiers that need Custom Schedules for each month.

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REMEMBER: Every Promotion built in Promo Manager requires that five steps be successfully configured. This manual has been created to systematically walk you through this process.

1. An Active Master Promotion

Purpose: serves as a filter to disqualify large groups of people. Begins the process of defining your promotion partly by defining what the promotion is not.

2. An Active Sub-Promotion – at least one

Purpose: in the Sub-Promo Editor, Scheduling takes place, not only the length and days of the promotions but frequency of participation and the period of player activity that will be used to evaluate levels of performance by players.

3. A Tier – at least one

Purpose: now that filtering has taken place and the Kiosk has checked to see if the promotion is active at this date/time, the Tiers, Evaluation Fields and Low/High values, (together with the Evaluation Range from the Sub-Promo) are used to determine the level of play and the attached prize(s).

4. An Active Prize or Offer – at least one

Prize: A prize is what you will give the player based on qualified play during the Evaluation Range.

Offer: An offer is the 'carrot' that you dangle in front of the player to help them, 1) join the Player's Club and increase frequency of visits, 2) stay at the property longer, 3) increase play activity, or 4) bring a friend to sign up for the Player's Club.

5. A Kiosk – at least one

Any promotion does not have to be linked to every Kiosk on the casino floor. For example: PIT only promotions can be linked to the Kiosks in that area; VIP promos can be linked only to the Kiosks in the VIP Lounge; bus promos can be linked to the Kiosks near the bus drop-off area.

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STEP FOUR: UNDERSTANDING PRIZES --LINK A PRIZE OR PRIZE KIT

1. When a player swipes at a Kiosk and participates in a promotion, the Kiosk does exactly what you configure it to do: Give the right prize to the right player. Par values for each prize for each Tier determine how this happens.
2. When this player swipes, the configuration in the software for this promotion, has determined what prize this player is to have. And with the use of Kiosk interactive games, can set the stage for that player's 'choice' of a hidden prize.
    a. A "Wheel Game" for example, will spin and show the various prizes on the wheel, but the configuration of par values for that Tier will have already decided what prize and where the wheel will stop.
    b. A "Pick Game" for example, will present the player with a number of choices (boxes, chips, fish to catch, a card to turn over, a carnival duck to shoot…etc.). No matter which one the player picks, the correct prize will show behind that pick. A split second later the other picks will reveal their 'hidden' prizes to show what the player 'might have had' if they had just made a different choice.
    c. The order in which the prizes populate the screen can be influenced in the set-up of the promotion.
3. Configuring the Prize Level of MGT Promo brings you to the event you want to happen: To match a prize to a player, believing that prize to be just enough incentive to cause that player to:
    a. Visit the property more frequently
    b. Play longer during those visits
    c. Increase their level of play (coin in, ADT, pit play, etc.)
4. There are two broad categories in configuring prizes:
    - Configuring a promotion to give a prize or select from prizes configured with various par values to a single Tier (All Players, or a specifically-targeted Tier or group).
    - Configuring a promotion to give a prize or select from prizes configured with various par values targeted to multiple Tiers or groups, with prize values increasing in relation to player/Tier value.
5. The first section of this chapter will introduce you to how the Prize Editor works and how to configure a prize for a single Tier.
6. The second section of this chapter will walk you through the process of configuring prizes for multiple Tiers.
7. MGT has created an Excel spreadsheet that acts as a prize par calculator. This spreadsheet will give you the ability to:
    - Calculate the par of every prize
    - Calculate the extrapolated costs involved in your promotions in order to operate within your promotion budget
    - Calculate the amount of each of the prizes so you know how many to order/purchase.

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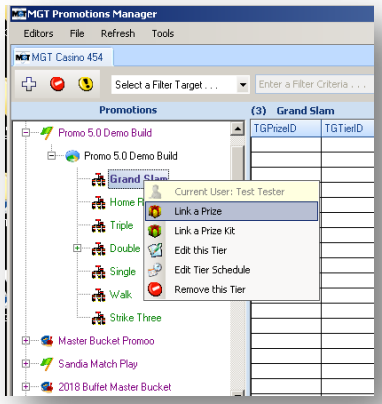
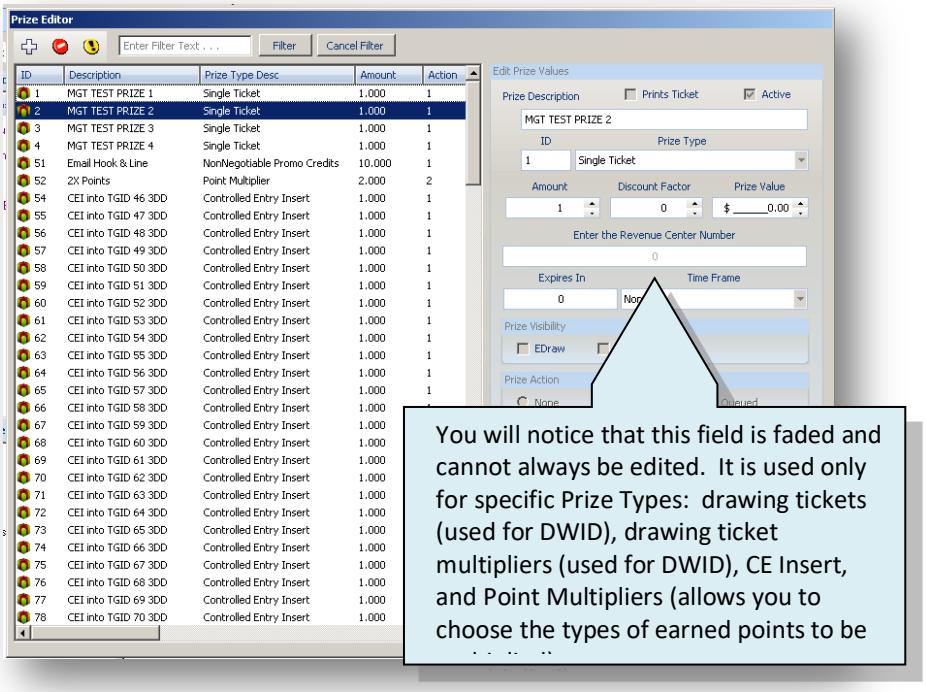
Linking a Prize to the Tier

1. In the Promotions window, locate the promotion you've been configuring. Using the 'tree' ⊞xes, open the Master Promotion and the Sub Promotion.
2. *Right-click* on a Tier to which you wish to **Link A Prize** under the Sub Promotion.
3. Select Link A Prize.



4. The Prize Editor should now be displayed. Here you can choose an existing prize to use, or Add a New Prize.



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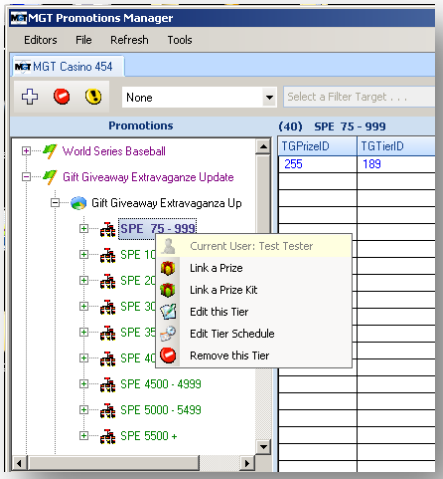
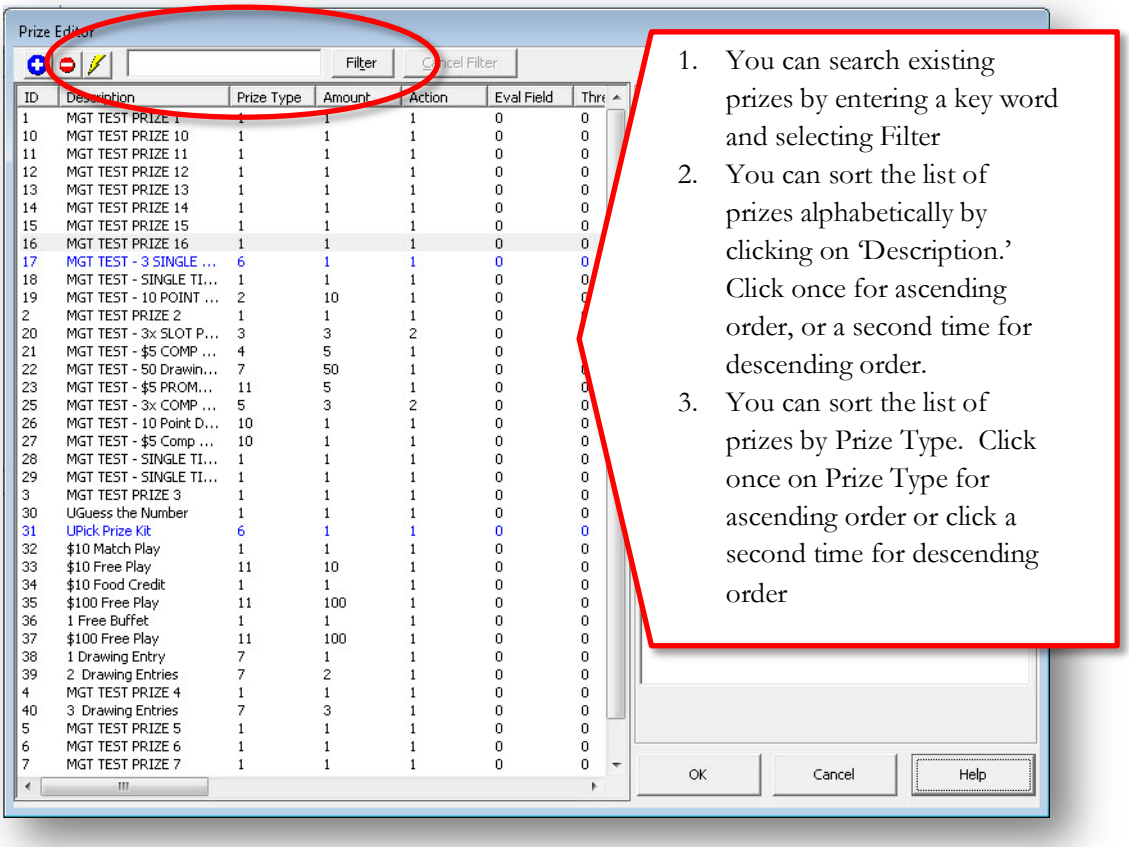
Linking an Existing Prize

1. *Right click* on the appropriate Tier and select **Link A Prize.**



2. The **Prize Editor** should now be displayed.



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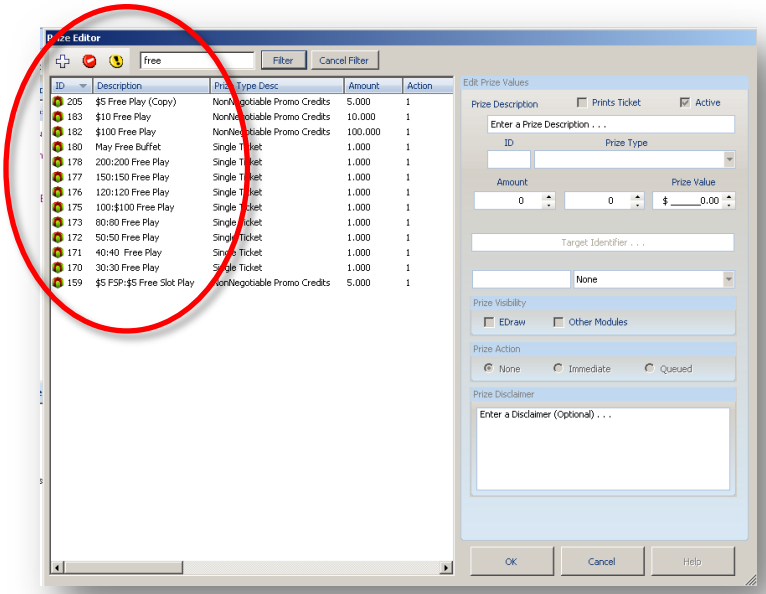
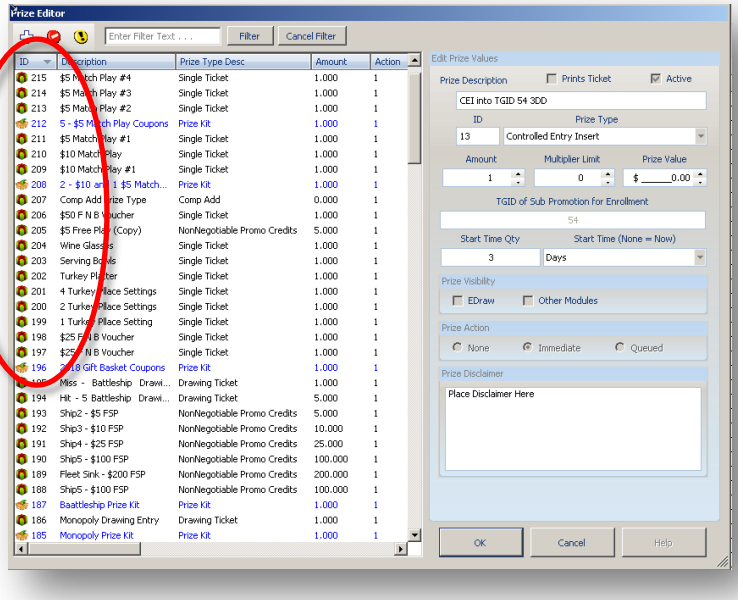
3. For example, type the word 'Free' in the box and select 'Filter.'



Sort by Prize ID – Ascending or Descending

1. Every created prize in the Prize Editor list has a Prize ID value associated to it. (Note: this is not the same as the PrizeTypeID).
    a. Click once to sort by Descending order (Highest to Lowest)
        i. This is a good option to find a prize that you just created.
    b. Click again to sort by Ascending (lowest to highest)



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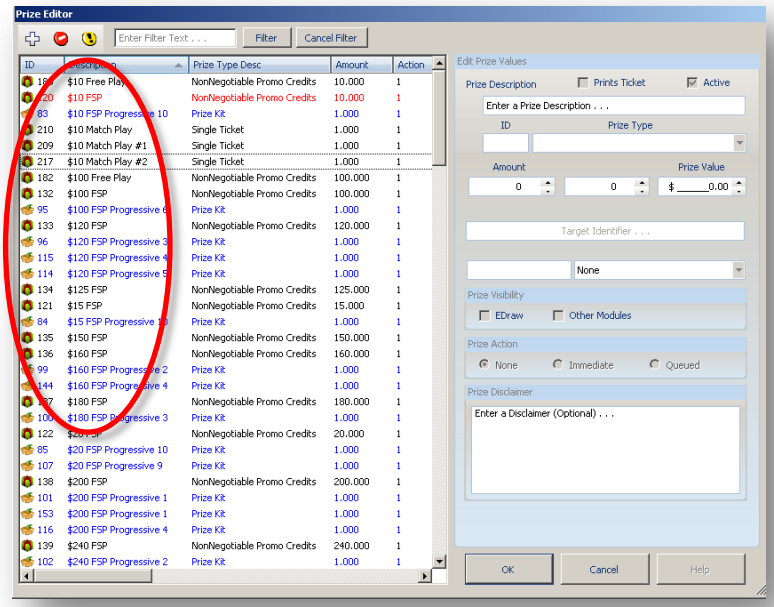
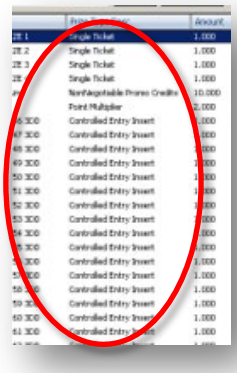
Sort by Prize Description

1. 1 -Z ascending
2. Z – 1 descending



Sort By Prize Type

1. If you are a current MGT user, you may note that the Prize Type has been updated.
    a. The Prize Type is now represented by the Actual Prize Type Description and not just a numeric value.
    b. These descriptions can also be sorted by type.



4. Choose the prize you wish to link to **from the left hand side**.
5. The details for that prize should now be displayed **on the right side** on the window.
6. Verify that all the details are correct and if so, select OK.

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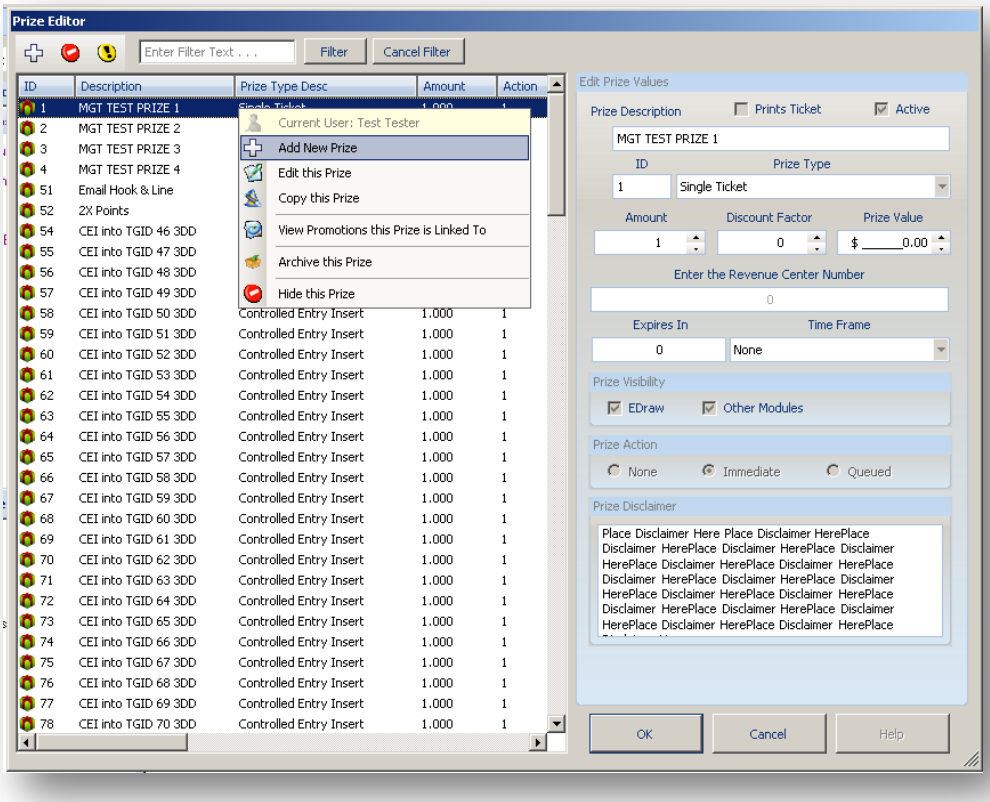
Adding a New Prize to Be Linked

1. Right click in the **Prize Editor** window and select **Add New Prize.**



2. Note that the left window of the **Prize Editor** "grays-out" and the right window **Edit Prize Values** becomes active.
3. Enter all required information for the new Prize. Refer to your MGT Prize Par Calculator worksheet for accuracy.
    a. Is this prize **active**? Is it going to be used in a promotion?
        - Check ACTIVE for YES
        - Uncheck ACTIVE for NO
    b. Enter a Prize Description. This Prize Description is what will appear on the Kiosk screen to inform your players what they have won. (Dinner for 2, Logo Jacket, 3X Point Multiplier, Free Drawing Tickets, etc.)

    The Prize Description will also print on the ticket (if the Prints Ticket option is used)

    c. Do you want this prize to **print a ticket**?
    d. Check **Prints Tickets** for **YES. (Some examples…)**
        1)Does this ticket need to be redeemed for cash? Ticket needed.
        2)Does this ticket need to be redeemed for an item? Ticket needed.
        3)Is this ticket a coupon for a meal or the Gift Shop? Ticket needed.
    e. Uncheck **Prints Ticket** for **NO. (Some examples…)**
        1)Does this prize add points or comps? No ticket needed.
        2)Is this a Point Multiplier? No ticket needed.

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3)Is this a free Drawing Ticket? No ticket needed.
4)Is this Free Play? No ticket needed.

f. Prize Actions are set by default. Do not edit the Prize Action without a reason determined by your promotion.
If you are unsure, or have questions, consult the MGT Tech Support Staff.

4. From the **Prize Type** drop down menu choose the type of prize.
5. (Creating a New Prize is continued after this section on Understanding Prize Types)

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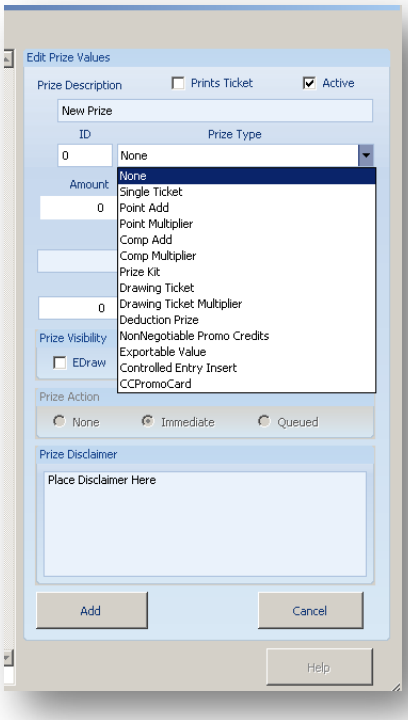
Understanding Prize Types



QUICK OVERVIEW OF PRIZE TYPE 'AMOUNT" FIELDS"

#1 Single Ticket – AMOUNT WILL ALWAYS BE 1 (one)

#2 Point Add – The Amount of the Points to be Added/Adjusted

#3 Point Multiplier – The Amount of the Multiplier (i.e., '3' for 3X points) ALSO NOTE: will ask for the type of Points to be multiplied: Slots, Pit, Other, Total

#4 Comp Add – the dollar amount of the comp adjustment

#5 Comp Multiplier – the amount multiplier applied to the earned comp that day

#6 Prize Kit – the amount will ALWAYS be 1 (one) and the Value ALWAYS '0' (zero)

#7 Drawing Entry – The amount of bonus entries to be awarded from the Kiosk.
NOTE: The DRAWING ID must be entered into the appropriate field.

#8 Drawing Multiplier – the amount of the multiplier to be applied to that day's earned drawing entries. NOTE: the DRAWING ID must be entered into the appropriate field

#9 For Future Use

#10 Deduction Prize – Amount is not used in this prize type and will default to '1'.

#11 Non-Negotiable Promo Credit (Free Play) – The amount of the Free Play to be added to the player's account.

#12 Exportable Value – a configurable prize type with multiple possibilities.

#13 Controlled Entry Insert – performs an automatic Controlled Entry Insertion into the configured Controlled by Sub Sub-Promotion according to the configured time interval.

#15 CC Card Add – allows a promotion to award additional CCPromo Cards to players

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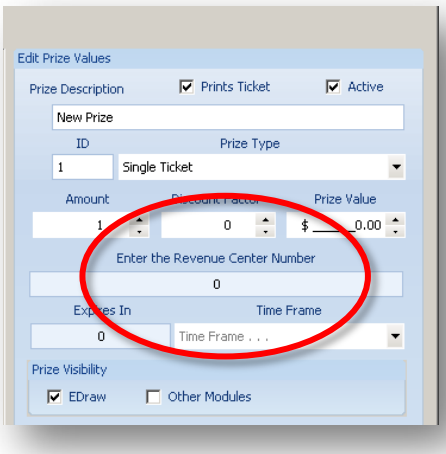
Understanding Individual Prize Types

#1. Single Ticket:

This is the prize type to configure when a printed coupon will be exchange for an item. For example: a hat, a key chain or a Food and Beverage offer. The disclaimer on these tickets would contain instructions on how the player redeems the ticket.

a. Amount = 1 (with a single ticket, the Amount will ALWAYS be '1')
b. Discount Factor = only used with a POS interface.
c. Prize Value = the cost of the prize (property cost). This amount will be calculated in the reporting to show real-time costs of the promotion.
    i. If a Cash Prize, the Prize Value is used to identify this prize and displayed in the Cashier's Report in KMan.
    ii. If a POS prize, the Prize Value is the amount the POS sees as available to be used.

Using Single Tickets for Revenue Center (POS) Offers.



a. Single Ticket prizes can be utilized to post Food & Beverage or other POS offers for your players.
    1. The offers can be created and scheduled in Promo Manager or these prizes can be utilized in the Import Offers application to be posted and available to players at a designated POS.
    2. These offers are made available by configuring the prize with a POS Revenue Center number.
    3. When such a prize is claimed at a Kiosk and the player subsequently visits the related POS, the Prize Description and the Prize Value are visible at the POS.
        i. The Prize Value can be used to value that is less than or equal to that value.
        ii. If the entire value is not used, the remainder is not credited to the player.

    4. For example:
        i. A player receives a POS offer of $25. The lunch buffet is $19.95. If the player only wants a single buffet, the offer covers the cost and the player does not receive a credit of $5.05. It is gone.

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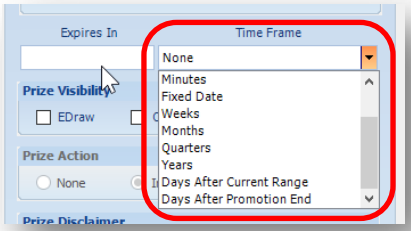
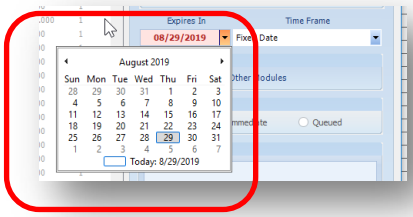
ii. A player receives a POS offer of $25. The lunch buffet is $19.95, however the player is paying for three lunch buffets. The player is credited the $25 against the bill and must tender the remaining $34.85.

Setting Single Tickets to Expire

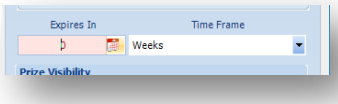
a. Single Tickets can be set to expire in the database. This feature allows the casino to set a time limit on when an issued ticket can be redeemed in the KMan application.
b. When the Single Ticket Prize Type is chosen, a set of configuration windows become active in the Prize Editor window:

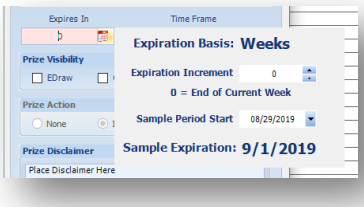


c. Function: using this option allows a prize only to be valid for redemption within a time frame.
d. Time Frame:
    1. None = 'Expires In' = 0 and Time Frame = None: The default expiration is 30 days.
    2. Days = the rest of today and @11:59PM of the 'Expires In' Days.
    3. Hours = 'Expires In' value of hours from time of Kiosk issue.
    4. Minutes = 'Expires In' value in minutes from time of Kiosk issue.
    5. Fixed Date



    6. End of Current Week





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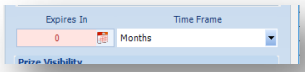
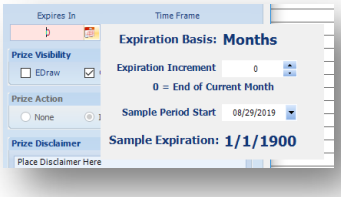
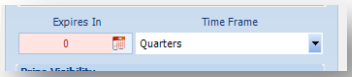
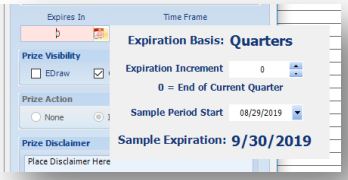
7. End of Current Month



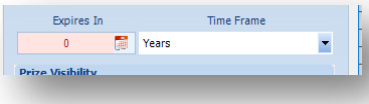


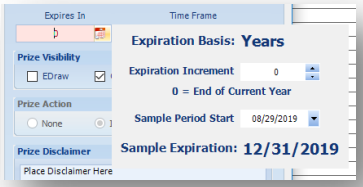
8. End of Current Quarter



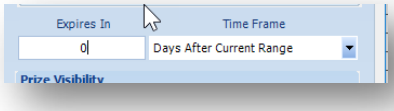


9. End of Current Year

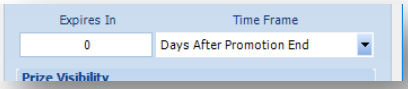




10. Days to Expire after End of Current Range (Range End Date from Sub Promo)



11. Days to Expire after End of the Promotion (Promotion End Date)



e. Additional clarification:
    1. The start of the time frame is the Issue Date/Time.
    2. The Expires Date is set FROM that point.
    3. For example:
        i. If the “Expires In” is set to “7”, and the Time Frame is set to “Days”, the ticket would be marked as expired “7 Days from the Issue Date.”
        ii. The ticket will expire at 11:59PM on that night. This information is now available in KMan as well. The Expiration Date information will show when this particular ticket is queried.

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iii. Once a ticket passes its Expire Date, the "Redeem Ticket" button in KMan will be made inactive, meaning that the ticket can no longer be officially redeemed using the KMan redemption function.

f. NOTE: The Expiration rules should also be included in the Prize Disclaimer information that prints on these tickets and should explain the expiration.

g. If no expiration setting is configured, the default setting for the ticket to expire is 30 days from the Issue Date. If the ticket needs to be valid for a longer time be sure to set a longer expiration period.

#2. Point Add: This prize type causes the MGT system to immediately post the number of points specified in the amount field to a players account.

d. Amount= the numerical value of the points to be awarded. These points are immediately sent to the PTS interface which instructs the player tracking system to make a manual point adjustment for this amount. This process is completed by receiving a message from the PTS that these points have been awarded.

e. Multiplier Limit= blank

f. Prize Value= The value of the points being awarded. Used for reporting purposes.

#3. Point Multiplier*: This prize type causes the MGT system to queue a transaction that will multiply the players points earned on the gaming date the prize was issued to achieve a multiple equal to the number specified in the amount field.

g. The points earned from beginning to ending of the property gaming date will be multiplied.

ESSENTIAL UNDERSTANDING:

THE POINT MULTIPLIER POINTS WILL BE POSTED WHEN THE SYSTEM MANAGER PROCESSES THE QUEUED RECORDS AFTER THE END OF GAMING DAY WHERE GAMING DAY = THE CALENDAR DAY ON WHICH THE PRIZE WAS ISSUED.

i. **FOR EXAMPLE:**
   1. **A POINT MULTIPLER ISSUED BEFORE 11:59PM ON CALENDAR DAY 3/17 (STILL GAMING DAY 3/17).**
      a. **THE PONT MULTIPLIER WILL BE PROCESSED FOR GAMING DAY 3/17, ON THE MORNING OF 3/18 AFTER THE END OF GAMING DAY 3/17. CALENDAR DAY OF ISSUE = 3/17 AND GAMING DAY = 3/17.**
   2. **A POINT MULTIPLIER ISSUED AFTER 12:00AM ON CALENDAR DAY 3/18 (EVEN IF IT'S STILL GAMING DAY 3/17).**
      a. **THE POINT MULTIPLIER WILL NOT BE PROCESSED UNTIL END OF GAMING DAY 3/18, WHICH IS CALENDAR DAY 3/19,**
         i. **THAT IS, NOT UNTIL THE NEXT DAY, WHEN CALENDAR DAY OF KIOSK ISSUE 3/18 = GAMING DAY 3/18.**

h. For example, if the amount field contains the value 3 then when the System Manager (SM) is scheduled to Process the Queue, the system will calculate the total points earned by the player, multiply that by the configured value minus one. For example, a 3 is actually 3-1 and

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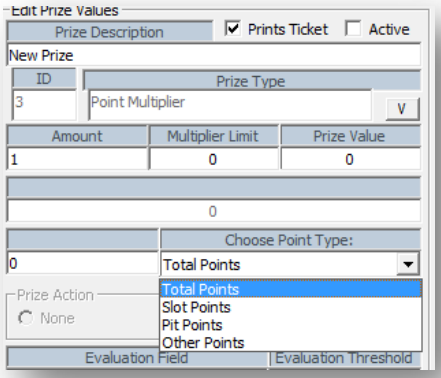
multiplies the same way your player tracking multiplier works. MGT does the math prior to the multiplication.

i. The SM then automatically sends a message to the player tracking system through the interface
for that number of points to the player's account, resulting in the player earning 3X points.

j. This adjustment appears in your PTS in the same way it would if you made a manual point adjustment and will be described: @MGTKiosk.

k. When you select Point Multiplier as the Prize Type, options of what types of points you wish to have multiplied become available:



1) If you select Slot Points, the multiplier will only apply to Slot Points Earned
2) If you select Pit Points, the multiplier will only apply to Pit Points Earned
3) If you select Other Points, the multiplier will only apply to Other Points Earned
4) If you select Total Points, the multiplier will apply to Total Points Earned (Slot+Pit+Other)

f. Enter the **Amount** = enter the multiply amount: 3x = 3, 7x = 7, etc.

g. Enter the **Multiplier Limit (if a limit is used)** = The max points adjusted for a Point Multiplier. For example: 3X points up to 25,000 points. The number 25000 would be entered in this field.

h. **Prize Value** = 0 When the multiplier has posted, the value of the points will be added in the Issued Table.
NOTE: do not enter the prize value of a point in the Prize Value window. The point value of your property was configured at the time of installation. Point Values are calculated automatically in the player tracking system.

*** Real-Time Multipliers are possible in some PTS, see:** ***Setting Up a Custom Point Multiplier Promotion, see # 12, Exportable Values. Call MGT Support for more information.***

#4. Comp Add:

This prize type causes the MGT system to immediately post the number of comp dollars specified in the amount field to a players account.

l. Amount= amount of Comp to be adjusted on the Player's account

m. Multiplier Limit = blank

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n. Prize Value= adjusted amount, for reporting

#5. Comp Multiplier: Same as Point Multiplier except it multiplies Earned Comp.

o. Amount= amount of multiplier
p. Multiplier Limit (if limit is desired) = The max comp value to be adjusted when the multiplier is processed.
q. Prize Value= blank. When the multiplier has posted MGT adds the value to the Issued Table.

#6. Prize Kit: This special prize type is actually a container for multiple prizes. When a customer receives this prize they are actually receiving all the prizes that are linked to this kit. This allows the casino to have a single prize that issues several other prizes, for example, a VIP Gift Bag or a Bus Group coupon set.

Once a Prize Kit is Linked to a Tier, Prizes can be linked to that Prize Kit: for example: A Prize Kit might include a free hotel suite, and a Comp Deduction prize that deducts that amount from the player's available comp balance. (See Comp Deduction for more info)

r. Amount= 1 (1 Prize Kit)
s. Multiplier Limit = blank
t. Prize Value= blank, value of prize will be configured for each prize in the kit

IMPORTANT NOTE: Prize Kits are not recorded in the Issued Table, as they are not technically a prize…they are only the means of awarding multiple prizes with one touch of the button. The individual prizes linked to that Prize Kit ARE recorded in the Issued table

	Prize Kits are like 'Gift Bags'. They allow you to award One Prize Package that could contain: Free Play, an F&B offer, Drawing Entries, a VIP pass to an event, etc.	

ABOUT PRIZE KITS

NOTE:

1. Prize Kits are also used in the creation of prizes for a Promo App (PickAPrize) Kiosk game. In this case the # of prizes in the Kit and the # of spaces in the Promo App game must be configured according to the .xml file and instructions.
2. Multiple Prize Kits can be linked and assigned distribution Par Values in any type of Kiosk promotion configured in Promo Manager.
3. **Prize Count functionality DOES NOT work with Prize Kits**

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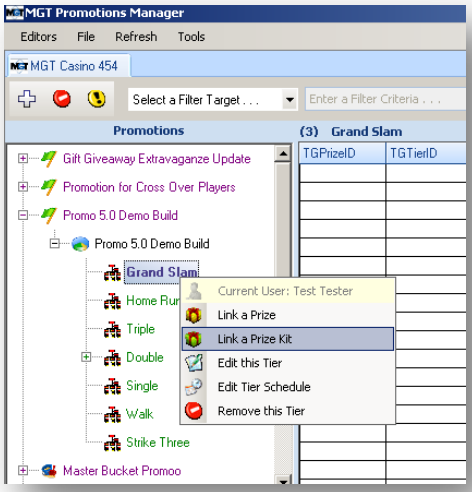
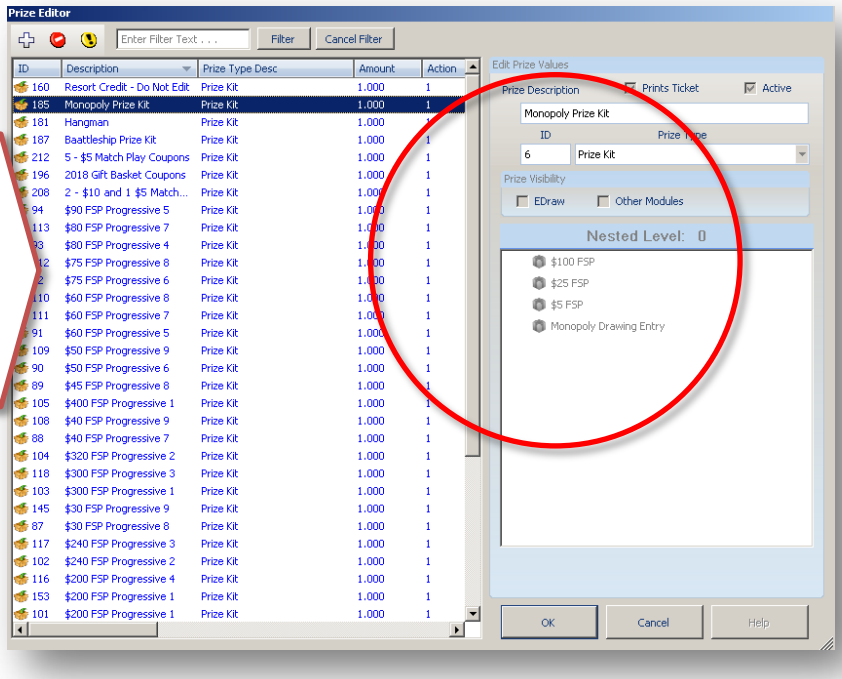
Creating and Using Prize Kits

1. *Right click* on the **Tier** to which you wish to add a **Prize Kit**.
2. You will be presented with a popup menu with the following choices:
3. **Select Link a Prize Kit.**



4. NEW in Promo 5.0
   i. The Prize Editor will now show only the Prize Kits in the Prizes list.
   ii. A new window will display the contents of the Prize Kit.

Prize Kits have a different appearance than a standard prize – a darker blue



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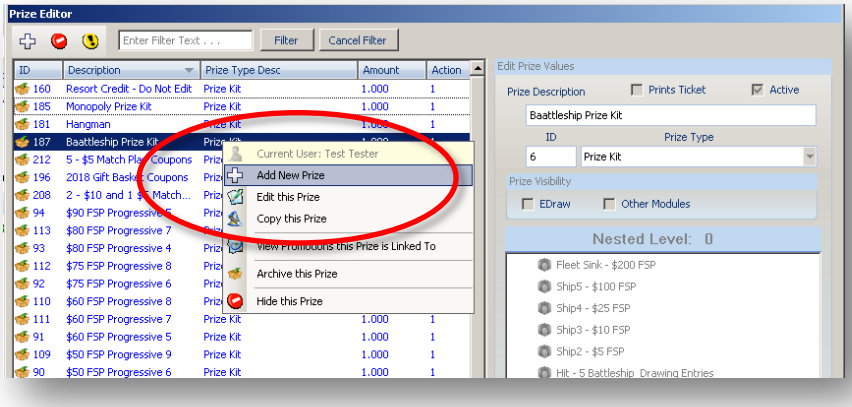
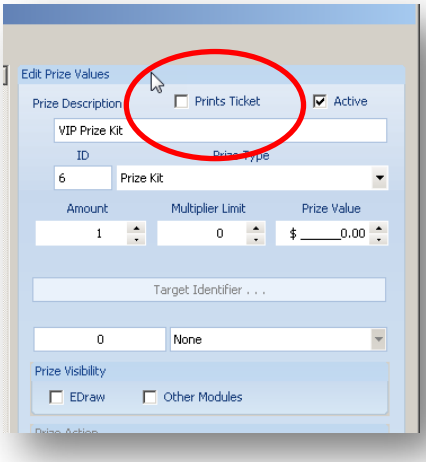
5. *Right click* in the Prize Editor window and select Add New Prize to access the Prize Editor.



6. Prints Ticket is NOT Checked
7. Check the ACTIVE box.
8. Name the New Prize in **Prize Description. A Good Description will include the contents of this Prize Kit: EX: $5 FSP – Free Drink – Concert Ticket**
9. From the **Prize Type** drop-down Menu, select "**Prize Kit**".



10. Amount = 1
11. Prize Value = 0. The Prize Kit has no value. The Prizes in it have the value.
12. Choose **Save** to save and close.
13. Select OK.
14. The Prize Kit takes the Par Value for the Promotion.
15. Now the Prize Kit is linked to the Tier of your Promotion.
16. Right click on the Prize Kit and Select "Link a Prize to this Kit."
    i. Select the desired Prize, select OK.
    ii. These prizes do not need a Par Value, as the Prize Kit carries the Par.

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17. NOTE: Prize Kits do NOT appear in the Issued table, KMan or MGT Reports. Only the Prizes within the Kit have a $ value.

#7. Drawing Ticket:

This prize type produces entries into an electronic drawing. The number of entries is specified in the Amount field and the prize must specify the electronic drawing (Drawing ID = DWID) that the entries will be posted to.

u. Amount= amount of electronic drawing tickets. NOTE: If the goal is to have the Player become able to Earn entries based on play, but not award the player a free entry, the Amount can be configured for '0'.
v. Multiplier Limit = blank
w. Prize Value= blank. Drawing Tickets only have "perceived value."
x. You MUST enter the Drawing ID to which this prize is linked in order for the tickets to be applied to the player's account for this drawing. This is the Drawing DWID.

NOTE: MGT does not support using the Kiosk for printing tickets for a paper ticket drawing. Please refer to Reasons MGT Does Not Support Paper Ticket Drawings, ADDENDUM #5

#8. Drawing Ticket Multiplier

This prize type causes the recipient to have a multiplier placed on their drawing entries in the electronic drawing that the prize is linked to.

y. The Multiplier is specified in the Amount field. The result of a Player being issued this type of prize is that the total of all entries a player has received or earned ON THAT DAY will be multiplied by this number.
z. In the event that a player has received more than one multiplier then the highest single multiplier is used as the multiplying value.
aa. Amount= the amount of the multiplier. Real amount is Amount – 1 (3-1, for example)
bb. Multiplier Limit = blank
cc. Prize Value= drawing tickets have "perceived" value
dd. You MUST enter the Drawing ID to which this prize is linked in order for the tickets to be applied to the player's account for this drawing. The Drawing ID = DWID

NOTE: Drawing Multipliers that will apply to ALL players earning entries can also be configured by using Drawing Rules in MGT EDraw Server.

ee. The drawing entries earned from **beginning to ending of the property gaming date** will be multiplied. **THE ENTRIES WILL BE POSTED WHEN THE SYSTEM MANAGER PROCESSES AND POSTS THEM**

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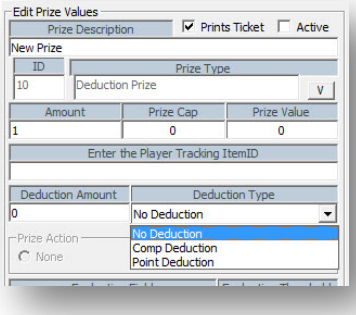
ff. **ESSENTIAL TO NOTE: THIS PROCESS TAKES PLACE AFTER THE END OF GAMING DAY WHERE GAMING DAY = THE CALENDAR DAY.**
    i. **FOR EXAMPLE: FOR A DRAWING TICKET MULTIPLER ISSUED AT 11:55P ON CALENDAR DAY 3/17 (GAMING DAY 3/17):**
        1. **THE DRAWING TICKET MULTIPLIER WILL BE PROCESSED ON 3/18 AFTER THE CONCLUSION OF GAMING DAY 3/17. CALENDAR DAY 3/17 = GAMING DAY 3/17.**
    ii. **FOR A DRAWING TICKET MULTIPLER ISSUED 1205A ON CALENDAR DAY 3/18 (GAMING DAY 3/17).**
        1. **THIS DRAWING TICKET MULTIPLIER WILL NOT BE PROCESSED UNTIL END OF GAMING DAY 3/18, WHICH IS CALENDAR DAY 3/19, THAT IS, NOT UNTIL THE NEXT DAY, WHEN CALENDAR DAY OF KIOSK ISSUE 3/18 = GAMING DAY 3/18.**

gg. For example, if the amount field contains the value 3 then when the System Manager (SM) is scheduled to Process and Post, the system will calculate the total entries earned by the player, multiply that by the configured AMOUNT -1. (minus one).
    1. For example, a 3 is actually 3-1 and multiplies the same way any player tracking multiplier works. The player would have the one (1) ticket earned, plus 2 more (3x – 1) for an additional two (2) entries for a total of 3x entries. MGT does the math prior to the multiplication.

9 Reserved for Future Use

#10. Deduction Prize: Deduction Prize Types allow the property to make real-time Point or Comp adjustments based on the amount of the prize.

hh. It requires that a point deduction or comp deduction prize be set up in the property player tracking system. This prize type will not work without a player tracking prize with which to associate.
ii. It also requires that a Point or Comp Deduction be configured when this prize type is selected, a window in the form will allow you to choose either point or comp deduction.
jj. Select the deduction type.



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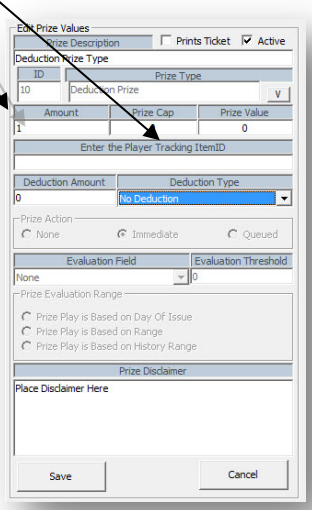
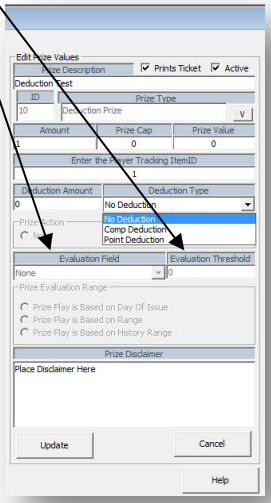
kk. AMOUNT will be 1. This amount has no function in this prize type.
ll. Enter the Player Tracking System ItemID for this prize.
mm. Enter the Deduction Amount. This Amount MUST match the amount of the prize/comp value in the player tracking system.





#11. Non Negotiable Promo Credits: **NOTE: This prize type subject to approval by local or state gaming jurisdictions before use is permitted.**

a. Promo Credits are added to a player's account by the interface. These are non-negotiable credits and are set to expire. The window for expiration can be set in minutes, hours, or days. For example: a new club enrollment might be given $10 in Promo credits but told unused credits will expire after a certain amount of time.
b. Amount= the amount to be credited to the player's account
c. Multiplier Limit = blank
d. Prize Value = the value of the points credited to the account. NOTE: this can be a complex calculation. Free Play has a number of 'hidden' costs, such as the cost of points or comp earned using the property's free play. MGT would be available for a longer discussion about the hidden costs of free play at your property.

Creating and Configuring Non-Negotiable Promo Credits

1. A Prize type in MGT Promo gives you the ability to award Promo Credits if permitted in your gaming jurisdiction. The interface tells the Player Tracking System to post these to a player's account. These credits can be awarded for limited times and all unused Promo Credits are removed at the time of expiration.
2. **Non-Negotiable Promo Credits cannot be issued from CMS or ACSC systems due to the way free slot play is handled in those systems.**

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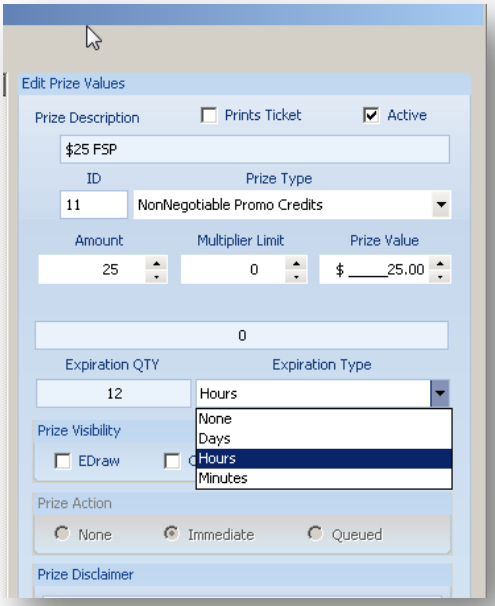
3. The following screen shot shows a sample Non-Negotiable Promo Credit configuration:



4. Enter the Prize Description
5. Select Non-Negotiable Promo Credits as the Prize Type
6. Enter the amount of Credits being awarded.
7. Select None, Days, Hours, or Minutes from Expiration Type
    a. Different PTS have different values that can be used or not used. Call MGT Support.
8. Enter the Expiration Quantity
9. In the example above, 25 Non-Negotiable Promo Credits are being awarded. These expire 12 Hours after being awarded.

#12. Exportable Value

1. This prize type sets a single value (Amount) and the player's Acctnum/PlayerID (along with Swipe Time and Enroll Date) into the K_Swipes table on the MGTPromo database. A property can then access that single value to import to use on the player tracking system side.
2. For example: property creates a group in the player tracking system for a real-time point multiplier. The single value posted to the K_Swipes table can then be exported to that group with the value being applied to the multiplier configured in the player tracking system.
3. MGT cannot create this function for a property as it would require the MGT system to write directly to the PTS
4. Amount= the amount (value) to be exported
5. Multiplier Limit = 0 (not used)
6. Prize Value= 0 (not used)

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FUNCTION

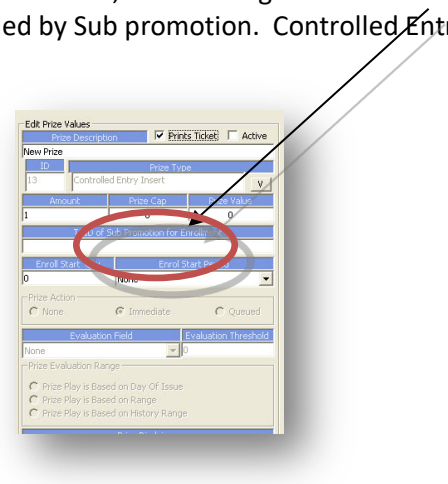
a. *When a player swipes their card and enters an **Exportable Value** promotion, MGT Promo records their account number and pertinent fields to the K_SWIPE table. As a player continues to play and earn points, a job created by IT in the PTS frequently reviews the K_SWIPE table, tracks those points and immediately adds the multiplied points to the player's account.*
b. *At the end of the day, OASIS once again reviews the player activity for that day, and identifies points that were earned on that day before the player entered the point multiplier promotion, and adds those multiplied points to the player's account.*

#13. Controlled Entry Insert:

This prize type allows a player to be automatically enrolled into additional Controlled Entry promotions by participating in a qualifying promotion.

a. This prize type would typically be used in a Prize Kit, allowing for the prize to be awarded as well as enrollment into the qualified promotion.
b. For example: If Player A participates in Monday's 3X Drawing Ticket Multiplier, he would receive the multiplier as well as be enrolled into next Monday's 3X Drawing Ticket Multiplier. By participating in next Monday's multipliers, he would automatically be enrolled into the next Monday's 3X Drawing Ticket Multiplier, etc.
c. Amount = 1 (always for this prize type)
d. Prize Cap = blank (always for this prize type)
e. Prize Value = blank (always for this prize type)

IMPORTANT NOTE: When this prize type is selected, a box asking for the TGID of Sub Promotion for Enrollment. That TGID MUST be a Controlled by Sub promotion. Controlled Entry by Tier cannot be configured to use this prize type.



f. Enroll Start Period: Enrollment is into the next scheduled range of the assigned TGID
   i. None + Start Time Qty of '0': the player is enrolled into this next TGID now.
   ii. Days: Enrollment is Midnight + Enroll Start Qty of Days
   iii. Hours: is the Enroll Start Qty of Hours
   iv. Minutes: the Enroll Start Qty of Minutes.

Rules for Using the Controlled Entry Insert Prize Type

1. The promotion CAN ONLY be configured with Sub-Promotions that are a once-used, no repeat, no return-to-the-beginning format. If it is configured differently, the promotion will turn off when the first player participates in it at a Kiosk.

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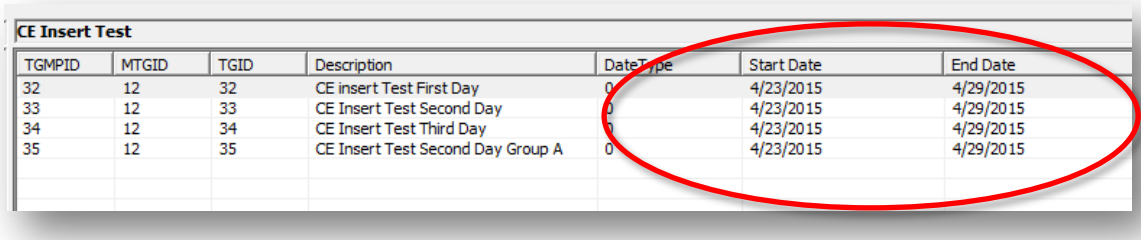
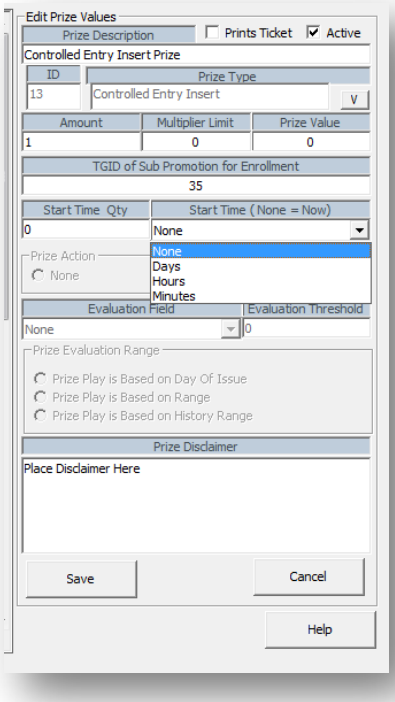
2. If awarding a prize AND a CE Insert into the next level of Sub-Promotion, a Prize Kit MUST be used to facilitate this process. Both prizes must be in the Prize Kit.
3. Initial Promotion can be Open Participation, Controlled Entry by Sub, or Controlled Entry by Tier.
4. Subsequent Sub-Promotions MUST be Controlled Entry by Sub.
5. The Sub-Promotions can only be Once Per Range for participation.
6. If using Multiple Subs:
    a. The Promotion Start Dates and Range Start Dates **MUST** all be the same date.
    b. The Promotion End Date, and the Range End Dates **MUST** all be the same date.
    c. Allow Multi-Sub Participation must be checked.



CE Insert Test

TGMPID	MTGID	TGID	Description	DateType	Start Date	End Date
32	12	32	CE insert Test First Day	0	4/23/2015	4/29/2015
33	12	33	CE Insert Test Second Day	0	4/23/2015	4/29/2015
34	12	34	CE Insert Test Third Day	0	4/23/2015	4/29/2015
35	12	35	CE Insert Test Second Day Group A	0	4/23/2015	4/29/2015



Configuration Rules

1. The Prize must be made Active.
2. The Prize does not need to print a ticket.
3. The Prize Type is Controlled Entry Insert.
4. The Amount field must be '1'
5. The Multiplier Limit must be '0'
6. The Prize Value must be '0'
7. The TGID of the Sub-Promotion this CE Inserts into must be configured. It cannot be a TGID that has already been used in this promotion. IE, no repeats.
8. Start Time and Start Time Qty:
    a. 0 + None = Immediate Enroll
    b. >0 + Minutes = the next promo will be available in 'x' minutes
    c. >0 + Hours = the next promo will be available in 'x' hours
    d. >0 + Days = the next promo will be available in 'x' Days.

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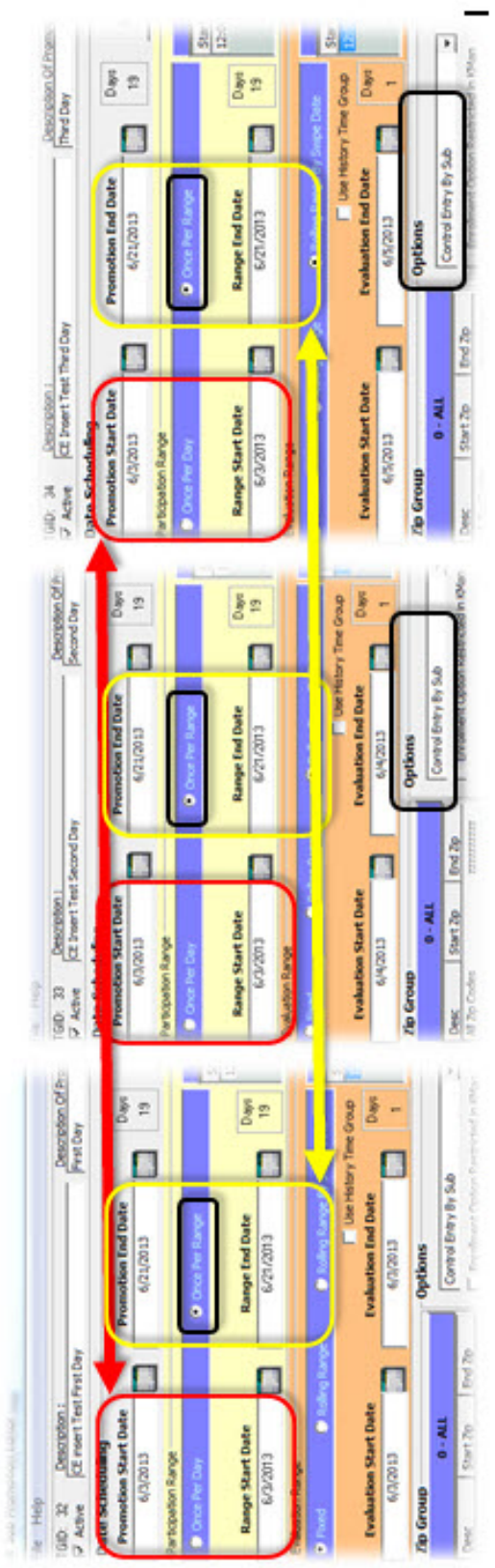

ALL Promo & Range Start Dates for Every TGID associated with the CE Insert Promo MUST be the same (Evaluation Start does not have this requirement)

ALL Promo & Range End Dates for Every TGID associated with the CE Insert Promo MUST be the same (Evaluation Start does not have this requirement)

Every TGID associated with the CE Insert Promo MUST use Once Per Range only, AND be Controlled Entry by Sub (however, the first one could be Open Participation if desired)

TROUBLESHOOTING NOTE: Because the use of the Controlled Entry Insert Prize Type requires precise Promo and Range Date configurations, the following actions have been put into place;

1. If the Promo & Range Dates are not configured according to the rules of use, the first attempt of a player to participate in the first level of the CE Insert promotion will cause the promotion to fail.
2. That TGID will be changed to INACTIVE and the devices will be caused to instantly reload. This will cause the promotion to stop working immediately until the dates are corrected, the schedules are re-submitted, and the devices are reloaded.
3. An alert will be written to the Issued Log (viewable from Transaction Monitor) stating: "Record Failed to Process. Ensure ALL Promotion Dates match for TGID____ and TGID____.
4. KMan Available Promos will give a reason the Promotion is NOT available for the first TGID: The promotion is not active at this time. The other TGID's in this promotion will read "Promotion is Controlled Entry and the Player is not Enrolled...."

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#15. **CC Card Add**: Allows players to earn or receive additional Cards for a CCPromo participation promotion.

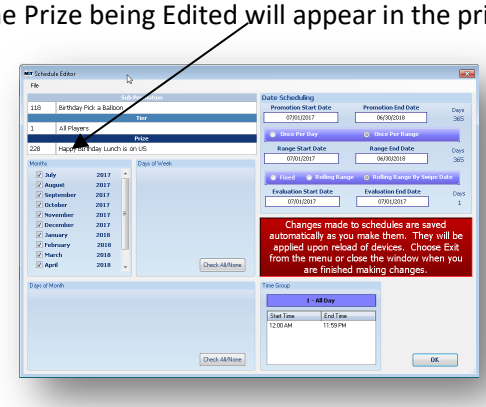
a. Amount = the number of cards to be awarded to the player
b. Multiplier Limit = blank
c. Prize Value = 0
d. YOU MUST enter the CC Card ID to which this prize is linked in order for the additional cards to be available on the players account. The CC Card ID can be found in the Choose the Champs module under the Cards button.

Configuring a Prize Disclaimer

a. Enter the **Prize Disclaimer**. This is the legal jargon for prize eligibility or prize awarding as required by your gaming jurisdiction that you would normally associate with a prize or award.
   i. There is room enough in the Prize Disclaimer window for about 200 words.
   ii. The ticket that prints will cut off after the last line of the disclaimer, as to eliminate the waste of paper that prints from the Kiosk.
b. When you are satisfied with your choices:
   i. Choose Save to Save the new prize;
   ii. Choose Cancel to close without saving.
c. Select OK.
d. Before you complete the Link a Prize step, the **Prize Index Editor** allows the addition of Prize Par values and/or Prize Count values. REFER TO THE SECTION 'SETTING THE PAR VALUE'

The Prize Scheduler

1. Prizes can be scheduled to only be available on certain days.
2. For example, the MGT Birthday Promotion is only set to run Monday through Friday each week
   a. On Monday, players should get Lunch Is On Us
   b. On Tuesdays, they should get a $5.00 comp to the Café
   c. On Wednesday, they get a $5.00 Gift Shop Coupon
   d. On Thursdays, they get $5.00 Cash or Free Play
   e. On Fridays, they get a drink at the Center Bar
3. Open the Promotion Tree so that you can see the prizes attached to the Tier(s) for the Birthday Promotion
4. Right-Click on the Prize for which you wish to Edit the Schedule and select Edit Prize Schedule
5. Note that at the top, the Prize being Edited will appear in the prize window



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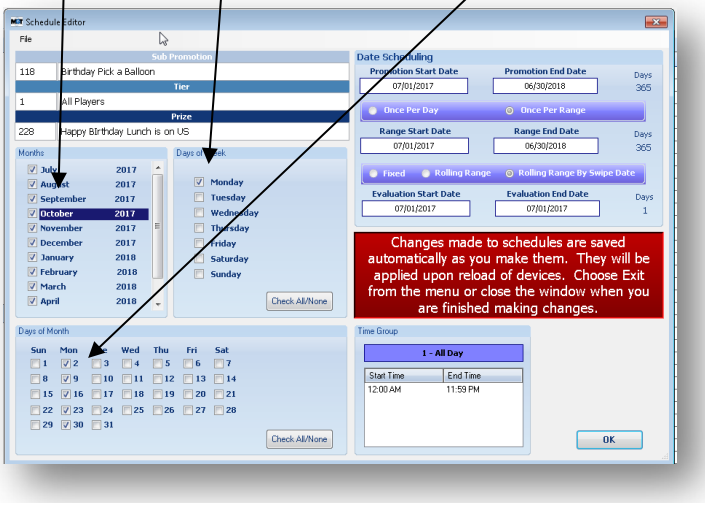
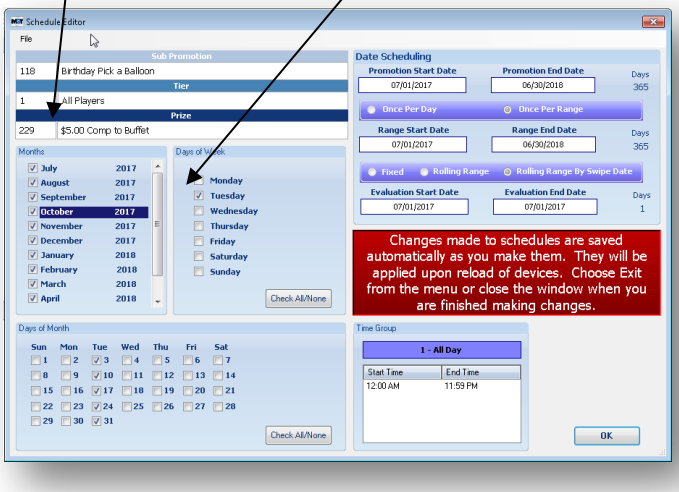
6. For each month of the Birthday Promotion, we only want the Lunch is On Us prize to show up on the Kiosk on Mondays.
    a. Select the month by clicking on the text on the month (not the check box)
    b. Deselect the days of the week, except for Monday.
    c. Now the Lunch is On Us prize will only appear on Mondays in October.
    d. Repeat for each month of the promotion by clicking on the highlighted month to deselect it and selecting the next month in the schedule
    e. The same type of Prize Schedule Editing can be done using the days of the month by selecting from that box.



7. The $5.00 Comp to the Café will only be available on Tuesdays during October.



8. Repeat for each prize and for each month of the promotion.

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9. **IMPORTANT: When using a Schedule Editor, DO NOT 'Submit the Schedule' again from the Sub Promotion window. The Button will NOT be GREEN. The Schedule has already been submitted. These steps are only making modifications to that schedule. If the Submit the Schedule is selected, these steps will need to be repeated for the entire promotion!!**

Scheduling Custom Prize Times

1. In the MGT Promo software, it is possible to schedule a prize to:
   a. Have a specific prize be active for a promotion during specific times of the day.
   b. For example: One Birthday promotion that has a prize that is on in the morning, a different prize in the afternoon and still another different prize in the evening
   c. Turn a prize off on days of the week or the month
   d. We'll look at scheduling the Prize Time first, and then how to schedule days.

Changing the Prize Order

1. MGT Promo is designed to give the appropriate prize to the appropriate player. When a player swipes a card at the Kiosk, the Kiosk immediately "knows" what prize the player is going to receive. This prize is designated as Prize 1 in the function of the software.
2. If you are using a 'pick type' game, Prize 1 will show when the pick is made. The other prizes will appear to populate the remaining game randomly.
3. There is a psychological advantage to changing the prize order when using a wheel or pick type game. Here's why: When MGT Promo announces a prize in an interactive game, the application then populates the spaces, (boxes, chips, fish, coins, etc.) with the appropriate number of prizes. For example, for an 8-space "Spin the Wheel," Promo will award the prize and the next 7 prizes in the prize list.
4. There is a psychological reason for doing this: Suppose you are giving away 8 cash prizes, $1000, $500, $100, $50, $25, $10, and $5. If the prizes appear in sequential order, players would quickly become suspicious that the "game is rigged."
5. Note that on many game shows that show the prizes, the largest prize rests between two of the worst prizes, i.e., $10,000 sits between two Bankrupt spaces.
6. So, the wheel spins or the pick is made: the player sees that they "hit" $5, and on the screen they see several other $5 spaces and a few scattered larger amounts. It seems more logical to them that with a larger number of $5 spaces, they would probably hit one.
7. Another player spins and hits $500. They also see three other spaces that have $5 amounts. They celebrate their good luck.
8. Promo allows you to change the order that prizes appear, in order to help this process of "winning." (Remember, the prize is decided the moment the player swipes a card at the Kiosk.)

9. *Right click* on the **Tier** in which you wish to rearrange the **Prize Order**. Select **Edit Prize Order.**

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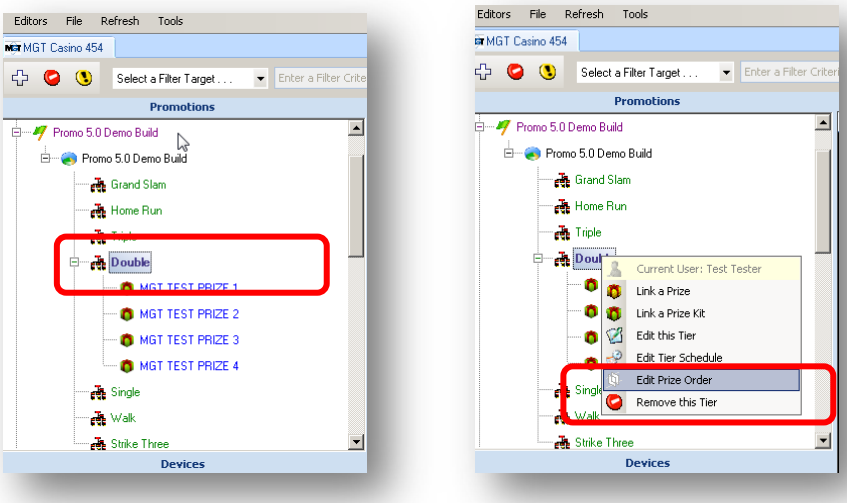
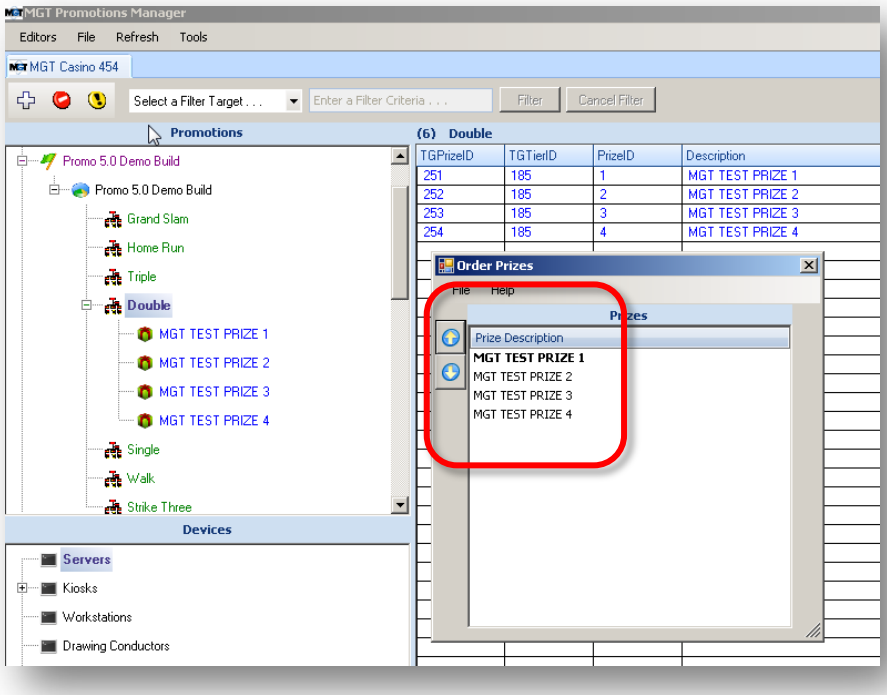


10. The **Edit Prize Orders** window will open.



11. Highlight a prize that you wish to move, and use the arrows to relocate the prize in the list.

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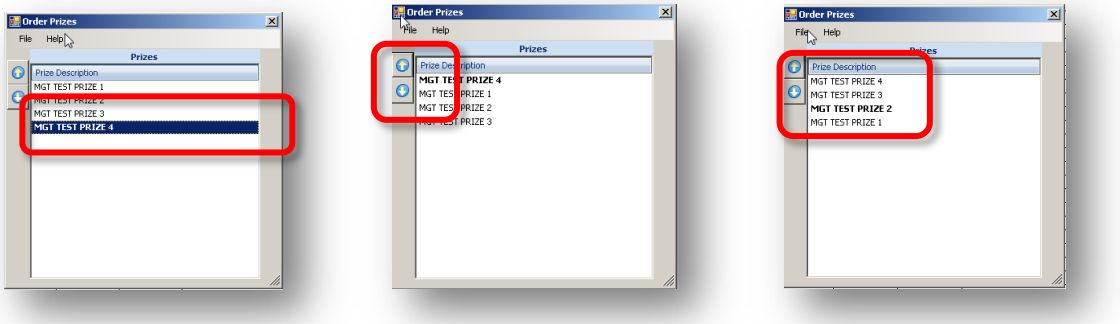
12. Repeat for each prize you wish to move.



13. Select **File/Exit** to close the window.

The following pages show samples of the MGT Prize Par Calculator Excel Spreadsheet. Instructions for completing the form begin on the page following the sample.

A copy of this spreadsheet can be found in the MGT Share folder. You can also contact the MGT offices during normal office hours, M-F, 8A-5P (PST) and one of our staff will be happy send a copy of the file via email.

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**Prize Par is the method used for setting the odds/probability you want to give your customers on the prizes being awarded on a promotion.*

Setting the Par Value

The Prize Index Editor: **HOW PAR WORKS**

1. Your property wants to configure a promotion based on the Coin In of the Players that participate.
2. You want to ensure that the higher value a player has the better offer/prize they will receive.
3. The Par Value associated with each prize, for each Tier will make that happen.

TIERS				
	Tier 1 CI > 250,000 in past 3 months	$1000 Cash	1	1 in 1101 chances of getting $1,000.00 cash prize for players in this group
		20,000 Points	100	
		Free Drink	1000	
	Tier 2 CI < 250,000 & > 100,000 in past 3 months	$100 Cash	1	1 in 11,001 chances of getting $100.00 cash prize for players in this group
		10,000 Points	1000	
		Free Drink	10000	
	Tier 3 CI < 100,000 & > 50,000 in past 3 months	$10 Cash	10	10 in 35,010 chances of getting $10.00 cash prize for players in this group
		500 Points	25000	
		Free Drink	10000	
	Tier 4 CI < 100,000 & > 0 in past 3 months	Free Drink	1	100% chance of getting a free drink for players in this group

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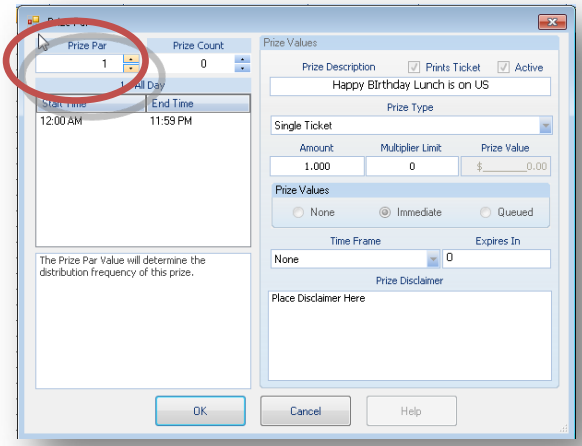
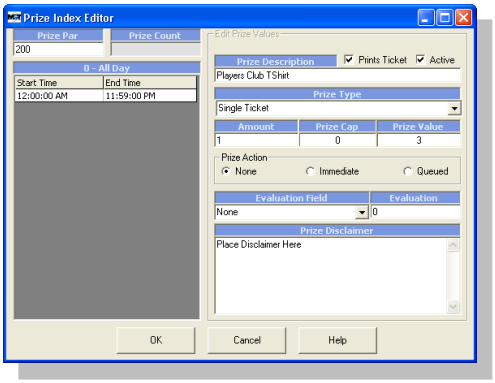
Configuring the Par Values of a Prize

1. Enter the Prize Par* in the Prize Par window.
    a. If your promotion has a single prize, or only one prize per Tier, enter "1".
    b. A numerical value of "1" or greater MUST be entered in this field in order for this prize to become active.
    c. A spreadsheet is provided for calculating the "Par" on multiple Promo Prizes. A copy of this Excel spreadsheet is in the \\mgtservername\mgt\manuals\ folder.

2. Enter the calculated Prize Par value.



3. The default **Start Time** will be the time configured in the Sub Promotion.
4. You can create custom times for prizes! For example: you can have the same Promotion use one set of prizes for the morning, another set of prizes for the afternoon and still another set of prizes for the evening.
5. The custom time groups for prizes are set in Prize Schedule Editor and are configured in the same manner as setting the Participation Time Group in the Sub Promotion window.
6. Select **Save** to close and return to the **Prize Editor** window.



7. Verify that all the information is correct and click **OK** to save and close the **Prize Index Editor.**

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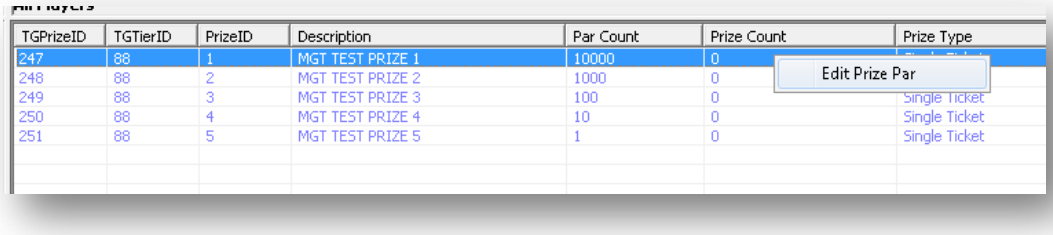
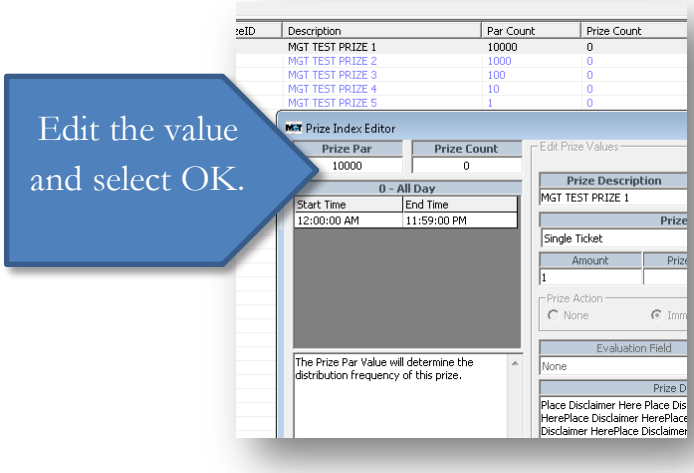
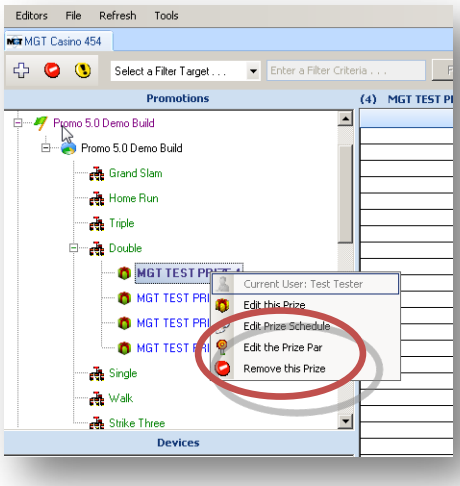
Editing Par Values

1. Left Click on the Tier associated with the Prizes and Prize Pars to be modified.
2. In the right window, right-click on the Par or Prize Count needing modification.
3. Select Edit Prize Par.





1. Another way to reset the par values for a prize, follow these simple steps:
2. *Right click* on the prize for which you wish to change the Par Value.



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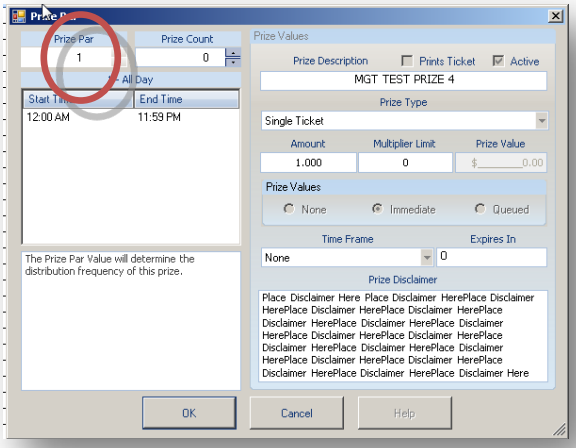
3. Enter the reconfigured Prize Par value.

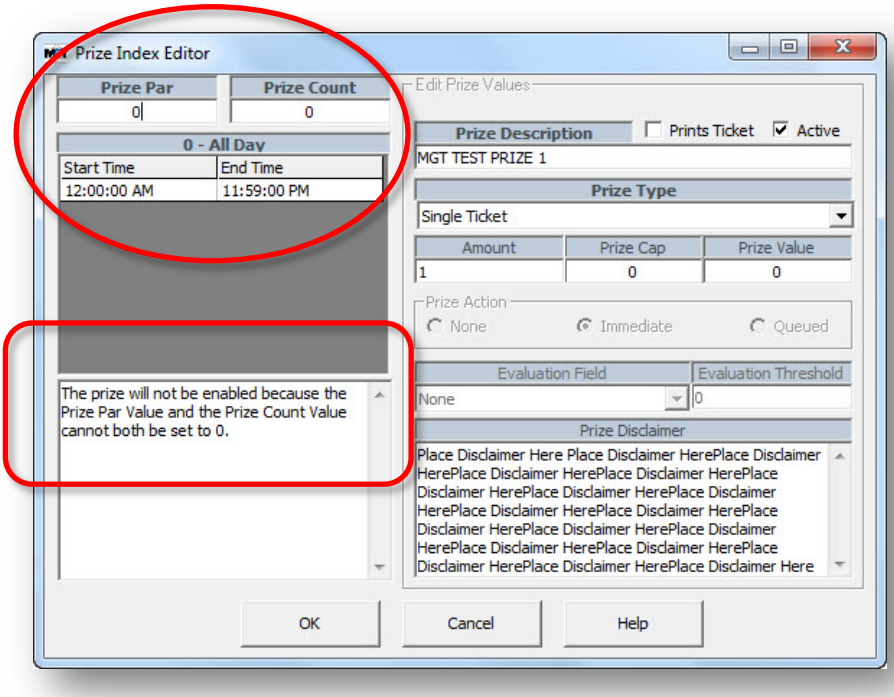


4. Verify your information is correct.
5. Select OK.

Configuring the Prize Countdown (Inventory Control)

NOTE: This function does NOT work on prizes contained within a Prize Kit

Configuration: Prize Par = 0, Prize Count = 0



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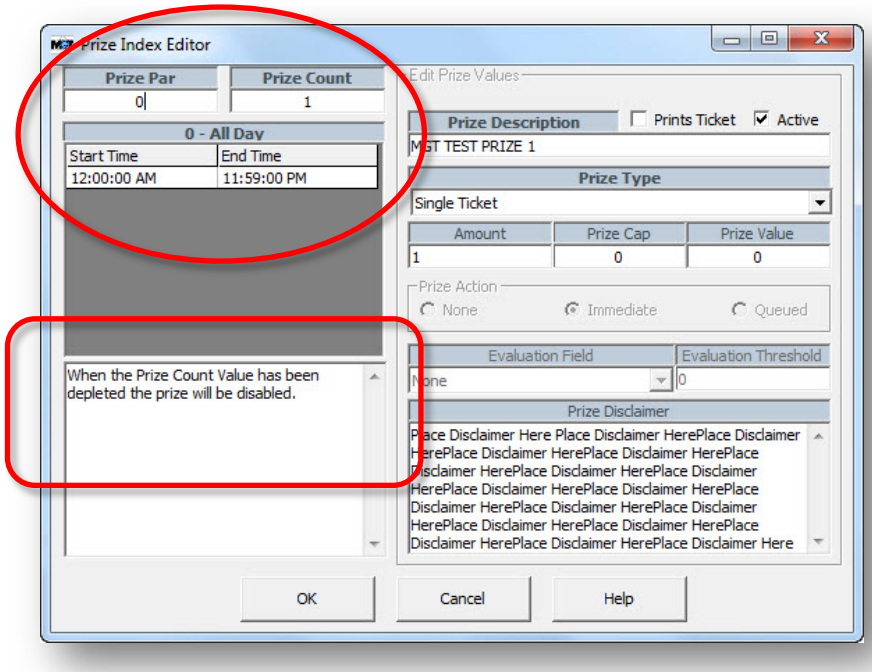
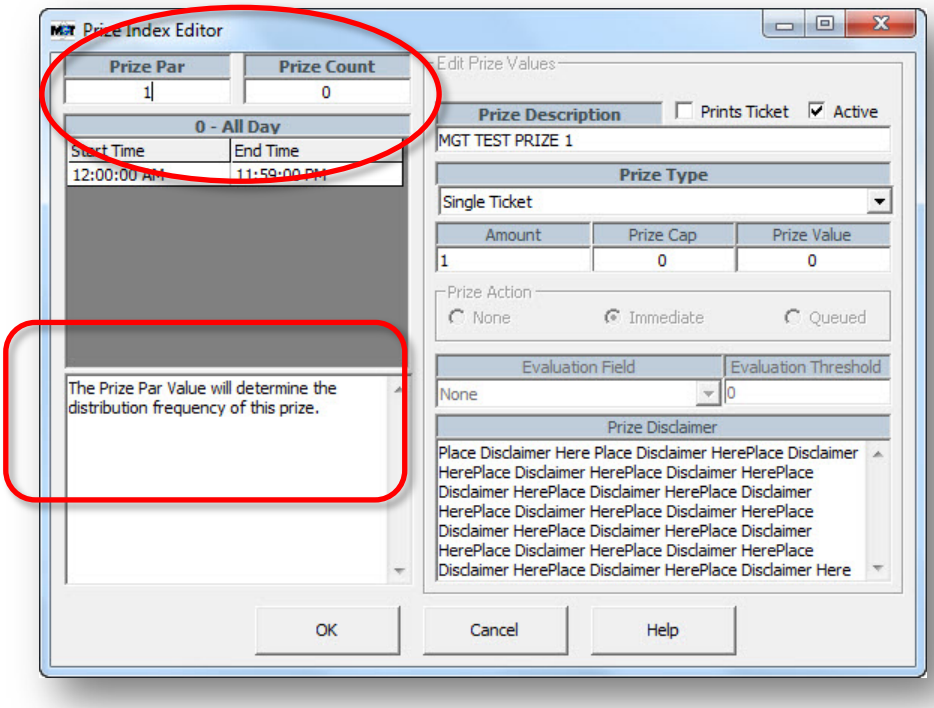
Configuration: Prize Par = 0, Prize Count =/> 1



Configuration: Prize Par =/> 1, Prize Count = 0



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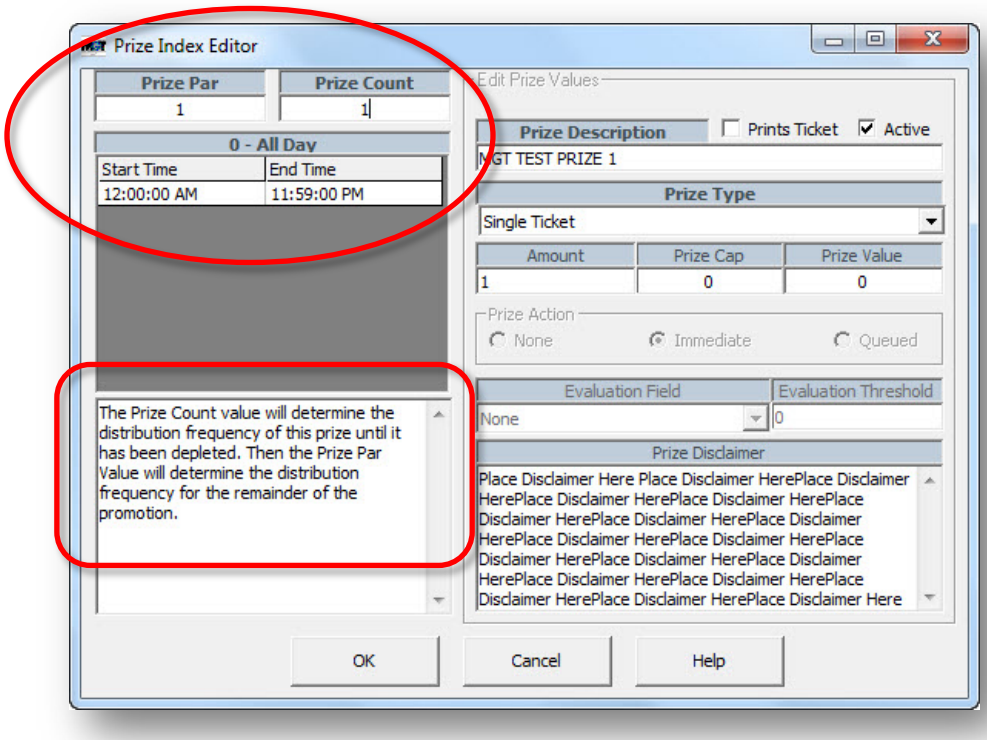
Configuration: Prize Par =/> 1, Prize Count =/> 1



A Simple Way of Understanding Prize Pars: 'Ducks in a Pond'

1. Let's go back to your days in elementary school…
2. One of the highlights of grade school was the annual carnival. In many schools, the gymnasium/cafeteria would be turned into a menagerie of pre-adolescent fun.
3. Among the carnival booths would always be a wading pool full of yellow rubber ducks.

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4. For the person running the duck pond, the amount of ducks of each prize type like, yo-yos, 'lick n stick' tattoos, finger handcuffs…and of course, the giant stuffed panda, helped control the likelihood (or probability) of the distribution of prizes.
5. As this section goes through the process of calculating Par Values, it will return to the 'ducks in the pond' illustration.
6. But as you go forward, remember:
    a. 1 Duck = 1 Par Value
    b. The more ducks of a particular prize = the more likely one of those ducks will be chosen, and that prize awarded; and,
    c. The fewer ducks of a particular prize = the less likely that duck will be chosen and that prize awarded
7. How many Pars (ducks in the pond) can a promotion have?
    a. NOTE: Par Values can be set up to 22 digits of 9. That's 1 in 100 septillion. These odds are essentially the same as your house being struck and completely destroyed by an asteroid…TWICE in your lifetime, or
    b. Imagine a stack of paper slips, a very tall stack. In that stack of paper slips you would find ONE marked with an 'X'. Drawing that one slip will get you $1,000,000,000,000 in cash. Interested?
    c. Now imagine that stack of paper slips was SO tall that it reached into space. It reached so far that it actually made round trips to the sun and back… 92.6 TRILLION round trips.
    d. Maybe you just quoted 'Dumb and Dumber'… "So you're telling me there's a chance."

Remind me why I need Par Values. What do they do?

1. Par Values are what control the distribution of prizes when multiple prizes are attached to a Tier in a Kiosk promotion.
2. When the player participates in a Kiosk promotion, the Random Number Generator (RNG) generates a number between 1 and the total number of Par Values for those prizes. The process then matches that number with the corresponding prize with the same Par number.
    a. For example: if a drawing entry has a Par Value of 25,000, and is the first prize in the list of prizes, if the RNG generates the number 17,888, that number belongs to that drawing entry prize and is awarded to the player.
    b. If there is one additional prize, say, a diamond ring, with a Par Value of '1', then the player has 1 chance (duck) out of 25,001 total ducks (Par) of getting the diamond ring.
    c. In another example: if each prize attached to the Tier has a Par of '1', then the player has an equal chance of getting any one of those prize.

In order to correctly calculate Par Values, We will work in FOUR steps:

1. **A Preliminary Step**: Listing the prizes and their per-unit cost.
2. **Step One**: Everyone has a prize (a duck).
3. **Step Two**: How many total ducks (prizes) do I need in the pool to protect the distribution of my highest value prizes?
4. **Step Three**: Do I need to trade one type of duck (increase or decrease) with a different kind of ducks so I can stay within my budget?

If you have questions about the Prize Par Calculator Spreadsheet, contact the MGT office during normal working hours, M-F, 8:00A – 5:00P, PST, and we'll be happy to assist you

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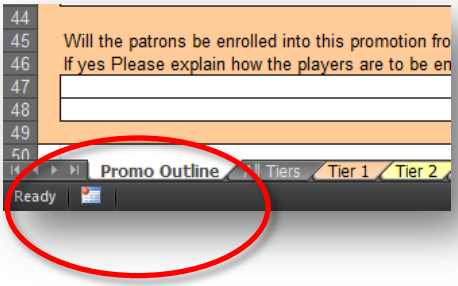
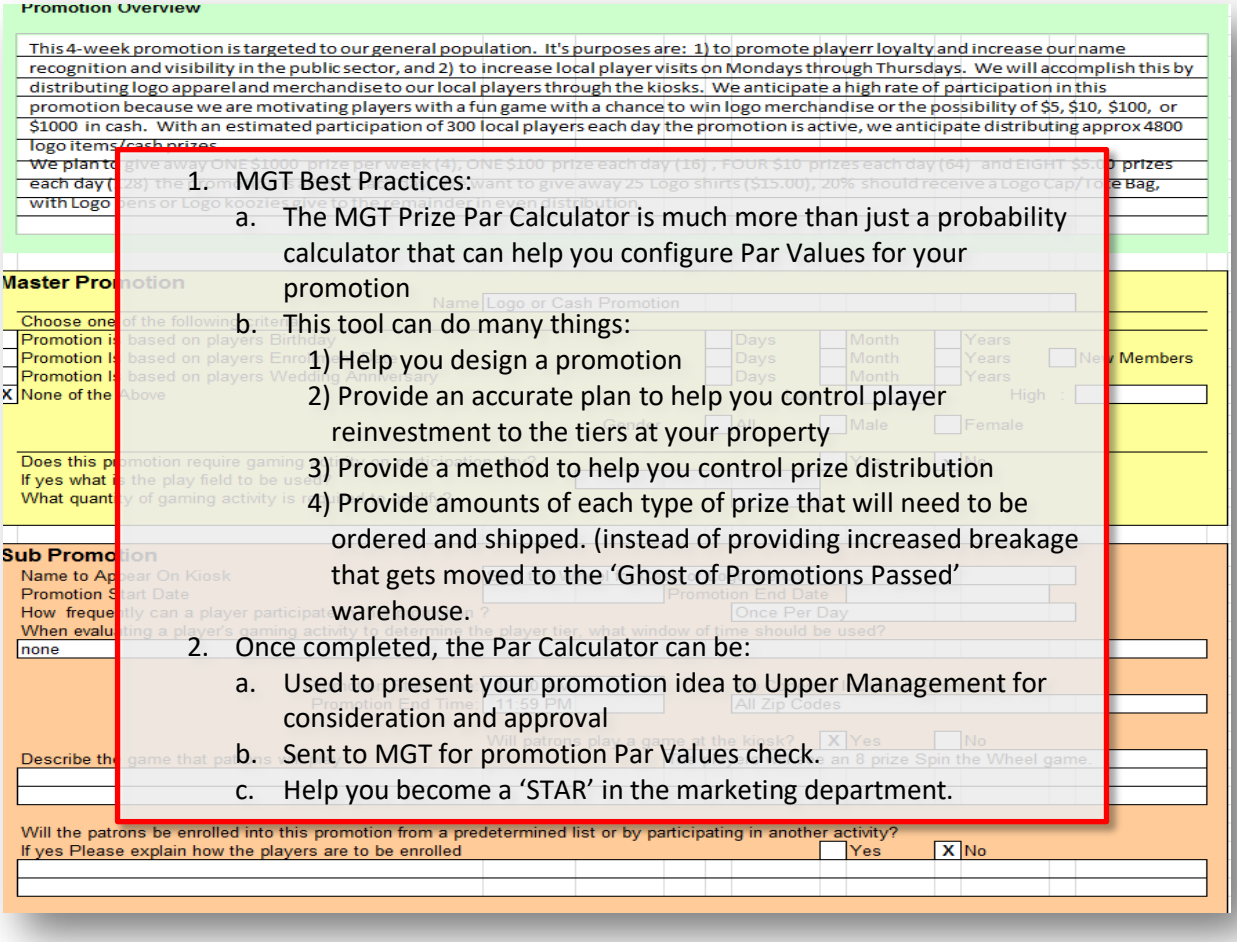
The MGT Prize Par Calculator

Instructions for Using the Prize Par Spreadsheet

Locate the Tab at the Bottom: Promo Outline





1. MGT Best Practices:
   a. The MGT Prize Par Calculator is much more than just a probability calculator that can help you configure Par Values for your promotion
   b. This tool can do many things:
      1) Help you design a promotion
      2) Provide an accurate plan to help you control player reinvestment to the tiers at your property
      3) Provide a method to help you control prize distribution
      4) Provide amounts of each type of prize that will need to be ordered and shipped. (instead of providing increased breakage that gets moved to the 'Ghost of Promotions Passed' warehouse.
2. Once completed, the Par Calculator can be:
   a. Used to present your promotion idea to Upper Management for consideration and approval
   b. Sent to MGT for promotion Par Values check.
   c. Help you become a 'STAR' in the marketing department.

1. Enter the details of the promotion in the Promo Outline page. This information should be details of the Master Promotion configuration and the Sub Promotion information, including days, times and any play qualifications for these levels.

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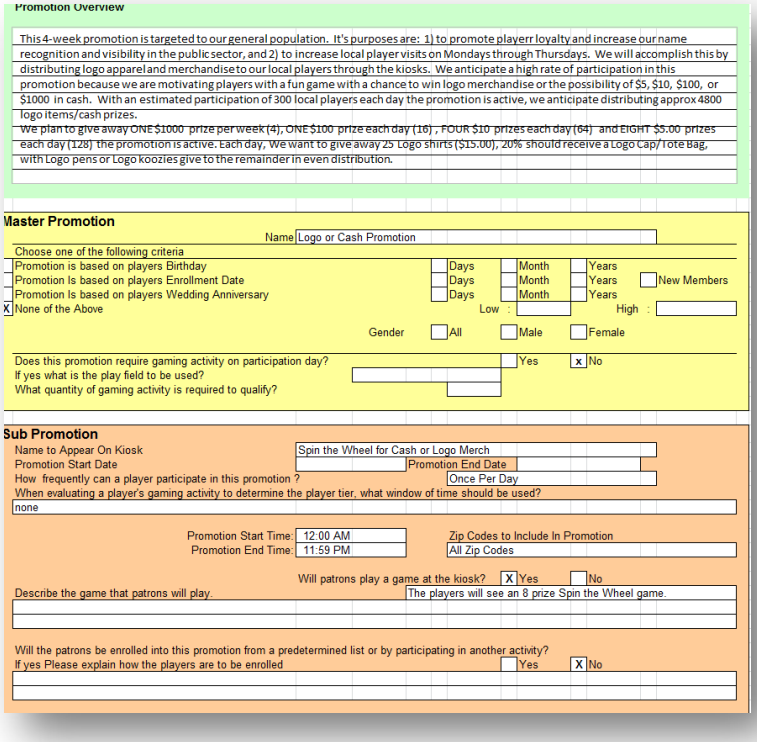
2. The next step is to configure the prize distribution for each tier through the use of the Prize Par Calculator.

An EXAMPLE OF HOW IT WORKS:

1. Here is the rationale from the previous page:
   a. This 4-week promotion is targeted to our general player population. Its purpose is 1) to promote player loyalty and increase our name recognition and visibility in the public sector, and 2) to increase local player visits on Mondays through Thursdays. We will accomplish this by distributing logo merchandise to our players through the Kiosks. We anticipate high participation in this promotion because we are motivating the players with a fun game to win logo merchandise or the possibility of $5, $10, $100, or $1,000 in cash. We will distribute approximately 4800 logo items to an estimated 300 participants each day that the promotion is active.
   b. During this promotion, we want to give away one $1000 prize during each week, one $100 prize each day, four $10 prizes for each day of the promotion, and eight $5 prizes for each day of the promotion. We plan to give away 25 Logo shirts (cost: $15.00) each day. 20% of the participants should receive a Logo cap (cost 4.75) and the remaining players will receive either a Logo pen (cost $1.50) or a Logo Koozie (cost $.85) in even distribution. We have a budget of $25,000 for this promotion.
2. Try to enter this one on your own. (We've provided a completed sample if you get stuck. But try it on your own first.)

The Completed Promo Outline page would look similar to this



Promotion Overview

This 4-week promotion is targeted to our general population. It's purposes are: 1) to promote playerr loyalty and increase our name recognition and visibility in the public sector, and 2) to increase local player visits on Mondays through Thursdays. We will accomplish this by distributing logo apparel and merchandise to our local players through the kiosks. We anticipate a high rate of participation in this promotion because we are motivating players with a fun game with a chance to win logo merchandise or the possibility of $5, $10, $100, or $1000 in cash. With an estimated participation of 300 local players each day the promotion is active, we anticipate distributing approx 4800 logo items/cash prizes.
We plan to give away ONE $1000 prize per week (4), ONE $100 prize each day (16) , FOUR $10 prizes each day (64) and EIGHT $5.00 prizes each day (128) the promotion is active. Each day, We want to give away 25 Logo shirts ($15.00), 20% should receive a Logo Cap/Tote Bag, with Logo pens or Logo koozies give to the remainder in even distribution.

Master Promotion

Name: Logo or Cash Promotion

Choose one of the following criteria

☐	Promotion is based on players Birthday	☐ Days	☐ Month	☐ Years	
☐	Promotion Is based on players Enrollment Date	☐ Days	☐ Month	☐ Years	☐ New Members
☐	Promotion Is based on players Wedding Anniversary	☐ Days	☐ Month	☐ Years	
X	None of the Above	Low :		High :	

Gender ☐ All ☐ Male ☐ Female

Does this promotion require gaming activity on participation day?	☐ Yes	x No
If yes what is the play field to be used?		
What quantity of gaming activity is required to qualify?		

Sub Promotion

Name to Appear On Kiosk: Spin the Wheel for Cash or Logo Merch
Promotion Start Date: Promotion End Date:
How frequently can a player participate in this promotion ? Once Per Day
When evaluating a player's gaming activity to determine the player tier, what window of time should be used?
none

Promotion Start Time: 12:00 AM
Promotion End Time: 11:59 PM
Zip Codes to Include In Promotion: All Zip Codes

Will patrons play a game at the kiosk? X Yes ☐ No
Describe the game that patrons will play. The players will see an 8 prize Spin the Wheel game.

Will the patrons be enrolled into this promotion from a predetermined list or by participating in another activity?
If yes Please explain how the players are to be enrolled ☐ Yes X No

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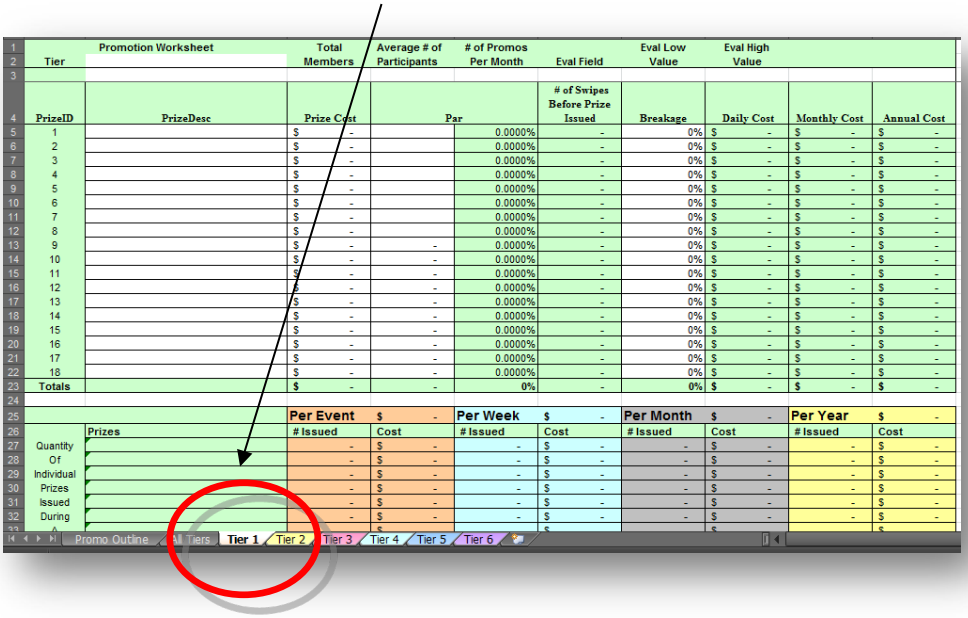
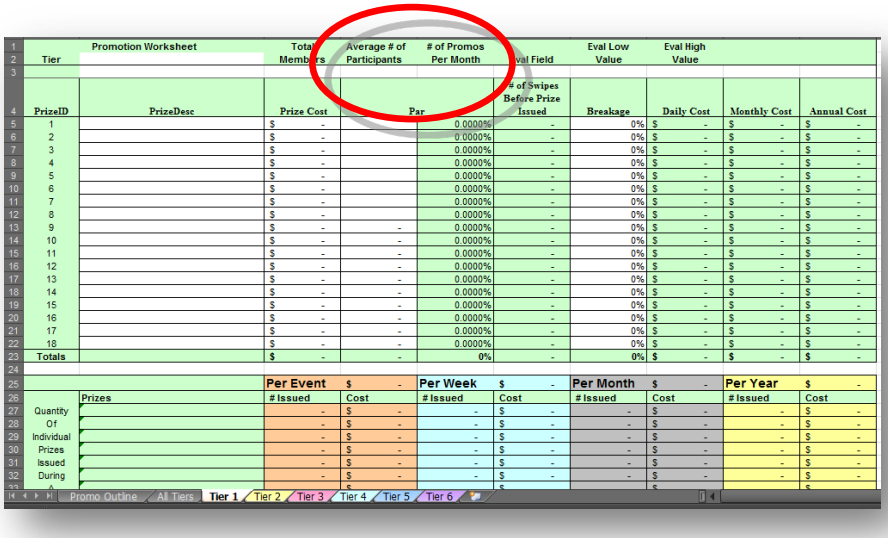
Select Page Tabs at the bottom: Tier 1



TWO CRITICAL NUMBERS REQUIRED FOR PAR VALUE CONFIGURATION

1. Enter the **Average Number of Participants** from this Tier that you estimate will participate in this promotion EACH DAY that the promotion is active. **This number represents the PER DAY participation.**
    a. This is a critically essential number. The calculator uses the number of players for par probability calculations.
    b. You can calculate this number on past participation, or you can base this number on a percentage of participation from a particular Tier.
2. Enter the **number of times this promo will be available <u>per month</u>**. For example: if it's a Wednesday-only promotion, the number of Wednesdays in that month. If it's a weekends-only promotion, enter the number of Saturdays and Sundays in that month. If it's a total month promotion, enter the number of days in that month.



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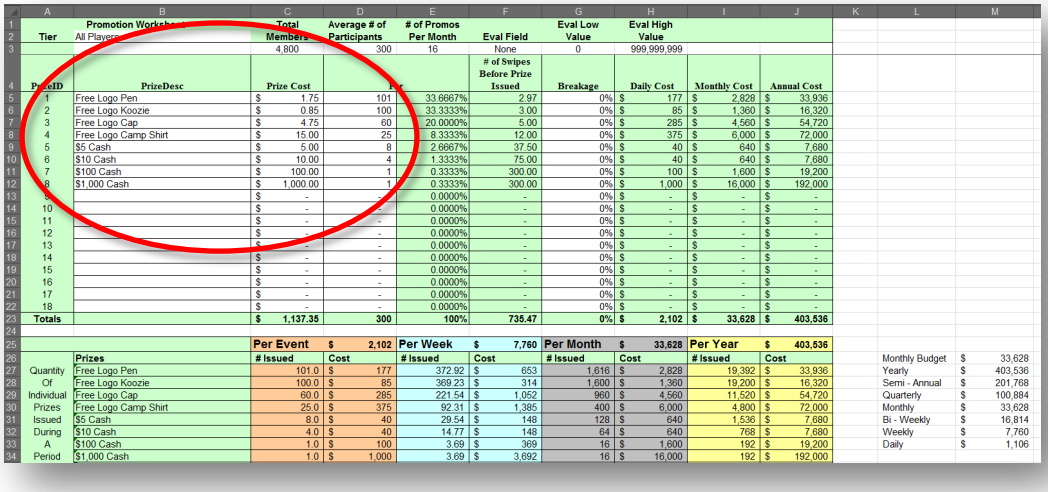
Preliminary Steps in Completing the Prize Par Calculator

1. Enter a Detailed Description of the Prizes you intend to distribute to your players
2. This should be the same description you will use in 'Prize Description' field in the Promo Manager Prize Editor.
3. As you enter the Prize Description, enter the Prize Cost (actual property cost, not the retail value) in the Prize Cost column.



Tier	Promotion Worksheet All Players	Total Members 4,800	Average # of Participants 300	# of Promos Per Month 16	Eval Field None	Eval Low Value 0	Eval High Value 999,999,999		

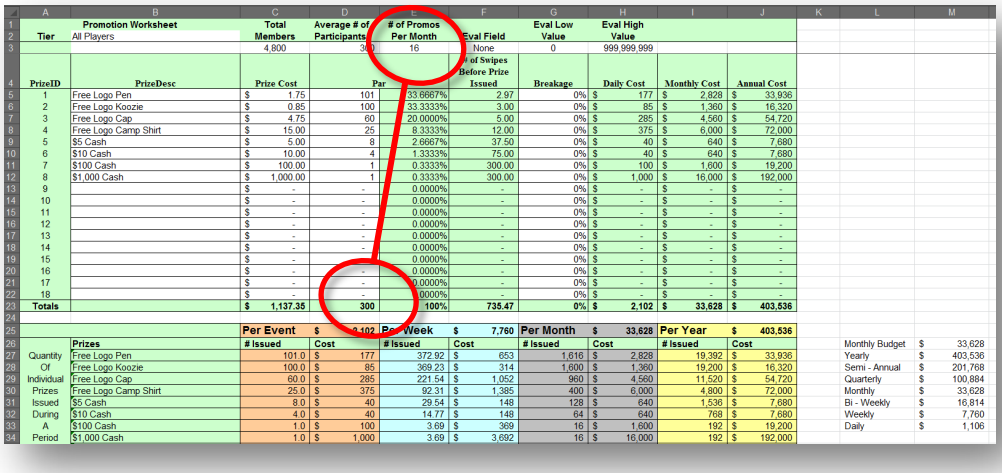
PrizeID	PrizeDesc	Prize Cost	Par	# of Swipes Before Prize Issued	Breakage	Daily Cost	Monthly Cost	Annual Cost
1	Free Logo Pen	$ 1.75	101	33.6667%	2.97	0%	$ 177	$ 2,828	$ 33,936
2	Free Logo Koozie	$ 0.85	100	33.3333%	3.00	0%	$ 85	$ 1,360	$ 16,320
3	Free Logo Cap	$ 4.75	60	20.0000%	5.00	0%	$ 285	$ 4,560	$ 54,720
4	Free Logo Camp Shirt	$ 15.00	25	8.3333%	12.00	0%	$ 375	$ 6,000	$ 72,000
5	$5 Cash	$ 5.00	8	2.6667%	37.50	0%	$ 40	$ 640	$ 7,680
6	$10 Cash	$ 10.00	4	1.3333%	75.00	0%	$ 40	$ 640	$ 7,680
7	$100 Cash	$ 100.00	1	0.3333%	300.00	0%	$ 100	$ 1,600	$ 19,200
8	$1,000 Cash	$ 1,000.00	1	0.3333%	300.00	0%	$ 1,000	$ 16,000	$ 192,000
9		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
10		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
11		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
12		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
13		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
14		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
15		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
16		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
17		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
18		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
Totals		$ 1,137.35	300	100%	735.47	0%	$ 2,102	$ 33,628	$ 403,536

	Prizes	Per Event $ 2,102 # Issued	Cost	Per Week $ 7,760 # Issued	Cost	Per Month $ 33,628 # Issued	Cost	Per Year $ 403,536 # Issued	Cost
Quantity	Free Logo Pen	101.0	$ 177	372.92	$ 653	1,616	$ 2,828	19,392	$ 33,936
Of	Free Logo Koozie	100.0	$ 85	369.23	$ 314	1,600	$ 1,360	19,200	$ 16,320
Individual	Free Logo Cap	60.0	$ 285	221.54	$ 1,052	960	$ 4,560	11,520	$ 54,720
Prizes	Free Logo Camp Shirt	25.0	$ 375	92.31	$ 1,385	400	$ 6,000	4,800	$ 72,000
Issued	$5 Cash	8.0	$ 40	29.54	$ 148	128	$ 640	1,536	$ 7,680
During	$10 Cash	4.0	$ 40	14.77	$ 148	64	$ 640	768	$ 7,680
A	$100 Cash	1.0	$ 100	3.69	$ 369	16	$ 1,600	192	$ 19,200
Period	$1,000 Cash	1.0	$ 1,000	3.69	$ 3,692	16	$ 16,000	192	$ 192,000

Monthly Budget	$ 33,628
Yearly	$ 403,536
Semi - Annual	$ 201,768
Quarterly	$ 100,884
Monthly	$ 33,628
Bi - Weekly	$ 16,814
Weekly	$ 7,760
Daily	$ 1,106

PAR CALCULATION: STEP ONE (Everyone has a duck)

1. In this first step, the question to answer is: Considering the 'Average # of Participants' value (300), how many of the 300 people should receive the first Prize?
2. When this step is done, Average # of Participants and the Total of the white Par column should be the same.



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3	Free Logo Cap	$ 4.75	60	20.0000%	5.00	0%	$ 285	$ 4,560	$ 54,720
4	Free Logo Camp Shirt	$ 15.00	25	8.3333%	12.00	0%	$ 375	$ 6,000	$ 72,000
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6	$10 Cash	$ 10.00	4	1.3333%	75.00	0%	$ 40	$ 640	$ 7,680
7	$100 Cash	$ 100.00	1	0.3333%	300.00	0%	$ 100	$ 1,600	$ 19,200
8	$1,000 Cash	$ 1,000.00	1	0.3333%	300.00	0%	$ 1,000	$ 16,000	$ 192,000
9		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
14	10	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
15	11	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
16	12	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
17	13	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
18	14	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
19	15	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
20	16	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
21	17	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
22	18	$ -	-	0.0000%	-	0%	$ -	$ -	$ -
23	Totals	$ 1,137.35	300	100%	735.47	0%	$ 2,102	$ 33,628	$ 403,536

	Prizes	Per Event $ 2,102 # Issued	Cost	Per Week $ 7,760 # Issued	Cost	Per Month $ 33,628 # Issued	Cost	Per Year $ 403,536 # Issued	Cost
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Monthly Budget	$ 33,628
Yearly	$ 403,536
Semi - Annual	$ 201,768
Quarterly	$ 100,884
Monthly	$ 33,628
Bi - Weekly	$ 16,814
Weekly	$ 7,760
Daily	$ 1,106

On the next pages, we will begin the process of determining the Par Values of our prizes to set the probability of prize distribution and control player reinvestment.

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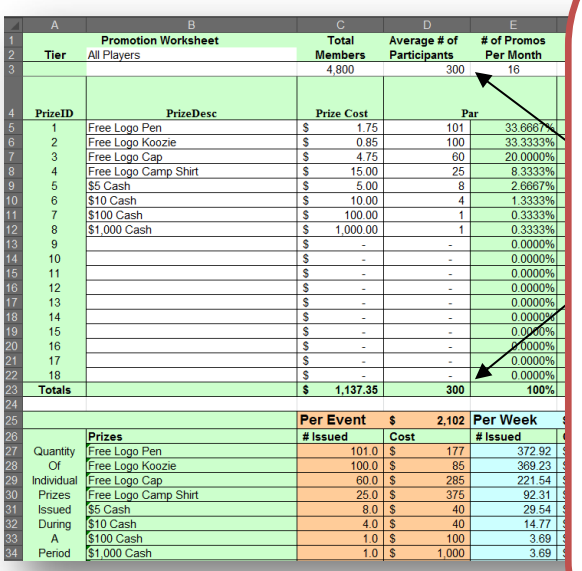
Let's return to our Pro-Forma from the Promo Outline page

1. *During this promotion, we want to give away one $1000 prize during each week, one $100 prize each day, four $10 prizes for each day of the promotion, and eight $5 prizes for each day of the promotion.*
2. *We plan to give away 25 Logo shirts (cost: $15.00) each day. 20% of the participants should receive a Logo cap (cost 4.75) and the remaining players will receive either a Logo pen (cost $1.50) or a Logo Koozie (cost $.85) in even distribution. We have a budget of $25,000 for this promotion.*



	A	B	C	D	E
1		Promotion Worksheet	Total	Average # of	# of Promos
2	Tier	All Players	Members	Participants	Per Month
3			4,800	300	16
4	PrizeID	PrizeDesc	Prize Cost	Par	
5	1	Free Logo Pen	$ 1.75	101	33.6667%
6	2	Free Logo Koozie	$ 0.85	100	33.3333%
7	3	Free Logo Cap	$ 4.75	60	20.0000%
8	4	Free Logo Camp Shirt	$ 15.00	25	8.3333%
9	5	$5 Cash	$ 5.00	8	2.6667%
10	6	$10 Cash	$ 10.00	4	1.3333%
11	7	$100 Cash	$ 100.00	1	0.3333%
12	8	$1,000 Cash	$ 1,000.00	1	0.3333%
13	9		$ -	-	0.0000%
14	10		$ -	-	0.0000%
15	11		$ -	-	0.0000%
16	12		$ -	-	0.0000%
17	13		$ -	-	0.0000%
18	14		$ -	-	0.0000%
19	15		$ -	-	0.0000%
20	16		$ -	-	0.0000%
21	17		$ -	-	0.0000%
22	18		$ -	-	0.0000%
23	Totals		$ 1,137.35	300	100%
24					
25			Per Event	$ 2,102	Per Week
26		Prizes	# Issued	Cost	# Issued
27	Quantity	Free Logo Pen	101.0	$ 177	372.92
28	Of	Free Logo Koozie	100.0	$ 85	369.23
29	Individual	Free Logo Cap	60.0	$ 285	221.54
30	Prizes	Free Logo Camp Shirt	25.0	$ 375	92.31
31	Issued	$5 Cash	8.0	$ 40	29.54
32	During	$10 Cash	4.0	$ 40	14.77
33	A	$100 Cash	1.0	$ 100	3.69
34	Period	$1,000 Cash	1.0	$ 1,000	3.69

Let's begin with the goal of making the sum of the pars = the Avg # of Participants. (300/day).
NOTE: the smallest # the Par Value in the Prize Editor is a '1', meaning the smallest acceptable Par Value is => 1.
The sheet calculates based on Per Day values.
Let's begin with the daily numbers we were given
$100 = 1/Day, $10 = 4/Day. $5 = 8/Day. Go ahead and enter those.
$1000 = 1/Day (it would seem as if it should be .25, but since the Par Editor/Par Value can only accept a whole number,, '1' is the smallest we can use. We will make the adjustment to make the 1 'look smaller' in STEP TWO)

We want to give away 25 shirts per day. Shirts = 25.
20% of the 300 people will get a cap. 20% = 60.

That accounts for 99 players. The pens and koozies will be equally divided among the remainder. Pens = 101, Koozies = 100

3. The problem? The promotion is $8,628.00 over budget.
   a. The probability configured by the par values are not protecting the high-value prize.
   b. The projection is the Kiosk will issue 16 $1000 prizes instead of 4 (one per week).
4. The solution? More 'ducks in the pond.'

	A	B	C	D	E	F	G	H
1		Promotion Worksheet	Total	Average # of	# of Promos		Eval Low	Eval High
2	Tier	All Players	Members	Participants	Per Month	Eval Field	Value	Value
3			4,800	300	16	None	0	999,999,999
4	PrizeID	PrizeDesc	Prize Cost	Par	Per Month # Issued	$ 33,628 Cost	akage	Daily Cost
5	1	Free Logo Pen	$ 1.75	101	1,616	$ 2,828	0%	$ 177
6	2	Free Logo Koozie	$ 0.85	100	1,600	$ 1,360	0%	$ 85
7	3	Free Logo Cap	$ 4.75	60	960	$ 4,560	0%	$ 285
8	4	Free Logo Camp Shirt	$ 15.00	25	400	$ 6,000	0%	$ 375
9	5	$5 Cash	$ 5.00	8	128	$ 640	0%	$ 40
10	6	$10 Cash	$ 10.00	4	64	$ 640	0%	$ 40
11	7	$100 Cash	$ 100.00	1	16	$ 1,600	0%	$ 100
12	8	$1,000 Cash	$ 1,000.00	1	16	$ 16,000	0%	$ 1,000
13	9		$ -	-	0.0000%	-	0%	$ -
14	10		$ -	-	0.0000%	-	0%	$ -
15	11		$ -	-	0.0000%	-	0%	$ -

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STEP TWO: The Promotion Needs More 'Ducks in the Pond' to Protect the High Value prizes

1. Back in Step One it was noted that the Par Value in the Prize Editor can only accept whole numbers.
2. Currently, of the 300 'ducks' (Par Value), 1 (one) of those is the $1000 prize.
3. We need to add more Pars (ducks) to the pool.
4. TWO KEY QUESTIONS:
    a. But how many total ducks do I need to protect my biggest prize?
    b. Which kind of ducks should I add?

	A	B	C	D	E	F	G	H	I	J
1		Promotion Worksheet	Total	Average # of	# of Promos		Eval Low	Eval High		
2	Tier	All Players	Members	Participants	Per Month	Eval Field	Value	Value		
3			4,800	300	16	None	0	999,999,999		
4	PrizeID	PrizeDesc	Prize Cost	Par		# of Swipes Before Prize Issued	Breakage	Daily Cost	Monthly Cost	Annual Cost
5	1	Free Logo Pen	$ 1.75	101	33.6667%	2.97	0%	$ 177	$ 2,828	$ 33,936
6	2	Free Logo Koozie	$ 0.85	100	33.3333%	3.00	0%	$ 85	$ 1,360	$ 16,320
7	3	Free Logo Cap	$ 4.75	60	20.0000%	5.00	0%	$ 285	$ 4,560	$ 54,720
8	4	Free Logo Camp Shirt	$ 15.00	25	8.3333%	12.00	0%	$ 375	$ 6,000	$ 72,000
9	5	$5 Cash	$ 5.00	8	2.6667%	37.50	0%	$ 40	$ 640	$ 7,680
10	6	$10 Cash	$ 10.00	4	1.3333%	75.00	0%	$ 40	$ 640	$ 7,680
11	7	$100 Cash	$ 100.00	1	0.3333%	300.00	0%	$ 100	$ 1,600	$ 19,200
12	8	$1,000 Cash	$ 1,000.00	1	0.3333%	300.00	0%	$ 1,000	$ 16,000	$ 192,000
13	9		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
14	10		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
15	11		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
16	12		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
17	13		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
18	14		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
19	15		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
20	16		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
21	17		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
22	18		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
23	Totals		$ 1,137.35	300	100%	735.47	0%	$ 2,102	$ 33,628	$ 403,536
24										
25			Per Event	$ 2,102	Per Week	$ 7,760	Per Month	$ 33,628	Per Year	$ 403,536
26		Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost
27	Quantity	Free Logo Pen	101.0	$ 177	372.92	$ 653	1,616	$ 2,828	19,392	$ 33,936
28	Of	Free Logo Koozie	100.0	$ 85	369.23	$ 314	1,600	$ 1,360	19,200	$ 16,320
29	Individual	Free Logo Cap	60.0	$ 285	221.54	$ 1,052	960	$ 4,560	11,520	$ 54,720
30	Prizes	Free Logo Camp Shirt	25.0	$ 375	92.31	$ 1,385	400	$ 6,000	4,800	$ 72,000
31	Issued	$5 Cash	8.0	$ 40	29.54	$ 148	128	$ 640	1,536	$ 7,680
32	During	$10 Cash	4.0	$ 40	14.77	$ 148	64	$ 640	768	$ 7,680
33	A	$100 Cash	1.0	$ 100	3.69	$ 369	16	$ 1,600	192	$ 19,200
34	Period	$1,000 Cash	1.0	$ 1,000	3.69	$ 3,692	16	$ 16,000	192	$ 192,000

PRIZE	AMOUNT
Logo Pen	101
Logo Koozie	100
Logo Cap	60
Logo Shirts	25
$5	8
$10	4
$100	1
$1000	1
	300

The numbers we've placed into the Prize Par Calculator look okay---as far as having a prize for everyone is concerned. But our budget is blown if we use these numbers for prize pars. This is where the spreadsheet does its work: we need to make an adjustment for the pars to control prize distribution. Since we only want to give away four $1000 prizes, we need to get this number (16) down to four (4).

We need more ducks in the pond. But how many? The answer is found in the number being issued compared to the DESIRED number to be issued. In this example, we want only 4, but we are issuing 16. We are FOUR times too high,

We're anticipating 300 people to show for each of the 4 days the promotion is active during the week. So we'll use 4 as

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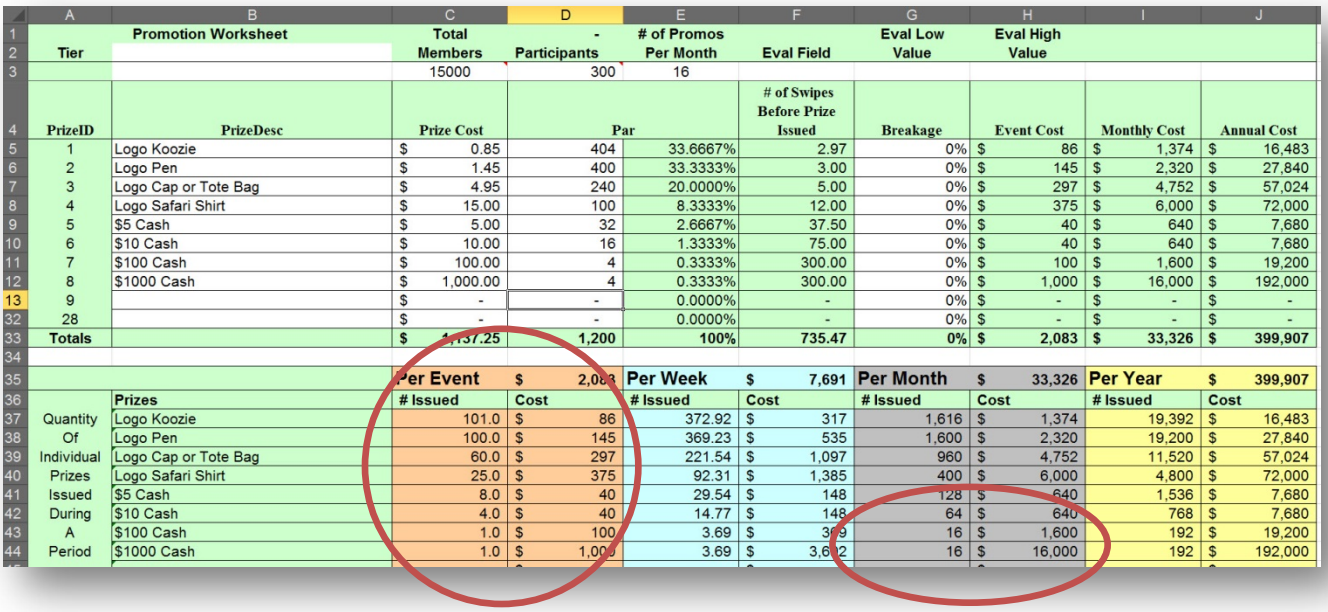
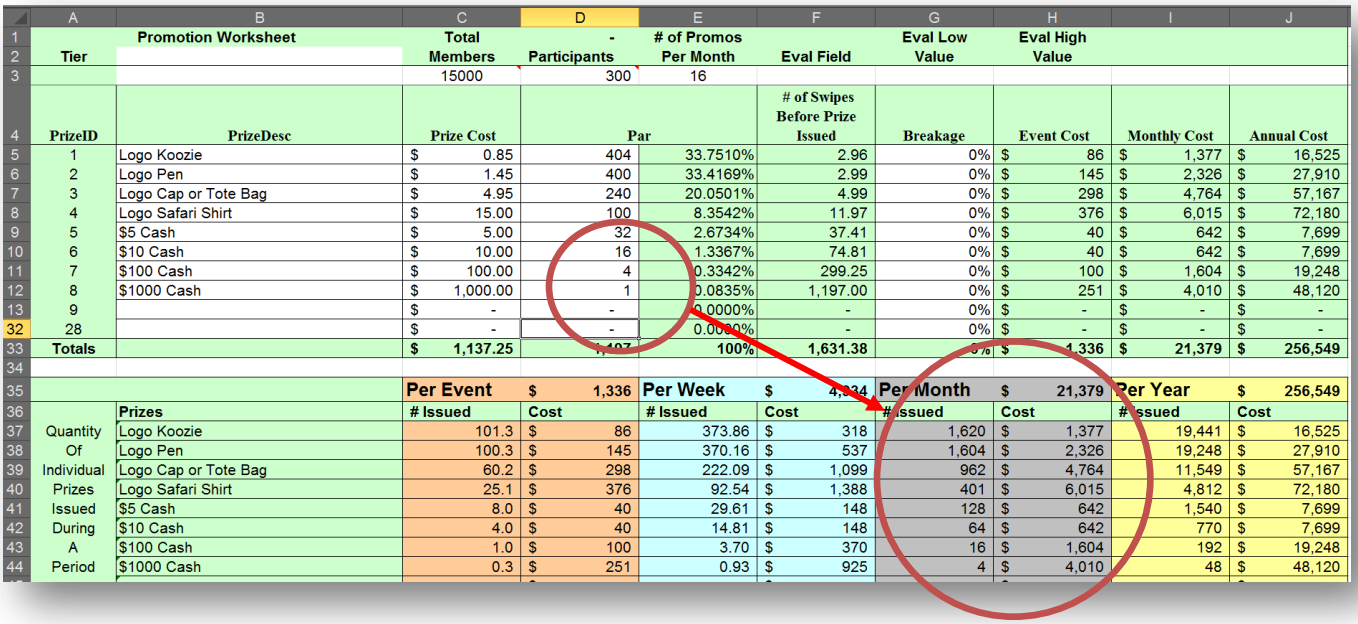


	A	B	C	D	E	F	G	H	I	J
1		Promotion Worksheet	Total	-	# of Promos		Eval Low	Eval High		
2	Tier		Members	Participants	Per Month	Eval Field	Value	Value		
3			15000	300	16					
4	PrizeID	PrizeDesc	Prize Cost	Par		# of Swipes Before Prize Issued	Breakage	Event Cost	Monthly Cost	Annual Cost
5	1	Logo Koozie	$ 0.85	404	33.6667%	2.97	0%	$ 86	$ 1,374	$ 16,483
6	2	Logo Pen	$ 1.45	400	33.3333%	3.00	0%	$ 145	$ 2,320	$ 27,840
7	3	Logo Cap or Tote Bag	$ 4.95	240	20.0000%	5.00	0%	$ 297	$ 4,752	$ 57,024
8	4	Logo Safari Shirt	$ 15.00	100	8.3333%	12.00	0%	$ 375	$ 6,000	$ 72,000
9	5	$5 Cash	$ 5.00	32	2.6667%	37.50	0%	$ 40	$ 640	$ 7,680
10	6	$10 Cash	$ 10.00	16	1.3333%	75.00	0%	$ 40	$ 640	$ 7,680
11	7	$100 Cash	$ 100.00	4	0.3333%	300.00	0%	$ 100	$ 1,600	$ 19,200
12	8	$1000 Cash	$ 1,000.00	4	0.3333%	300.00	0%	$ 1,000	$ 16,000	$ 192,000
13	9		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
32	28		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
33	Totals		$ 1,137.25	1,200	100%	735.47	0%	$ 2,083	$ 33,326	$ 399,907
34										
35			Per Event	$ 2,083	Per Week	$ 7,691	Per Month	$ 33,326	Per Year	$ 399,907
36		Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost
37	Quantity	Logo Koozie	101.0	$ 86	372.92	$ 317	1,616	$ 1,374	19,392	$ 16,483
38	Of	Logo Pen	100.0	$ 145	369.23	$ 535	1,600	$ 2,320	19,200	$ 27,840
39	Individual	Logo Cap or Tote Bag	60.0	$ 297	221.54	$ 1,097	960	$ 4,752	11,520	$ 57,024
40	Prizes	Logo Safari Shirt	25.0	$ 375	92.31	$ 1,385	400	$ 6,000	4,800	$ 72,000
41	Issued	$5 Cash	8.0	$ 40	29.54	$ 148	128	$ 640	1,536	$ 7,680
42	During	$10 Cash	4.0	$ 40	14.77	$ 148	64	$ 640	768	$ 7,680
43	A	$100 Cash	1.0	$ 100	3.69	$ 369	16	$ 1,600	192	$ 19,200
44	Period	$1000 Cash	1.0	$ 1,000	3.69	$ 3,692	16	$ 16,000	192	$ 192,000

1. Even when we use 4 as the multiplier for the par values, note that the Per Event amounts had no significant change. That's because we multiplied using the same number for each.
2. But we're still giving away 16 of the $1000 prizes and we need to change that.
3. The reason we multiplied all the initial par values by 4 was to give us the ability to make the $1000 par 'look' smaller.
4. Change the $1000 par value of 4 back to 1, and watch what happens: the expected distribution of that prize DROPS. There is now 1 duck of $1000 in a pool of 1197 ducks (Par Values).
5. BUT… there is still an issue to address…



	A	B	C	D	E	F	G	H	I	J
1		Promotion Worksheet	Total	-	# of Promos		Eval Low	Eval High		
2	Tier		Members	Participants	Per Month	Eval Field	Value	Value		
3			15000	300	16					
4	PrizeID	PrizeDesc	Prize Cost	Par		# of Swipes Before Prize Issued	Breakage	Event Cost	Monthly Cost	Annual Cost
5	1	Logo Koozie	$ 0.85	404	33.7510%	2.96	0%	$ 86	$ 1,377	$ 16,525
6	2	Logo Pen	$ 1.45	400	33.4169%	2.99	0%	$ 145	$ 2,326	$ 27,910
7	3	Logo Cap or Tote Bag	$ 4.95	240	20.0501%	4.99	0%	$ 298	$ 4,764	$ 57,167
8	4	Logo Safari Shirt	$ 15.00	100	8.3542%	11.97	0%	$ 376	$ 6,015	$ 72,180
9	5	$5 Cash	$ 5.00	32	2.6734%	37.41	0%	$ 40	$ 642	$ 7,699
10	6	$10 Cash	$ 10.00	16	1.3367%	74.81	0%	$ 40	$ 642	$ 7,699
11	7	$100 Cash	$ 100.00	4	0.3342%	299.25	0%	$ 100	$ 1,604	$ 19,248
12	8	$1000 Cash	$ 1,000.00	1	0.0835%	1,197.00	0%	$ 251	$ 4,010	$ 48,120
13	9		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
32	28		$ -	-	0.0000%	-	0%	$ -	$ -	$ -
33	Totals		$ 1,137.25	1,197	100%	1,631.38	0%	$ 1,336	$ 21,379	$ 256,549
34										
35			Per Event	$ 1,336	Per Week	$ 4,934	Per Month	$ 21,379	Per Year	$ 256,549
36		Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost
37	Quantity	Logo Koozie	101.3	$ 86	373.86	$ 318	1,620	$ 1,377	19,441	$ 16,525
38	Of	Logo Pen	100.3	$ 145	370.16	$ 537	1,604	$ 2,326	19,248	$ 27,910
39	Individual	Logo Cap or Tote Bag	60.2	$ 298	222.09	$ 1,099	962	$ 4,764	11,549	$ 57,167
40	Prizes	Logo Safari Shirt	25.1	$ 376	92.54	$ 1,388	401	$ 6,015	4,812	$ 72,180
41	Issued	$5 Cash	8.0	$ 40	29.61	$ 148	128	$ 642	1,540	$ 7,699
42	During	$10 Cash	4.0	$ 40	14.81	$ 148	64	$ 642	770	$ 7,699
43	A	$100 Cash	1.0	$ 100	3.70	$ 370	16	$ 1,604	192	$ 19,248
44	Period	$1000 Cash	0.3	$ 251	0.93	$ 925	4	$ 4,010	48	$ 48,120

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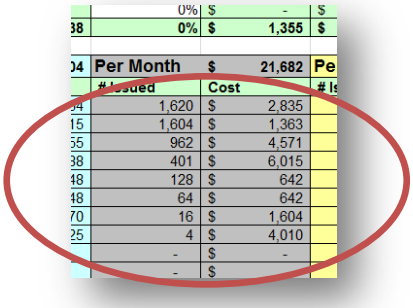
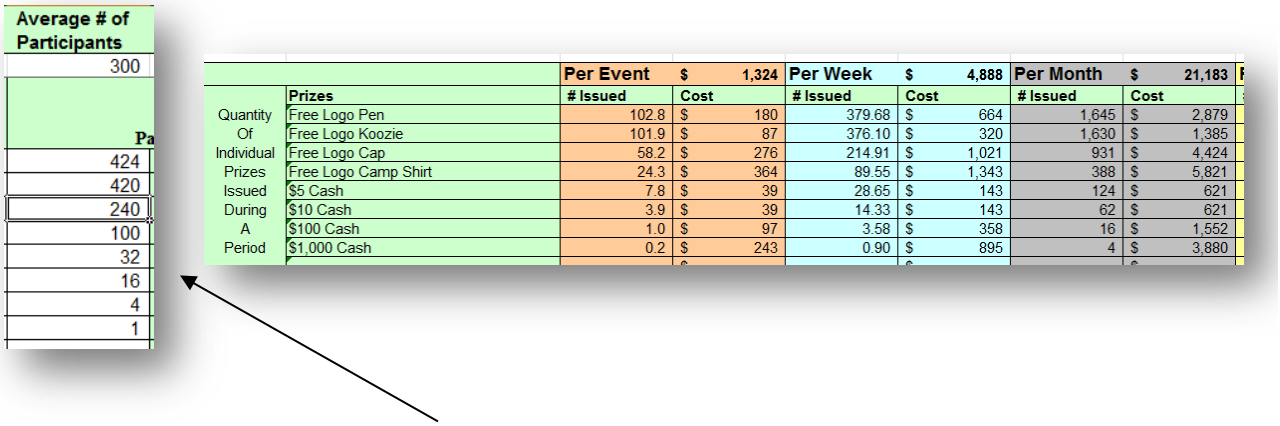


		0%	$ -	$
38		0%	$ 1,355	$
04	Per Month	$	21,682	Pe
	# Issued	Cost		# Is
54	1,620	$	2,835	
15	1,604	$	1,363	
55	962	$	4,571	
38	401	$	6,015	
48	128	$	642	
48	64	$	642	
70	16	$	1,604	
25	4	$	4,010	
	-	$	-	
	-	$		

6. We're still not quite happy though. This is a PROBABILITY calculator and not just a spreadsheet. The values displayed raise an alert. If this was a spreadsheet, 4 x 1000 = 4000. So, how is it displaying 4010 as the cost?
    a. The calculated value tells us that if 300 people participate each day of the 16 promotion days, the $1000 prize should go out 4x's strong. HOWEVER - there is a 1/100 chance it could go out an additional time for a total of 5x's.
    b. Because we'd like to see the projected cost ($4010) drop below the actual cost (4x1000=4000), we need to adjust that amount.
    c. A time-tested process gives us a target. In this illustration, we know that 3 of the prizes will cost $3,000. We should target the projected 'probability cost' to be somewhere in the range of 80-85% of the prize value. In other words, we want to set a Per Month target to be 3(1000) + 800 to 850 (800 to 85% of $1000 = x or, $3800 - $3,850.
7. Solution? Add more 'ducks to the pond.' How many? We can make some adjustments by adding Par Values to our 'junk' prizes (pen, koozies). Note that it's virtually impossible to give away a HIGH value prize at the Kiosk without having a least one LOW value prize to absorb the needed par values.

8. Let's add 20 to both the pens and the koozies.
    a. The Cost of the $1000 prize drops to $3880. A good number, meaning that the prize will go out 3 times 'strong' and probably a 4th. 1 swipe in 1237 swipes is the probability. Add more ducks until that number falls within the target range.
    b. The monthly cost dropped from the initial $33,628 to $21,183, well within budget.
    c. The # Issued (Col C, Per Event) for the $1000 prize went to .2. (Remember when we wanted that as the value?)



Average # of Participants
300
Pa
424
420
240
100
32
16
4
1

		Per Event	$ 1,324	Per Week	$ 4,888	Per Month	$ 21,183	
	Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	
Quantity Of Individual Prizes Issued During A Period	Free Logo Pen	102.8	$ 180	379.68	$ 664	1,645	$ 2,879	
	Free Logo Koozie	101.9	$ 87	376.10	$ 320	1,630	$ 1,385	
	Free Logo Cap	58.2	$ 276	214.91	$ 1,021	931	$ 4,424	
	Free Logo Camp Shirt	24.3	$ 364	89.55	$ 1,343	388	$ 5,821	
	$5 Cash	7.8	$ 39	28.65	$ 143	124	$ 621	
	$10 Cash	3.9	$ 39	14.33	$ 143	62	$ 621	
	$100 Cash	1.0	$ 97	3.58	$ 358	16	$ 1,552	
	$1,000 Cash	0.2	$ 243	0.90	$ 895	4	$ 3,880	

    d. And now we have solid Par Values for our eight prizes and can build the promo.

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STEP THREE: Balance the Budget Time.

I want to be very close to, or exactly at my budget number of $25K. So, I might need to Exchange 'DUCKS' (Move lower values to higher values, or higher values to lower values., Par Values to Control Player Reinvestment

1. You may now be noticing that we are now $4134 UNDER budget, and you really want to reinvest $25,000 in your players for this promotion.
2. There are two options:
    a. Add another prize and set the par values to bring the total to $25,000.
    b. Adjust the types of ducks to adjust the reinvestment
        i. Trade cheaper ducks for more expensive ducks if you're UNDER budget, or
        ii. Trade expensive ducks for cheaper ducks if you're OVER budget.
        iii. By the way: what's the cheapest duck available to you? DRAWING ENTRIES!!
3. From the example you've been using, we need to move from cheaper ducks to more expensive ducks in order to move our costs up to hit our budget number of $25000.
4. The one constant in the process is this: you have already determined that you need 1237 ducks (Par Value) in the pond to control the high value prize distribution. DO NOT add more to that number, just trade values.
    a. In other words, you might take 100 koozie ducks and add 100 $5.00 Cash ducks.
    b. But the TOTAL PAR will always stay the same: in this case 1237 Total Par.
5. In the example below, PAR VALUES (Ducks) were exchanged between values incrementally in order to (in this case) give away more reinvestment value to the players. The Total Cost of this promotion went from $21,128 to $24,966.
    a. However, note that the distribution of the $1000 prize did not change. This is because the total number of Par (Ducks) was determined in STEP TWO.

	A	B	C	D	E	F	G	H
1		**Promotion Worksheet**	**Total**	**-**	**# of Promos**		**Eval Low**	**Eval High**
2	**Tier**		**Members**	**Participants**	**Per Month**	**Eval Field**	**Value**	**Value**
3			15000	300	16			
4	**PrizeID**	**PrizeDesc**	**Prize Cost**	**Par**		**# of Swipes Before Prize Issued**	**Breakage**	**Event Cost**
5	1	Logo Koozie	$ 0.8	400	32.3363%	3.09	0%	$ 82
6	2	Logo Pen	$ 1.5	390	31.5279%	3.17	0%	$ 137
7	3	Logo Cap or Tote Bag	$ 2.95	230	18.5934%	5.38	0%	$ 276
8	4	Logo Safari Shirt	$ 1.00	140	11.3177%	8.84	0%	$ 509
9	5	$5 Cash	$ 5.00	38	3.0719%	32.55	0%	$ 46
10	6	$10 Cash	$ 0.00	30	2.4252%	41.23	0%	$ 73
11	7	$100 Cash	$ 100.00	8	0.6467%	154.63	0%	$ 194
12	8	$1000 Cash	$ 1,000.00	1	0.0808%	1,237.00	0%	$ 243
13	9		$ -	-	0.0000%	-	0%	$ -
32	28		$ -	-	0.0000%	-	0%	$ -
33	**Totals**		**$ 1,137.25**	**1,237**	**100%**	**1,485.89**	**0%**	**$ 1,560**
34								
35			**Per Event**	**$ 1,560**	**Per Week**	**$ 5,761**	**Per Month**	**$ 24,966**
36		**Prizes**	**# Issued**	**Cost**	**# Issued**	**Cost**	**# Issued**	**Cost**
37	Quantity	Logo Koozie	97.0	$ 82	358.19	$ 304	1,552	$ 1,319
38	Of	Logo Pen	94.6	$ 137	349.23	$ 506	1,513	$ 2,194
39	Individual	Logo Cap or Tote Bag	55.8	$ 276	205.96	$ 1,019	892	$ 4,418
40	Prizes	Logo Safari Shirt	34.0	$ 509	125.37	$ 1,880	543	$ 8,149
41	Issued	$5 Cash	9.2	$ 46	34.03	$ 170	147	$ 737
42	During	$10 Cash	7.3	$ 73	26.86	$ 269	116	$ 1,164
43	A	$100 Cash	1.9	$ 194	7.16	$ 716	31	$ 3,104
44	Period	$1000 Cash	0.2	$ 243	0.90	$ 895	4	$ 3,880

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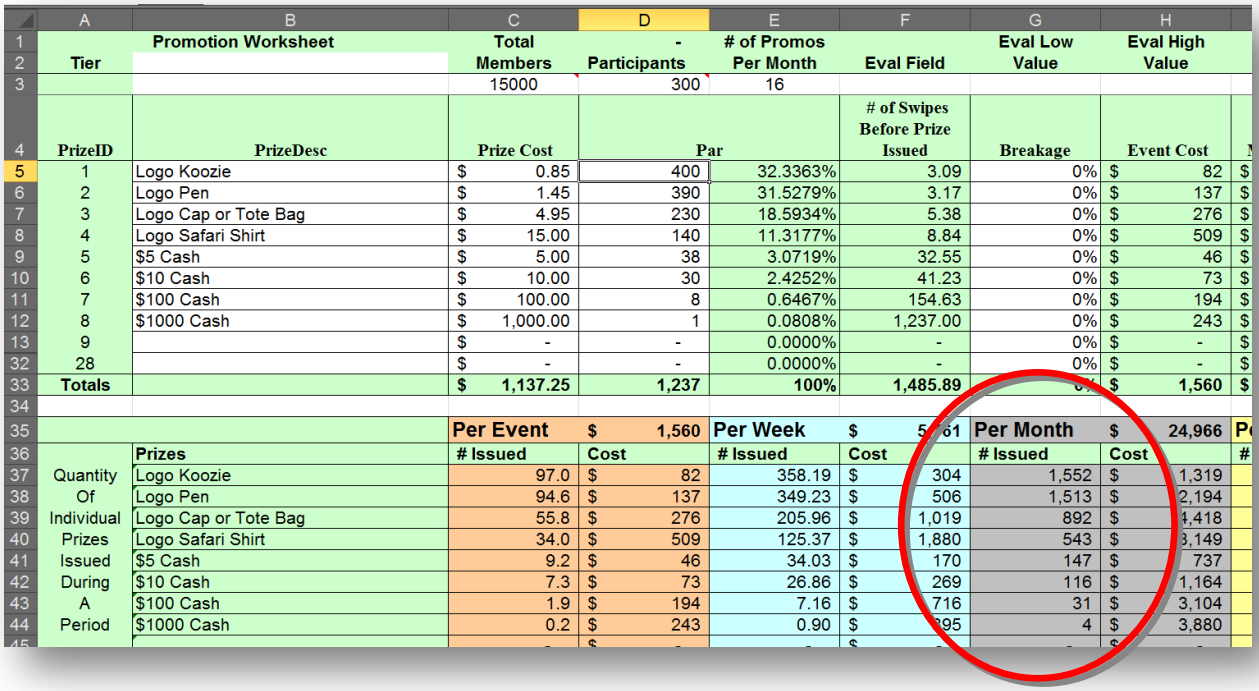
As you begin adding information and prizes and the costs of those prizes, pay attention to two other areas on the Prize Par Calculator.

1. First, note the expense calculator to the right of the spreadsheet. As you enter the data from the rationale above, the various Monthly, Annual, Weekly, Daily, etc., costs associated with this promotion will begin to appear and to change as you continue to enter information.
2. Second, the Section called "*Quantity of Individual Prizes Issued During a Promotion*" will begin to populate and update as you enter information.
3. Both of these sections can prove to be quite beneficial in calculating both the costs of the promotion and the number of each kind of item you will need to order to have on hand. If you use this Prize Par Calculator to plan out your promotion, and then use the information to configure the promotion in MGT Promo, we are certain that you will discover that you have correctly planned for your promotion and your marketing department will look like heroes for executing a successful promotion with no 'blown budget' surprises.



	A	B	C	D	E	F	G	H
1		Promotion Worksheet	Total	-	# of Promos		Eval Low	Eval High
2	Tier		Members	Participants	Per Month	Eval Field	Value	Value
3			15000	300	16			
4	PrizeID	PrizeDesc	Prize Cost	Par		# of Swipes Before Prize Issued	Breakage	Event Cost
5	1	Logo Koozie	$ 0.85	400	32.3363%	3.09	0%	$ 82
6	2	Logo Pen	$ 1.45	390	31.5279%	3.17	0%	$ 137
7	3	Logo Cap or Tote Bag	$ 4.95	230	18.5934%	5.38	0%	$ 276
8	4	Logo Safari Shirt	$ 15.00	140	11.3177%	8.84	0%	$ 509
9	5	$5 Cash	$ 5.00	38	3.0719%	32.55	0%	$ 46
10	6	$10 Cash	$ 10.00	30	2.4252%	41.23	0%	$ 73
11	7	$100 Cash	$ 100.00	8	0.6467%	154.63	0%	$ 194
12	8	$1000 Cash	$ 1,000.00	1	0.0808%	1,237.00	0%	$ 243
13	9		$ -	-	0.0000%	-	0%	$ -
32	28		$ -	-	0.0000%	-	0%	$ -
33	Totals		$ 1,137.25	1,237	100%	1,485.89		$ 1,560
34								
35			Per Event	$ 1,560	Per Week	$ 5[illegible]61	Per Month	$ 24,966
36		Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost
37	Quantity	Logo Koozie	97.0	$ 82	358.19	$ 304	1,552	$ 1,319
38	Of	Logo Pen	94.6	$ 137	349.23	$ 506	1,513	$ 2,194
39	Individual	Logo Cap or Tote Bag	55.8	$ 276	205.96	$ 1,019	892	$ 4,418
40	Prizes	Logo Safari Shirt	34.0	$ 509	125.37	$ 1,880	543	$ 3,149
41	Issued	$5 Cash	9.2	$ 46	34.03	$ 170	147	$ 737
42	During	$10 Cash	7.3	$ 73	26.86	$ 269	116	$ 1,164
43	A	$100 Cash	1.9	$ 194	7.16	$ 716	31	$ 3,104
44	Period	$1000 Cash	0.2	$ 243	0.90	$ [illegible]95	4	$ 3,880

Here's an entirely different type of promotion: Configuring Par Values for a Point Multiplier

1. In this example there is no 'high value' prize to protect by adjusting the Par Values.
2. In a promotion like this, the par values can represent a

The Rationale for this promotion and the division of prizes is explained as following:

1. This promotion is targeted to our general player population. Its purpose is to increase gaming activity on Wednesdays this month.
2. We want to tier this promotion to better control the prize distribution and minimize the cost. The promotion will be based on a pick type game where the player will choose a chip to have a point multiplier revealed to them. The point multipliers will be limited to 25,000 point maximum adjustment.

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3. Participation in this promotion will be very high since it is available to the entire player base and we are advertising the promotion through radio, billboards and print.
4. This promotion is going to be active on Wednesdays in direct response to our primary competition's 3X Point Wednesday promotion. We expect to attract players who are motivated by 3X points by offering them a chance at up to 10X Points. Tier 1 Players should receive 3X Points 50% of the time and the remaining multipliers evenly distributed. Tier 2 Players should only receive 6X - 10X 15% of the time with the rest evenly distributed.

Let's break these instructions down, and plug the information into the correct places in the Prize Par Calculator:

1. First Step: Enter the Participation and # of Promos
    a. Average Number of Participants (Daily)= 400
    b. Number of Promos per Month (# of Wednesdays this month) = 4
2. Second Step: Create the Prizes in the Prize List:
3. Third Step: We're anticipating about 400 Tier 1 players to participate in this promotion each Wednesday of the promotion. We want to award 3X points, 50% of the time to this group. 50% of 400 = 200. Enter 200 here

	Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month
2	Tier	Total ADT 0 - 200			
3				400	4
4	PrizeID	PrizeDesc	Prize Cost	Par	
5	1	3x	$ -		0.0000%
6	2	4x	$ -		0.0000%
7	3	5x	$ -		0.0000%
8	4	6x	$ -		0.0000%
9	5	7x	$ -		0.0000%
10	6	8x	$ -		0.0000%
11	7	9x	$ -		0.0000%
12	8	10x	$ -		0.0000%
13	9		$ -		0.0000%
14	10		$ -	-	0.0000%

4. So, let's go on: 200 of our 400 Wednesday players will receive 3X points. What about the rest? The instructions tell us that the remaining point multipliers (4X – 10X) are to be evenly distributed. That means we take the remaining 200 players and divide that number by the remaining number of point multipliers, in this case, that number is 7. (4, 5, 6, 7, 8, 9, 10). 200 divided by 7 = 28, which is the par for each of those prizes. There were 4 left over, so some Par values are 29.

	Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month
2	Tier	Total ADT 0 - 200			
3				400	4
4	PrizeID	PrizeDesc	Prize Cost	Par	
5	1	3x	$ -	200	50.0000%
6	2	4x	$ -	29	7.2500%
7	3	5x	$ -	29	7.2500%
8	4	6x	$ -	29	7.2500%
9	5	7x	$ -	29	7.2500%
10	6	8x	$ -	28	7.0000%
11	7	9x	$ -	28	7.0000%
12	8	10x	$ -	28	7.0000%
13	9		$ -		0.0000%
14	10		$ -	-	0.0000%

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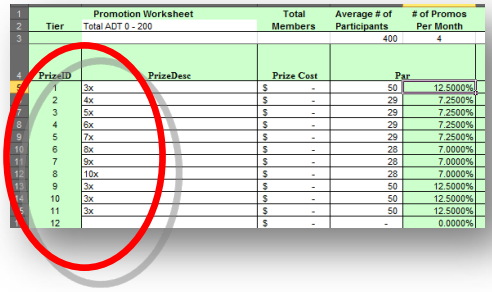
VARIATIONS

1. We could create this in several variations on the spreadsheet. We could create one 3X points item with a par of 200. We could create two 3X points lines with a par of 100 each. And the variations could go on.
2. In our example, we have chosen to list four lines of 3X points with pars of 50, for a total of 200 in the 3X categories. Let's think about the 'why' of this choice…
3. When a choice is made on the game and an item on the screen is selected, the software populates the remaining icons (stars, fish, balls, chips, etc.) with the next items in the list of prizes following the awarded prize. For example, if a 9 Chip game is chosen, after a chip is chosen and the prize awarded, the remaining eight chip choices reveal their hidden prizes. Consider the psychological factor:
4. If the player is awarded a 5X multiplier, and when the other eight chips are revealed, of which three are 3X multipliers, that player will feel some excitement about having received a 'better than usual' prize. On the other hand, if that same player is awarded a 3X multiplier, and on the board are revealed two other 3X multipliers, they will tend to think that since three of the nine chips were 3X multipliers, the odds were more likely that they would have picked one of those three. This couldn't happen if we just have one 3X point multiplier in our prize list.



	Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month
Tier	Total ADT 0 - 200				
				400	4
PrizeID	PrizeDesc		Prize Cost	Par	
1	3x		$ -	50	12.5000%
2	4x		$ -	29	7.2500%
3	5x		$ -	29	7.2500%
4	6x		$ -	29	7.2500%
5	7x		$ -	29	7.2500%
6	8x		$ -	28	7.0000%
7	9x		$ -	28	7.0000%
8	10x		$ -	28	7.0000%
9	3x		$ -	50	12.5000%
10	3x		$ -	50	12.5000%
11	3x		$ -	50	12.5000%
12			$ -	-	0.0000%

Let's move on to Tier 2.

1. The instructions tell us that Tier 2 players should only receive 6X-10X multipliers 15% of the time, with the rest evenly distributed. Look at Tier 2 on the sample spreadsheet. Of the 1000 players, we're expecting 100 participants. 15% of these (15 players) have five prizes (6, 7, 8, 9, 10) divided evenly between them. 15 divided by 5 = 3, which is the par for the 6X – 10X multipliers.
2. There are now 85 players remaining (100-15 = 85). There are also three prizes remaining. So, 85 divided by 3 = 28, which is the par for the 3X – 5X multipliers.

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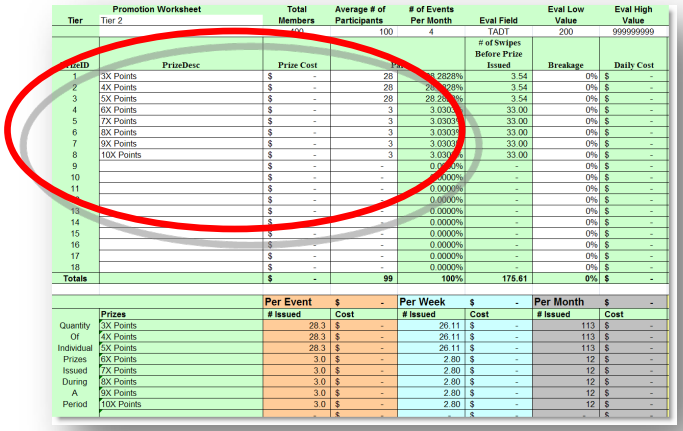

Promotion Worksheet		Total Members	Average # of Participants	# of Events Per Month		Eval Low Value	Eval High Value
Tier	Tier 2	400	100	4	TADT	200	999999999

PrizeID	PrizeDesc	Prize Cost	Par		# of Swipes Before Prize Issued	Breakage	Daily Cost
1	3X Points	$ -	28	28.2828%	3.54	0%	$ -
2	4X Points	$ -	28	28.2828%	3.54	0%	$ -
3	5X Points	$ -	28	28.2828%	3.54	0%	$ -
4	6X Points	$ -	3	3.0303%	33.00	0%	$ -
5	7X Points	$ -	3	3.0303%	33.00	0%	$ -
6	8X Points	$ -	3	3.0303%	33.00	0%	$ -
7	9X Points	$ -	3	3.0303%	33.00	0%	$ -
8	10X Points	$ -	3	3.0303%	33.00	0%	$ -
9		$ -	-	0.0000%	-	0%	$ -
10		$ -	-	0.0000%	-	0%	$ -
11		$ -	-	0.0000%	-	0%	$ -
12		$ -	-	0.0000%	-	0%	$ -
13		$ -	-	0.0000%	-	0%	$ -
14		$ -	-	0.0000%	-	0%	$ -
15		$ -	-	0.0000%	-	0%	$ -
16		$ -	-	0.0000%	-	0%	$ -
17		$ -	-	0.0000%	-	0%	$ -
18		$ -	-	0.0000%	-	0%	$ -
Totals		$ -	99	100%	175.61	0%	$ -

		Per Event	$ -	Per Week	$ -	Per Month	$ -
	Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost
Quantity	3X Points	28.3	$ -	26.11	$ -	113	$ -
Of	4X Points	28.3	$ -	26.11	$ -	113	$ -
Individual	5X Points	28.3	$ -	26.11	$ -	113	$ -
Prizes	6X Points	3.0	$ -	2.80	$ -	12	$ -
Issued	7X Points	3.0	$ -	2.80	$ -	12	$ -
During	8X Points	3.0	$ -	2.80	$ -	12	$ -
A	9X Points	3.0	$ -	2.80	$ -	12	$ -
Period	10X Points	3.0	$ -	2.80	$ -	12	$ -

3. Since the distribution of point multipliers is based on a percentage of the players, these par values will carry through the promotion no matter how many players participate.
4. IF, however, the promotion called for only a minimum number of the larger multipliers to be awarded during the promotion period, the steps from the first example of creating par values should be followed.

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STEP FIVE: Configuring & Editing Devices & Linking Promotions

NOTE: Whenever you have edited any item (sub promotion, tier, prize) within a Master Promotion, you must RELOAD THE DEVICES (Kiosks).

Understanding the Relationship Between Promotions & Devices

1. Of all things that are essential to running a successful promotion, perhaps none is more essential than this step, yet it is the one that often gets overlooked: the Kiosk!
2. Every successful Kiosk-available promotion must have five elements:
    a. An Active Master Promotion
    b. An Active Sub Promotion (at least one) linked to that Master Promotion
    c. A Tier linked to that Sub Promotion
    d. An Active Prize (at least one) linked to that Tier
    e. An Active Kiosk to which that Active Master Promotion is linked.
3. If one of these steps is missed or configured incorrectly, the chances are excellent that your wonderful, well-thought-out promotion simply won't work!
4. Since you don't want this happen (and neither does MGT!) the Kiosk step must not be missed.

Prerequisite

1. Before a Kiosk can be made Active in the MGT Promo software and the database, MGT OK (Offer Kiosk) must be installed and configured to the *Mgtservername* and *Property ID*.
2. This step is generally completed and tested at the time of the MGT installation. However if your property has purchased new Kiosks since that time, ensure that the IT department has:
    a. set up the Kiosk(s) on the network
    b. the Kiosk is communicating correctly to the mgtservername server and
    c. MGT OK has been installed and configured at each of the Kiosks
3. Once this is completed, the Kiosk(s) will be visible in the Devices window of MGT Promo where it must be configured to function within the Promo application.

Linking Your Promotions to the Kiosk(s)

1. In MGT Promo 5.0, groups of Kiosks can be created, and a promotion only needs to be linked to the Kiosk Group.
    a. These groups can be created and/or deleted as needed.

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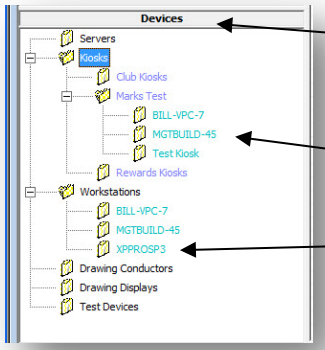
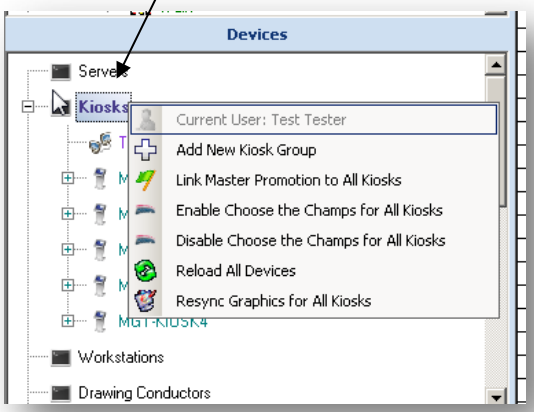
Viewing Devices in the Devices Tree



1. The Devices Tree will display each of the servers, Kiosk groups, workstation groups, or drawing computers that have MGT software installed.
2. You can also view each of the devices that are linked to each group.
3. From this window, you will be able to configure each of the devices for specific needs of the property.

Device Configuration Options

1. Right-click on Kiosks in the Devices Tree



1. **Add a New Kiosk Group**: allows for Kiosks to be put into a special purpose or designation (by area, for example) group.
2. **Link Master Promotion to all Kiosks**: will assign a Promotion to appear at all the Kiosks.
3. **Enable Choose the Champs for All Kiosks**
4. **Disable Choose the Champs for All Kiosks**
5. **Reload All Devices**: tells the Kiosks that changes have been made to a promotion.
6. **Re-sync Graphics For All Kiosks**: in previous versions, this step required each Kiosk to be synched individually.

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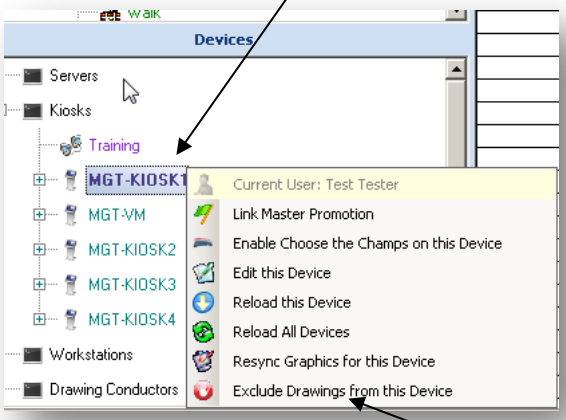
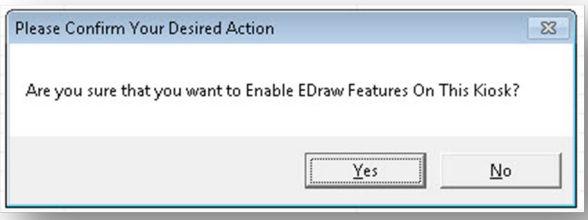
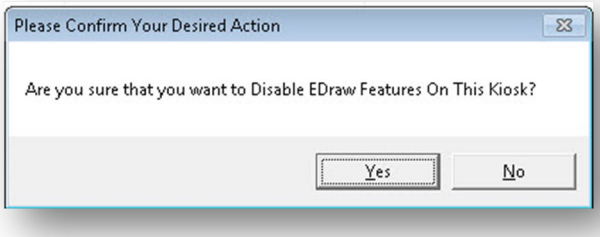
2. Right-click on a Kiosk



1. **Link a Master Promotion to This Group**: only these Kiosks will display the promotion
2. **Disable/ Enable Choose the Champs on this Device**
3. **Edit This Device**: allows for each Kiosk in the group to have specific configuration values
4. **Reload this device**: triggers a reloading of the promotion configurations on this Kiosk only. Happens at the next card swipe at the Kiosk
5. **Reload All Devices**: sends a message to the Kiosks to reload the promotion configurations. Happens at the next card swipe at each device
6. **Re-sync Graphics for This Kiosk Group**: refreshes the locally-stored flash folder with the MGT Share flash folder
7. **Disable/Enable EDraw Features on this Device:** Selecting the Drawings Button on the Kiosk will display 'There are no drawings available.' The option to Check In at this Kiosk will be disabled.





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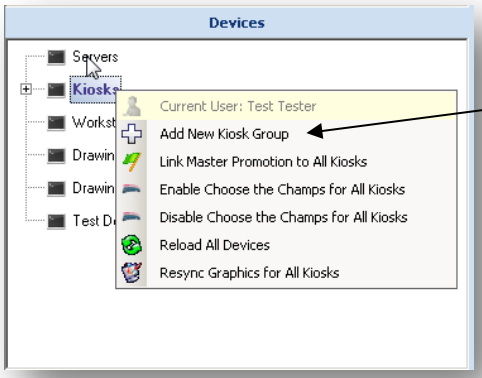
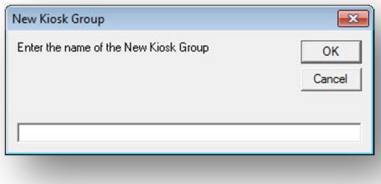
Adding a New Kiosk Group



1. In the MGT 5.0 software suite, Kiosks can be configured into groups. Any promotion can be linked to All Kiosks, Any Group of Kiosks or individual Kiosks.
2. To create a Kiosk Group, right-click on 'Kiosks', and select 'Add A

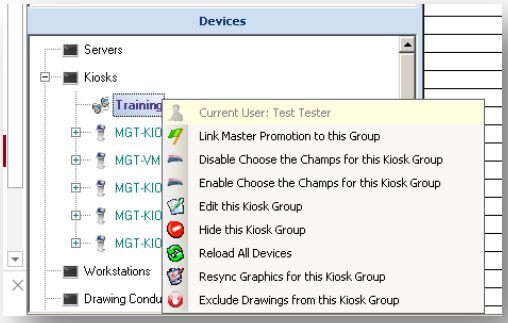


New Kiosk Group3.

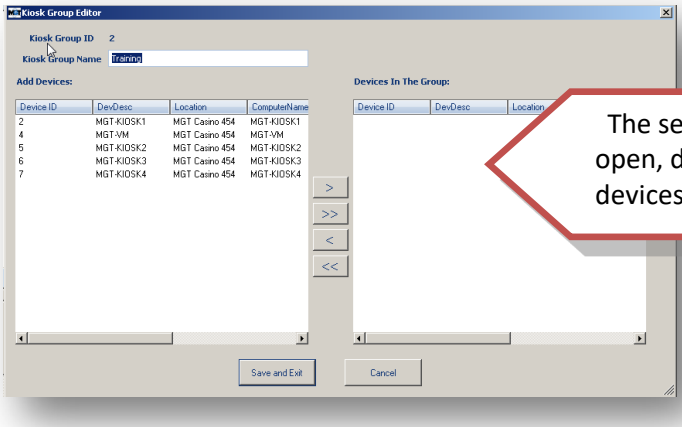
3. Enter the name of the New Kiosk Group.
4. The New Group will appear under 'Kiosks.' For example: Club Kiosks.

Adding a New Device to a Kiosk Group

1. Right-click on a Kiosk Group and select Edit This Kiosk Group



2. The Kiosk Group Editor will open.



The selected Kiosk group will open, displaying available devices to add to the Kiosk

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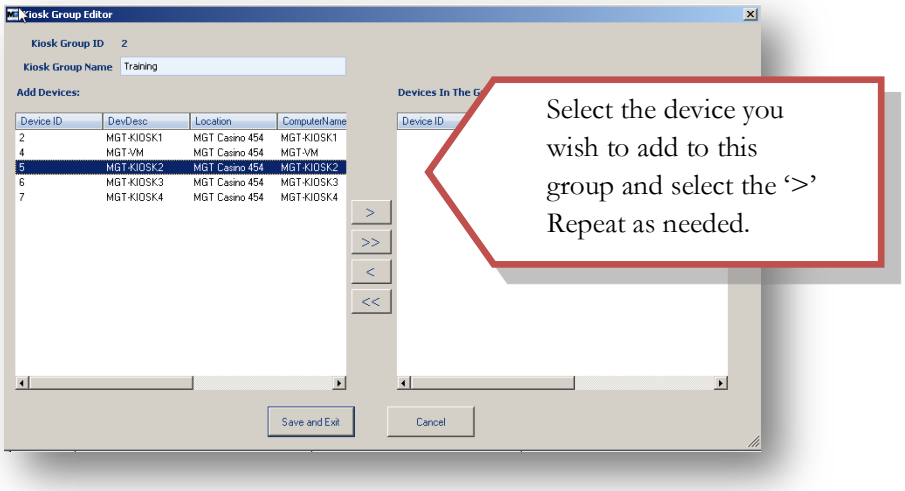
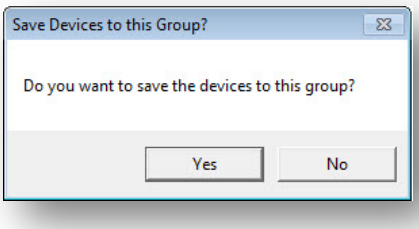
3. Select the Device (in this case, a Kiosk) that you wish to add to the group



4. Select Save and Exit
5. Select 'YES' to save the devices to this group



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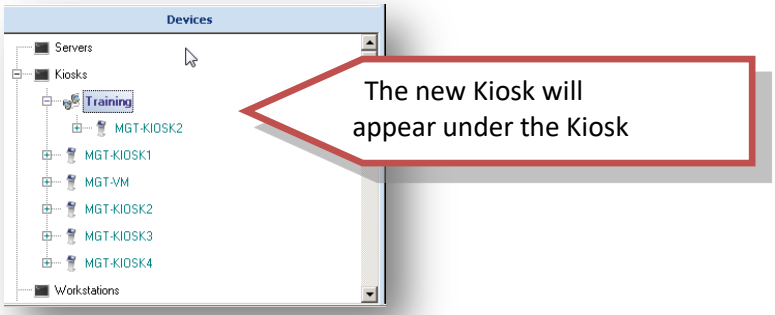
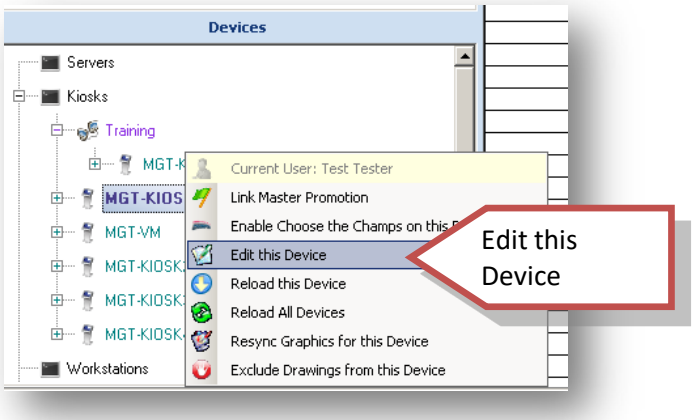
6. The Kiosk Group will now include the added device.



Configuration for Each Kiosk or Workstation in the Devices Tree

1. Right-click on a specific Kiosk or device and select Edit This Device.



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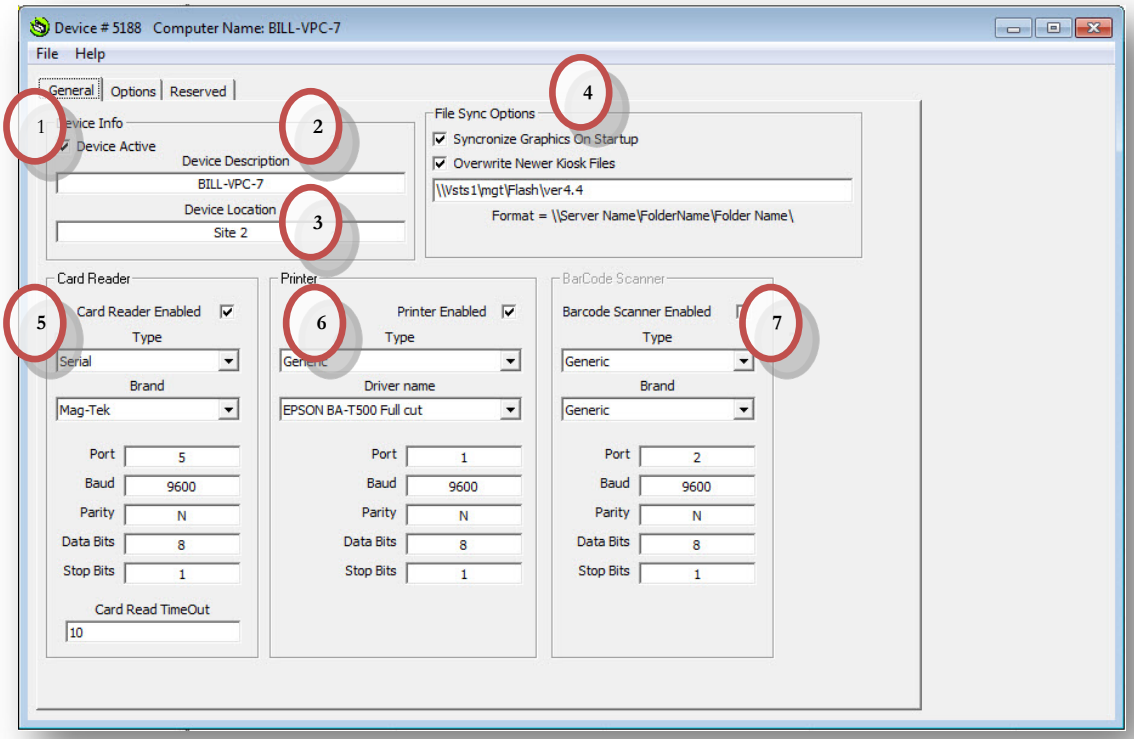
2. The configuration screen for this device will open.



1. **Device Active**: Devices must be made active before they can function. Check this box.
2. **Device Description**: By default, the computer name (its identity on the network) will be seen in this box. The name can be changed here to identify its location on the casino floor. The name change only has effect in Promo Manager, and does not change the computer name as used on the network.
3. **Device Location**: This is the location or property ID used in the MGT software.
4. **Files Sync Options**: This Kiosk function ensures that the Kiosk always has the most current and intended flash graphics to display. In Promo 4.5, this option to Re-sync the Kiosk graphics can be accomplished through Promo Manager. It is no longer necessary to go to each Kiosk and restart the OK application to synchronize the new files.
    a. **Synchronize Graphics on Startup**: tells the OK application to synch the flash graphics with the \\mgtservername\mgt\flash\propertyname folder when it is restarted. *Previously, this configuration was set at each individual Kiosk.*
    b. **Overwrite Newer Kiosk Files**: if the flash graphics files on the Kiosk and those in the MGT shared folder have the same name, this option ensures that the file with the most recent design date is being used by the Kiosk. *Previously, this configuration was set at each individual Kiosk.*
    c. **Path to Flash Files**: this option should be \\mgtservername\mgt\flash\propertyname
5. **Card Reader**: the Kiosk should ALWAYS use a Serial Card Swipe, made by MagTek, and configured to PORT 1. This is the default COM PORT 1 used by the BIOS.
    a. KMAN requires that a Keyboard Wedge type of card swipe be used. It does not require a Port setting in order to function.

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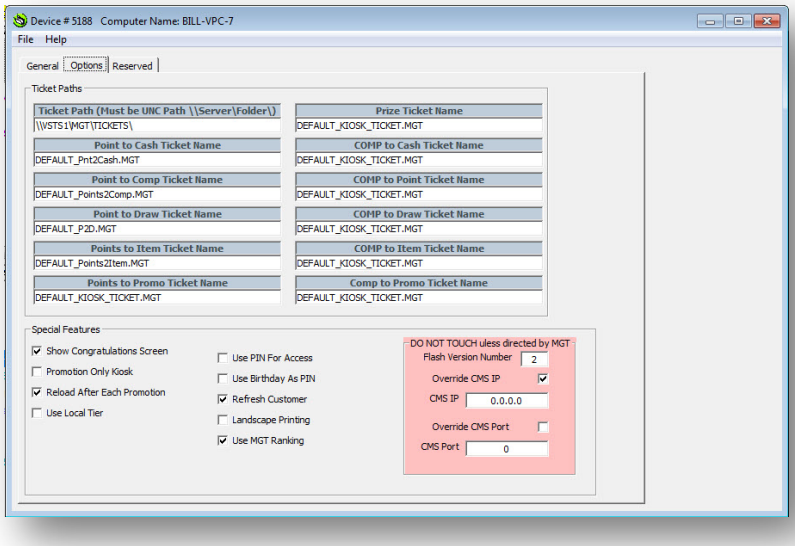
6. **Printer Enabled**: this box must be checked if the device is a Kiosk or test device that will print tickets.
    a. **Type** should be Generic
    b. **Driver Name** should be Default.
7. **Barcode Scanner Enabled**: this option is only used if the Kiosk has a barcode scanner/reader configured at the Kiosk. Contact MGT if you have additional questions.

Ticket Paths

1. Both a Kiosk device and a KMan (Workstation device) can be configured to use the same ticket for each type of ticket. If a ticket is re-printed from KMan, the ticket will also display the word 'REPRINT' without needing to make a modification to the ticket.
2. Ticket Path: Path to *mgtservername*\mgt\tickets folder.



3. Point to Cash Ticket
4. Point to Comp Ticket
5. Point to Draw Ticket
6. Points to Item Ticket
7. Points to Promo Ticket
8. Prize Ticket (From Promo Manager)
9. Comp to Cash Ticket
10. Comp to Point Ticket
11. Comp to Draw Ticket
12. Comp to Item Ticket
13. Comp to Promo Ticket

Special Features

1. **Show Congratulations Screen**: Displays a Congratulations Screen after the Game plays
2. **Promotion Only Kiosk**: If a Kiosk is only used for a single promotion, this option takes the patron immediately to the game and allows them to participate providing they are qualified

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3. **Reload After Each Promotion**: Participation in one promotion may affect a player's ability to participate in other promotions, for example a promotion that uses comp balance. This option makes the evaluation and removes or adds a promotion respective to that choice
4. **Use Local Tier**: Displays information from the Local Tier table on the Kiosk flash graphic
5. **Use PIN for Access**: Requires a PIN for access to the promotions screen
6. **Use Birthday for PIN**: Allows the patron to use MM/DD birthday information as their Kiosk PIN
7. **Refresh Customer**: Refreshes player demographic or play information
8. **Landscape Printing**: Allows this Kiosk printer to print in landscape instead of portrait.
9. **Use MGT Ranking**: Kiosk graphic displays Tier information as determined by MGT Tier Editor

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ADDENDUM 1: Aspirational and Linear Promotions

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About Aspirational and Linear Promotions

1. Simply defined, an Aspirational type of Promotion allows a player to check progress toward a promotion earning goal when they swipe at a kiosk. IE, 'You have 74 of the 100 Slot Points Earned for this promotion.'
2. There are two distinct Aspirational Promotion configurations:
3. An Aspirational Master Promotion – this one is used when the promotion is for 'same day earning' required.
4. An Aspirational Sub Promotion – this one is used when the earning period encompasses more than one day.
5. These Aspirational Promotions use all of the normal promotion configurations.

About Linear Promotion

1. There are two types of Linear Promotions:
    a. **Linear Prize**: this type is about the number of prizes the player can earn in a period. Linear Prize replaces the need to build a separate Sub Promotion for each level a player could reach to get the next Prize. EX: the player gets $5 free play for every 100 slot point earned.
    b. **Linear Participation**: this type is about the number of opportunities a player can have to participate. However, the earning for the next prize starts anew once the player claims the prize. EX:
        i. When the player reaches 100 slot points, they are eligible to claim the prize.
        ii. However, when the player claims the prize, they have actually earned 275 slot points.
        iii. The player receives the prize, however, the 100-point threshold starts new from the 275 point accumulation. The player now must reach 375 slot points (275 + the 100-point threshold) before the next prize can be claimed.
        iv. The property benefits from the breakage.
2. Both of these types can be combined with Aspirational.

IMPORTANT NOTES

1. Before configuring these promotion types, the user should take special note of the Matrix information.
2. The use of both Aspirational and Linear Promotion types assumes a substantial working knowledge and experience with building promotions in MGT Promo Manager.
3. This User Manual does not follow the pattern of the MGT Promo 5.0 User Manual. Each promotion type uses a Master, Sub, Tier and Prize format.
4. The options available and not available for each promotion type listed in this manual have substantially narrow limitations that can typically only be configured with the guidelines provided.
5. Throughout this manual, certain WARNING messages appear. Failure to note and heed these warnings when the property configures these promotion types does not constitute liability on behalf of Micro Gaming technologies, Inc. for broken promotions.
6. These promotion types are designed to alleviate certain promotion builds in Promo Manager or toenhance the player experiences at the kiosk. Aspirational and Linear Promotions are NOT intended to be 'solve all' promotions for the player or the casino marketing teams. They work in conjunction with the usual Promo Manager application builds and configurations.

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Promotion Type: Aspirational Master Promotion - Matrix

Promo Type		Master Aspirational - When Same Day Earning is Desired
Promo Part	**Configuration**	**When to use**
Master	Allow Multi Sub	If multiple subs in promo build and player can participate in more than one
	Don't Allow Mullti Sub	If only one sub in promo build
	Promotion Type	Swipe and Win
	Demographic Types	As needed
	Master Bucket	Must not use
	Group Under Master	**Required**. Configure a button description. Master is always displayed. Sub only vis when master is qualified. Master shows the aspiration
	Display as Aspirationa	**Required**. Will require Aspirational Eval Field
	Player Action Eval	**Required**. Must be Allow for Aspirational must be set in Eval Fields
	Player Action Thresh	**Required** >0
Sub	Sub Promo Screen	Normal Sub Promo Configuration Window
	Evaluation Range	Same as normal promo configuration
	Display as Aspirationa	**Not used** for Master Aspirational Promosl
	Multi Subs?	Same as normal promo configuration
	Game	Any
Tier	Aspirational Tier	No. Any Tier can be configured and linked to the Sub Promotion for an Aspirational Master
	Low value	Same as normal Tier Low Value configuration
	Card Tiers	Same as normal
Prize		normal prize configurations allowed

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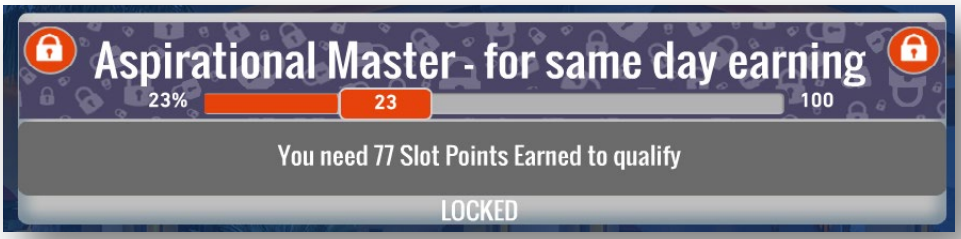
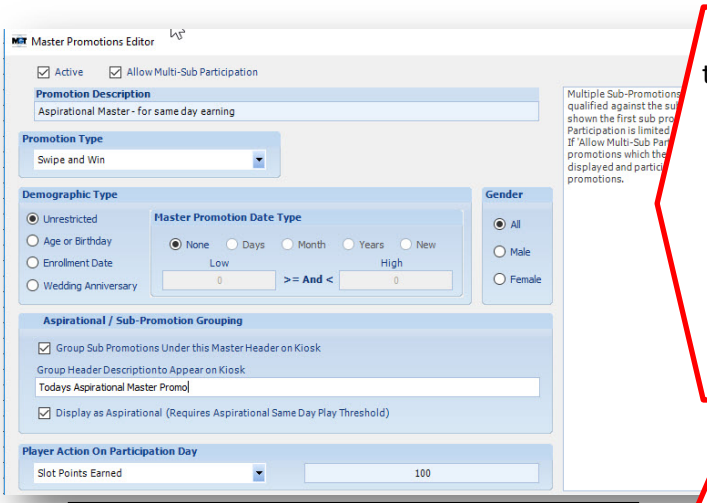


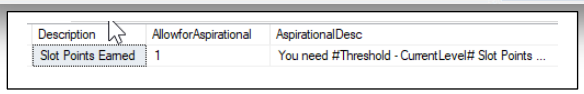
Aspirational-Master Promotion Configuration

1. Master Promotion

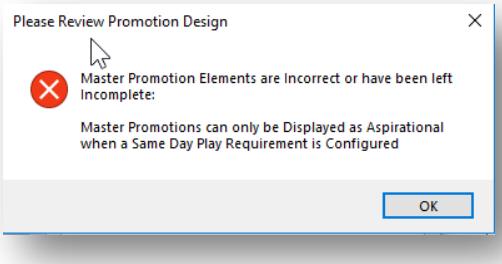


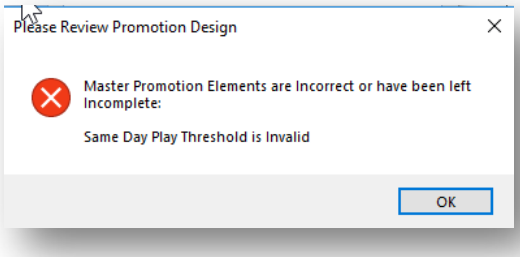
There are FIVE configurations necessary for this promo type:

A. Promotion type must be Swipe and Win.
B. Group Sub Promotions Under this Master Header must be checked.
C. Description for the Master Header must be completed
D. Display as Aspirational must be checked.
E. Player Action On Participation Day AND a threshold value must be configured.



The Evaluation Field used must be configured 'AllowforAspirational' to be visible in the drop-down list





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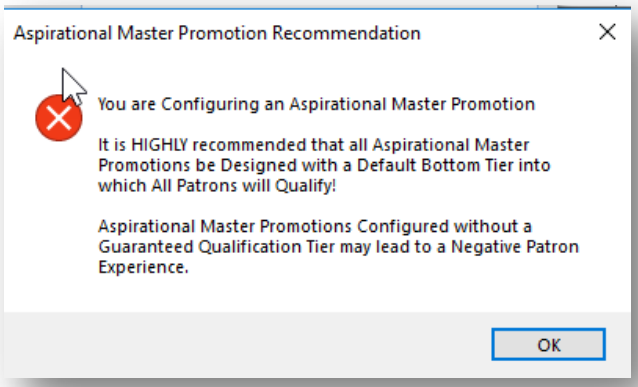
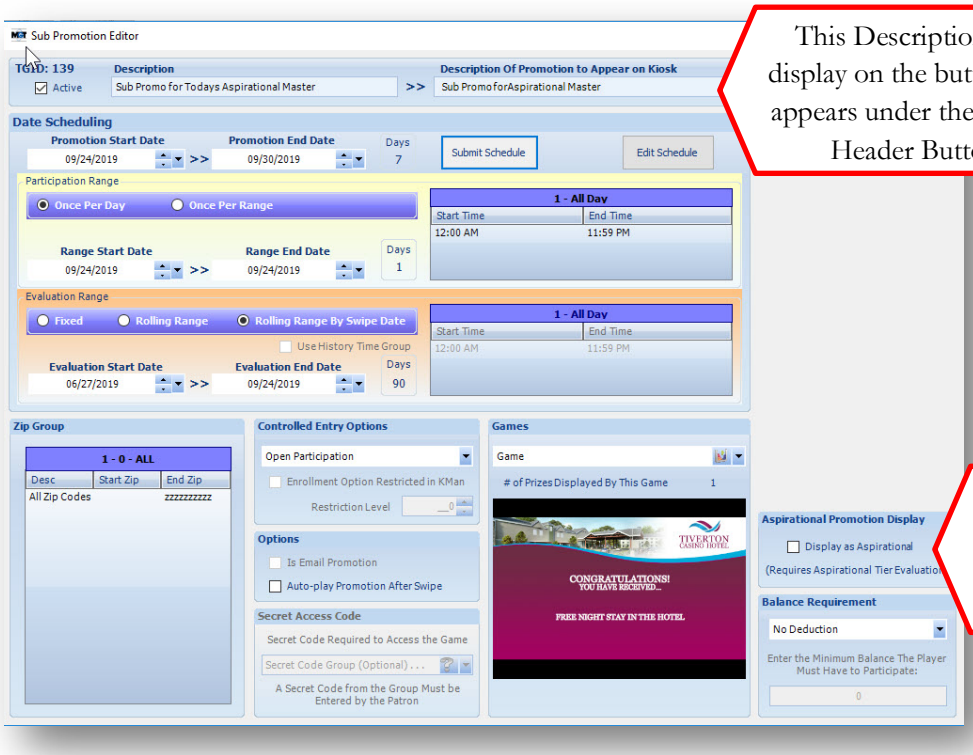


An incorrectly configured Aspirational Master Promotion can display the following messages:

1. A Same Day Eval Field must be selected.
2. A threshold must be configured.
3. A Tier must be linked to the Sub Promotion with a > 0 Low Value.

2. Sub Promotion

A. All normal Sub Promotion configurations are available



This Description will display on the button that appears under the Master Header Button

Do NOT check 'Display as Aspirational' when configuring an Aspirational Master Promotion

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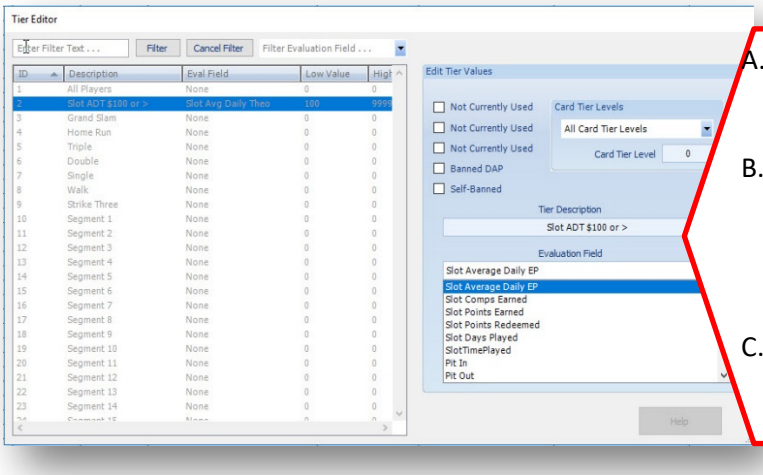
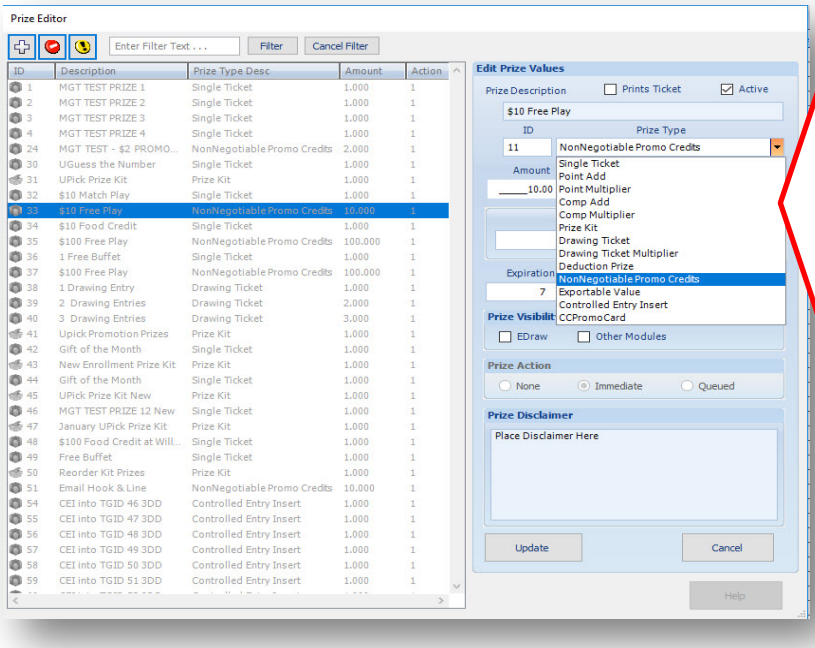
3. Tier for Aspirational Master



A. The Tiers available to use for this Promotion-type configuration will be displayed
B. MGT Best Practice would be to NOT use the same evaluation field as configured on the Master Promotion to avoid presenting conflicting earning requirements between Master and Sub.
C. Consult your MGT Trainer for clarification.

4. Prizes for Aspirational Master.



A. All normal Prize Types, Prize Pars and Prize Counts are available with an Aspirational Master Promotion
B. The Controlled Entry Insert prize type MUST NOT BE USED, even though configurable.

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Promotion Type: Aspirational-Sub Promotion - Matrix

Promo Type		Sub Promotion Aspirational - When Earning for an Extended Period is Desired
Promo Part	**Configuration**	**When to use**
Master	Allow Multi Sub	If multiple subs in promo build and player can participate in more than one
	Don't Allow Mullti Sub	if only single sub or players can only play in one
	Promotion Type	Swipe and Win
	Demographic Types	As needed
	Master Bucket	Must not use
	Group Under Master	May be used
	Display as Aspiration	Do not use
	Player Action Eval	Can be used
	Player Action Thresh	Can be used
Sub	Sub Promo Screen	Normal Sub Promo Configuration Window
	Evaluation Range	Used for determining Aspirational Period play accumulation Aspiration is in the Tier
	Display as Aspiration	**Required**
	Multi Subs?	Same as normal promo configuration
	Game	Any
Tier	Aspirational Tier	**Yes. Required for Aspirational Sub Promotion.** However, if Tiers are already linked that do not support Aspirational, the user will be prompted whether or not to remove the offending Tiers.
	Low value	**Required**. >0 Threshold
	Card Tiers	Card Tiers may be used, but are required to have Tier configured as an Aspirational Eval Field
Prize		normal prize configurations allowed

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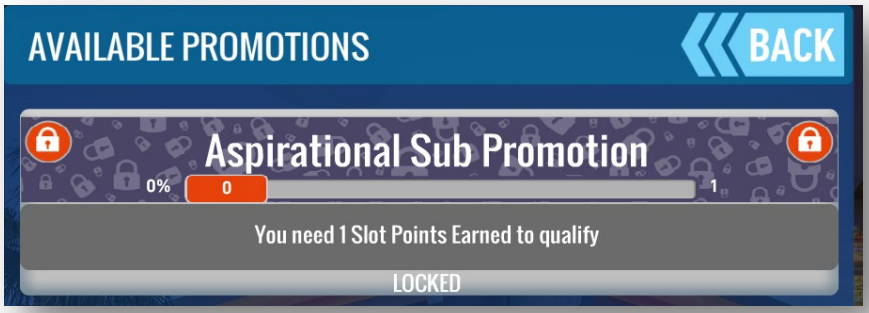
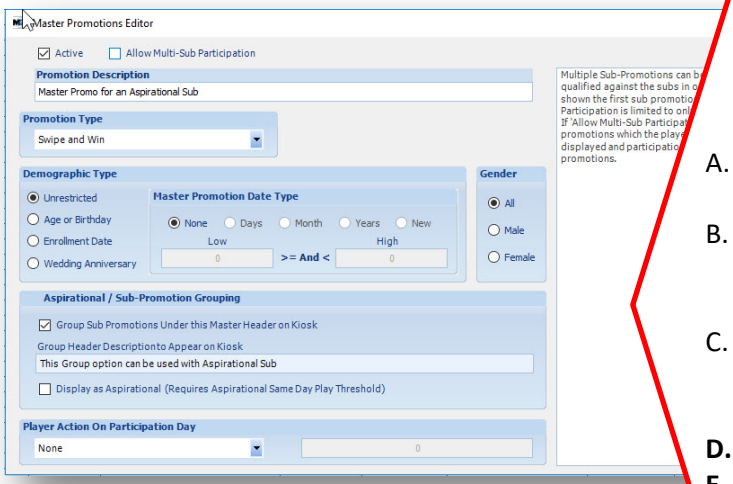


Aspirational-Sub Promotion Configuration

1. Master for Aspirational Sub Promotion



ONE configuration option is prohibited for this promo type. See 'D'

A. The Promotion Type MUST be Swipe and Win.
B. Group Sub Promotions Under this Master Header is an option that may be used but does not show Aspirational progress
C. Description for the Master Header must be completed if Group Subs Under this Master Header is used
D. Display as Aspirational must NOT be checked
E. Player Action On Participation may be used but the earning period is configured in the Sub Promotion Editor.

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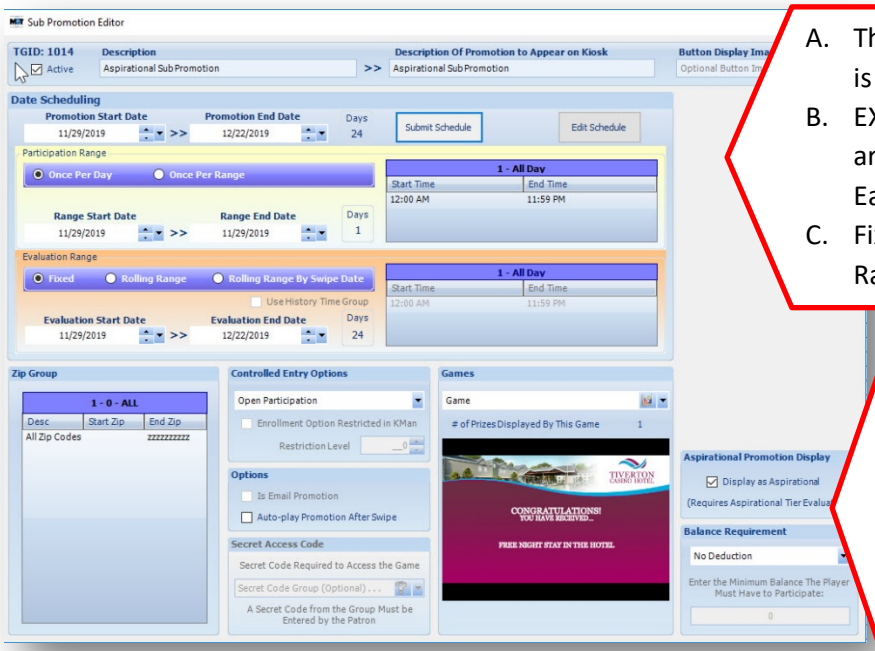
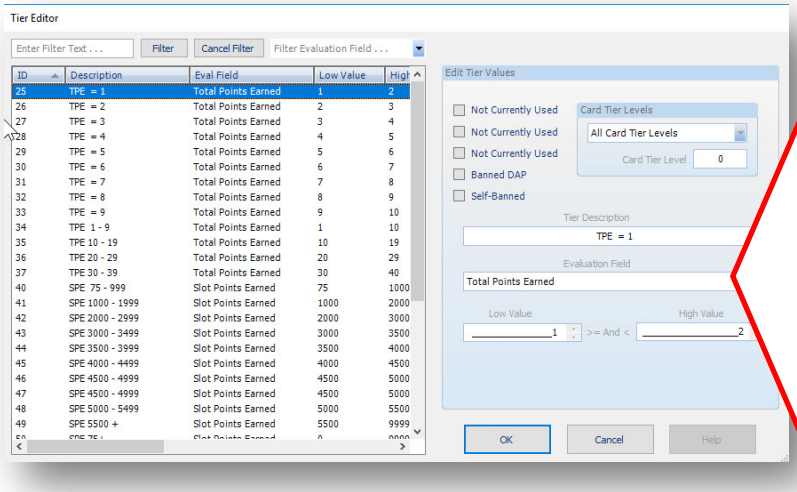
2. Aspirational Sub Promotion



A. The Aspirational Sub Promotion is configured as a normal Sub.
B. EXCEPT: the Evaluation Ranges are controlling the Aspirational Earning Period.
C. Fixed, Rolling Range and Rolling Range by Swipe Date are all

A. You MUST check 'Display as Aspirational' when configuring an Aspirational Sub Promotion.
B. NOTE: In the next step the Tier must be 'AllowforAspirational'.

3. Tiers for Aspirational Sub Promotions



A. The Tiers configured for 'AllowforAspirational' are the only Tiers visible and available in the Tier Editor.
B. This happens when the Sub Promotion is checked for 'Display as Aspirational.'

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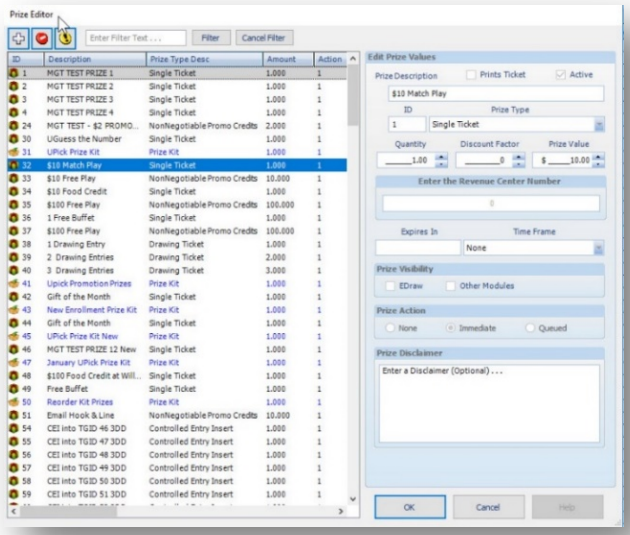
4. Prizes for Aspirational Sub Promotions



A. All normal Prize Types, Prize Pars and Prize Counts are available with an Aspirational Sub Promotion
B. The Controlled Entry Insert prize type MUST NOT BE USED, even though configurable.

NOTE about Combined Master Aspirational/Sub Aspirational

Master Aspirational + Sub Aspirational
When to use
MGT Best Practices: WARNING!! Other Aspirational Configuration Options allow this combination to be possible. However, this combination could present confusion to a player. For example: the Master could only require 10 pts to be earned, while a Tier could require 500 pts to qualify, resulting in a negative and aggravating expectation for the player. Consult MGT for discussion before using this option.

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Promotion Type: Linear Prize – Non-Aspirational – Matrix

Promo Type	Get one prize for each Eval Threshold until Max is reached	Linear Prize - ***Not Using Aspirational***
Promo Part	**Configuration**	**How to Configure**
Master	Allow Multi Sub	possible. See note about Tiers
MASTER	Promotion Type	Linear Prize
	Can use Demographic Types	Yes
	Master Bucket	Do not use
	Group Under Master	Yes, but doesn't show aspirational
	Display as Aspirational	Do not use
	Player Action + Thresh	posssible but Not recommended
	Special Configurations?	None
Sub	Sub Promo Configuration Window	Linear Prize Sub Promotion Window – decided with Linear Prize Master Promotion Type Choice
	Promotion Range	Participation is Promotion Range
	Evaluation Range	Is FIXED. Participation Ranges are not available. Limited use for determining player value, if desired.
	Display as Aspirational	NO
	Game Type	Any Single Prize Revealer. Shows and awards Total Amount of Prizes Earned. Game (Linear Keypad). Show total of Quantity Earned and allows player to choose how many to consume.
	Evaluation Play Target	All Eval Fields available. Player Action for Aspirational is configured in the Master Player Action
	Evaluation Thresh	How many of Play Target = 1 prize
	Max Prize Quantity	Total # Prizes can be earned in the promotion range
	Always Display Button	Button Visible with no Aspiration even if no Prizes have been earned – 'No Prizes Available' until MAX
Tier	Tiers Available	All Players, or Loyalty Card Tiers can be used. No Tiers requiring player earning or value, since Eval Range is used for the Linear Prize Earning period
Prize	Limited Prize Types	Prizes available for Linear Prize / Earning Prizes 1.Single Ticket 2.Point Add 3.Comp Add 4.Drawing Ticket 5.NonNegotiable Promo Credits 6.CCPromoCard

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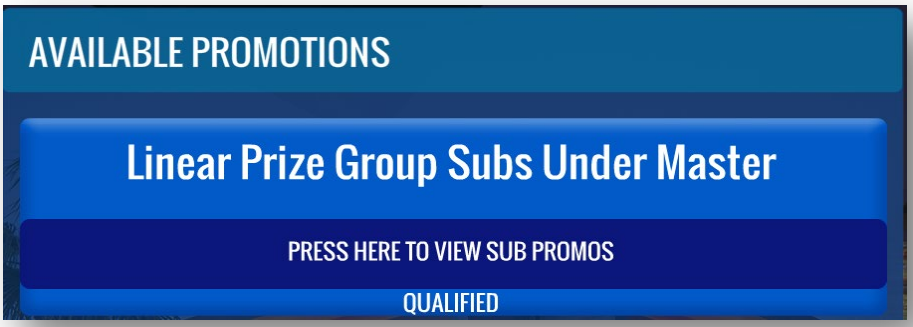
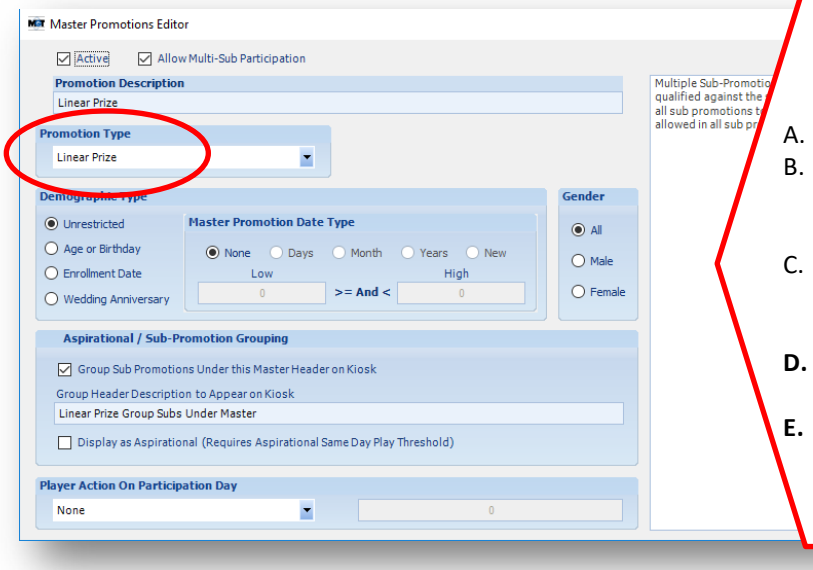
1. **MGT BEST PRACTICE: It is HIGHLY recommended that LINEAR PRIZE Promotions use ONLY ONE TIER and ONLY ONE PRIZE per Sub Promo!**
2. **The exception to this would be when using Cards Tiers, however, <u>each</u> Card Tier should only have ONE prize linked to it.**
3. **MGT does not assume any liability if this Best Practice is ignored.**



1. Linear Prize – Non-Aspirational Master Promotion



ONE configuration option is prohibited for this promo type. See D

A. The Promotion Type MUST be Linear Prize.
B. Group Sub Promotions Under this Master Header is an option that may be used but does not show Aspirational progress
C. Description for the Master Header must be completed if Group Subs Under this Master Header is used
D. Display as Aspirational must NOT be checked
E. Player Action On Participation may be used but the earning period is configured in the Sub Promotion Editor.

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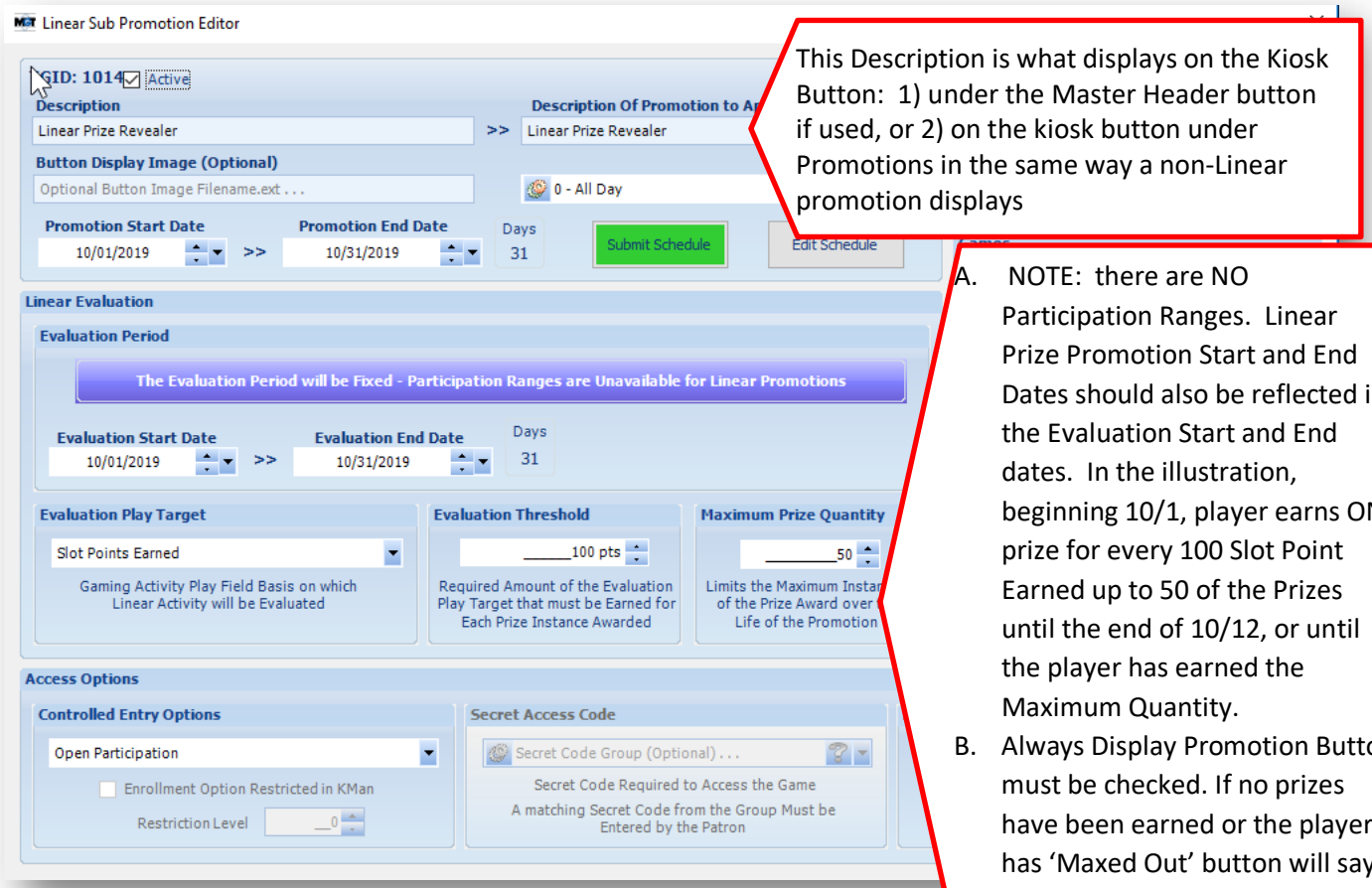
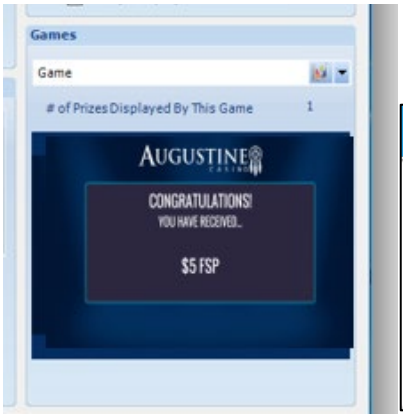
2. Linear Prize – Non-Aspirational Sub Promotion

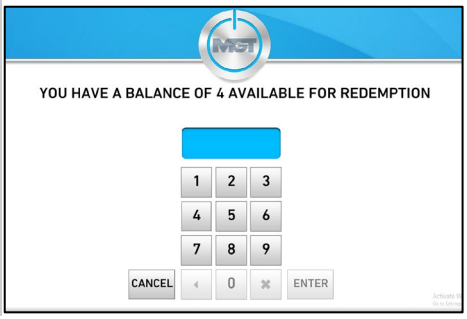


This Description is what displays on the Kiosk Button: 1) under the Master Header button if used, or 2) on the kiosk button under Promotions in the same way a non-Linear promotion displays

A. NOTE: there are NO Participation Ranges. Linear Prize Promotion Start and End Dates should also be reflected in the Evaluation Start and End dates. In the illustration, beginning 10/1, player earns ONE prize for every 100 Slot Point Earned up to 50 of the Prizes until the end of 10/12, or until the player has earned the Maximum Quantity.

B. Always Display Promotion Button must be checked. If no prizes have been earned or the player has 'Maxed Out' button will say 'No Prizes Available.'





There are two games that can be used: 1) a Revealer-type Game which simply awards the total prizes earned in the period so far, or

2) a Keypad which displays the number earned and allows the player to consume part of that amount.

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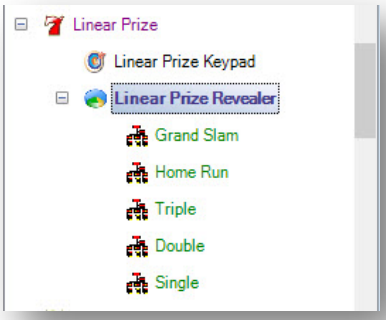
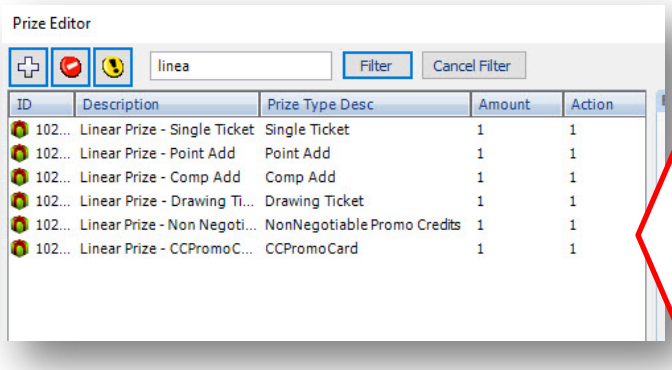
3. Linear Prize – Non-Aspirational - Available Tiers



A. The Tier Editor displays the Tiers available to use for this Promotion configuration.
B. MGT Best Practice would be to NOT use the same evaluation field as configured on the Master Promotion to avoid presenting conflicting earning requirements between Master and Sub.
C. Consult your MGT Trainer for clarification.

1. **MGT BEST PRACTICE: It is HIGHLY recommended that LINEAR PRIZE Promotions use ONLY ONE TIER and ONLY ONE PRIZE per Sub Promo!**
2. **The exception to this would be when using Cards Tiers, however, <u>each</u> Card Tier should only have ONE prize linked to it.**
3. **MGT does not assume any liability if this Best Practice is ignored.**

4. Linear Prize – Available Prize Types Limited



Only these Prize Types will function with a Linear Prize Promotion:

- Single Ticket
- Point Add
- Comp Add
- Drawing Ticket
- Free Slot Play
- CCPromoCard

Controlled Entry Insert is **NOT** allowed since there are no Participation

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Promotion Type: Linear Prize also using an Aspirational Master - Matrix

Promo Type	Get one prize for each Eval Threshold until Max is reached	Linear Prize and Using Aspirational Master - Used for SAME DAY PLAY only
Promo Part	**Configuration**	**How to Configure**
Master MASTER	Allow Multi Sub	possible. See note about Tiers
	Promotion Type	Linear Prize
	Can use Demographic Types	Yes
	Master Bucket	Do not use
	Group Under Master	Required
	Display as Aspirational	REQ
	Player Action + Thresh	Required - Shows only Aspirational Tiers from Eval Fields
	Special Configurations?	Allowed
Sub	Sub Promo Configuration Window	Linear Prize Sub Promotion Window - decided with Linear Prize Master Promotion Type Choice
	Promotion Range	Participation is Promotion Range
	Evaluation Range	Is FIXED. Participation Ranges are not available. Limited use for determining player value, if desired.
	Display as Aspirational	Optional
	Game Type	Any Single Prize Revealer. Shows and awards Total Amount of Prizes Earned. Game (Linear Keypad). Show total of Quantity Earned and allows player to choose how many to consume.
	Evaluation Play Target	All Eval Fields available. Player Action for Aspirational is configured in the Master Player Action
	Evaluation Thresh	How many of Play Target = 1 prize
	Max Prize Quantity	Total # Prizes can be earned in the promotion range
	Always Display Button	Cannot be used if 'Display as Aspirational' is used
Tier	Tiers Available	All Players, or Loyalty Card Tiers can be used. No Tiers requiring player earning or value, since Eval Range is used for the Linear Prize Earning period
Prize	Limited Prize Types	Prizes available for Linear Prize / Earning Prizes 1.Single Ticket 2.Point Add 3.Comp Add 4.Drawing Ticket 5.NonNegotiable Promo Credits 6.CCPromoCard

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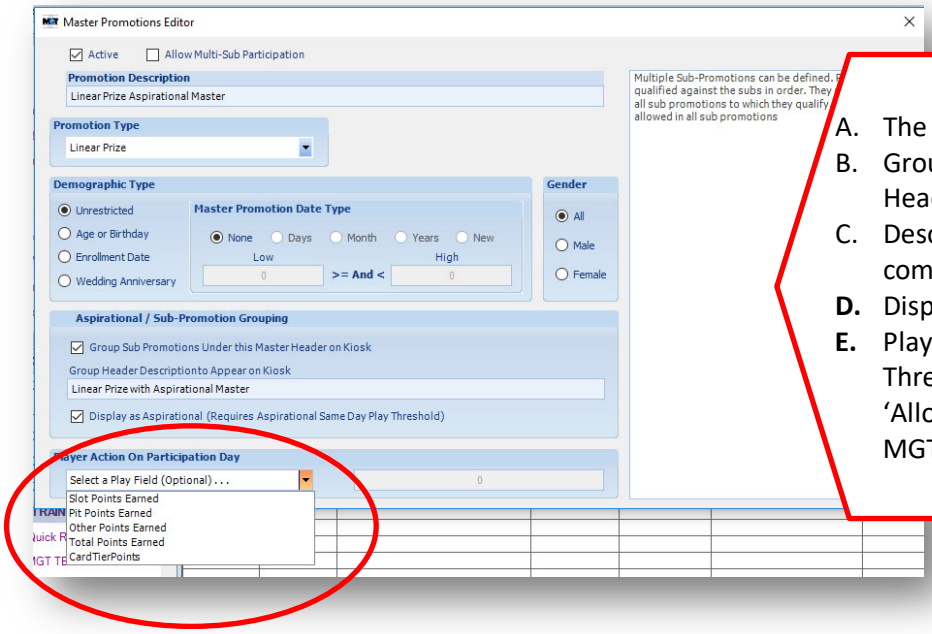
1. **MGT BEST PRACTICE: It is HIGHLY recommended that LINEAR PRIZE Promotions use ONLY ONE TIER and ONLY ONE PRIZE per Sub Promo!**
2. **The exception to this would be when using Cards Tiers, however, <u>each</u> Card Tier should only have ONE prize linked to it.**
3. **MGT does not assume any liability if this Best Practice is ignored.**

1. Linear Prize using Aspirational Master – Master Promo Configuration



A. The Promotion Type MUST be Linear Prize.
B. Group Sub Promotions Under this Master Header is **REQUIRED**
C. Description for the Master Header must be completed
D. Display as Aspirational is **REQUIRED**
E. Player Action On Participation and Threshold are REQUIRED and only 'Allowfor Aspirational' Eval Fields (set by MGT) will be available.

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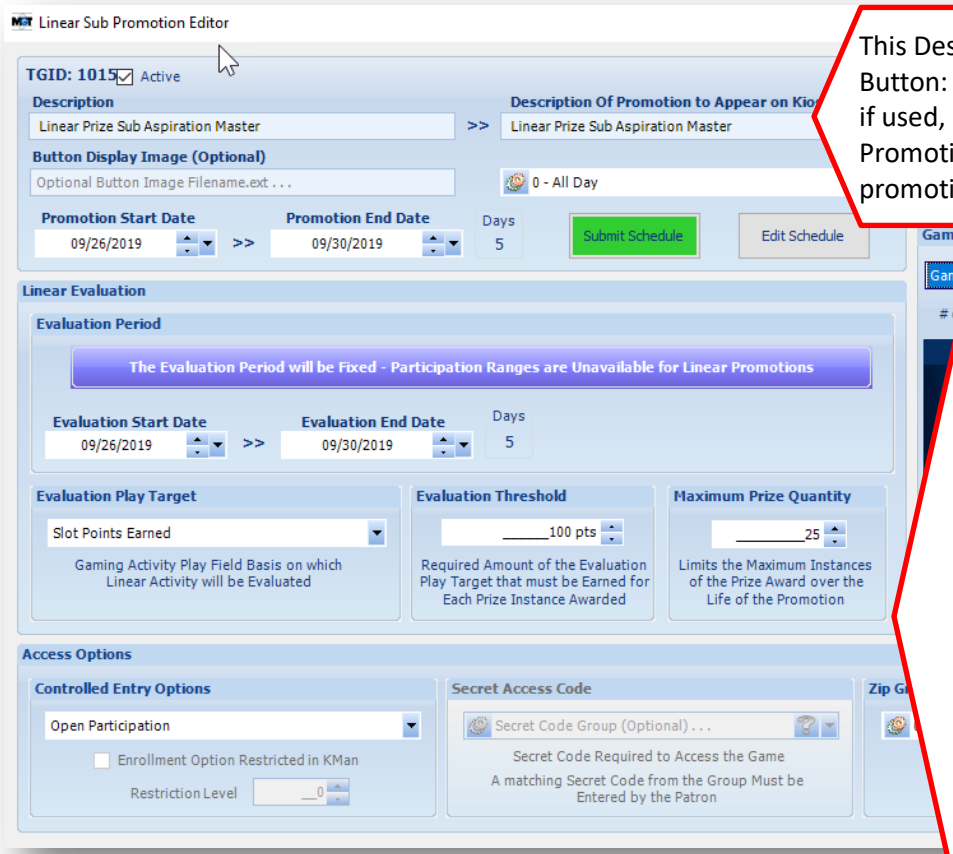
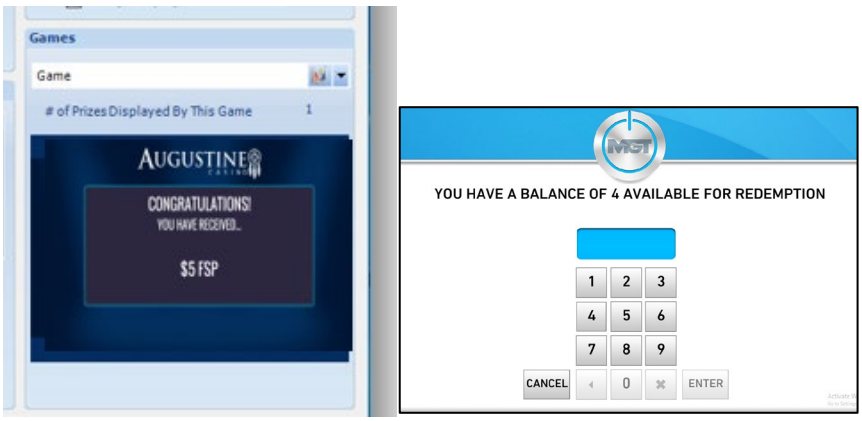
2. Linear Prize using Aspirational Master – Sub Promo Configuration



This Description is what displays on the Kiosk Button: 1) under the Master Header button if used, or 2) on the kiosk button under Promotions in the same way a non-Linear promotion displays

A. NOTE: there are NO Participation Ranges. Linear Prize Promotion Start and End Dates should also be reflected in the Evaluation Start and End dates. In the illustration, beginning 10/1, player earns ONE prize for every 100 Slot Point Earned up to 50 of the Prizes until the end of 10/12, or until the player has earned the Maximum Quantity.

B. Always Display Promotion Button must be checked. If no prizes have been earned or the player has 'Maxed Out' button will say 'No Prizes Available.'



There are two games that can be used: 1) a Revealer-type Game which simply awards the total prizes earned in the period so far, or

2) a Keypad which displays the number earned and allows the player to consume part of that amount.

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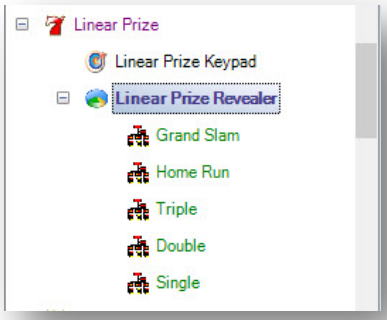
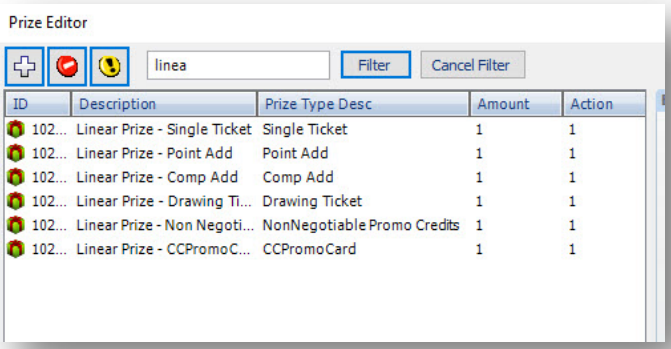
3. Linear Prize – Available Tiers with Aspirational Master



A. All of the usual Tiers are available to use for this Promotion configuration.
B. MGT Best Practice would be to NOT use the same evaluation field as configured on the Master Promotion to avoid presenting conflicting earning requirements between Master and Sub.
C. Consult your MGT Trainer for clarification.

1. **MGT BEST PRACTICE: It is HIGHLY recommended that LINEAR PRIZE Promotions use ONLY ONE TIER and ONLY ONE PRIZE per Sub Promo!**
2. **The exception to this would be when using Cards Tiers, however, <u>each</u> Card Tier should only have ONE prize linked to it.**
3. **MGT does not assume any liability if this Best Practice is ignored.**

4. Linear Prize using Aspirational Master – Available Prizes



Only these Prize Types will function with a Linear Prize Promotion:

- Single Ticket
- Point Add
- Comp Add
- Drawing Ticket
- Free Slot Play
- CCPromoCard

Controlled Entry Insert is NOT allowed since there are no

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Promotion Type: Linear Prize using an Aspirational Sub - Matrix

Promo Type	Get one prize for each Eval Threshold until Max is reached	Linear Prize - and Using Aspirational Sub Promotion - multiple days played
Promo Part	**Configuration**	**How to Configure**
Master	Allow Multi Sub	possible. See note about Tiers
MASTER	Promotion Type	Linear Prize
	Can use Demographic Types	Yes
	Master Bucket	Do not use
	Group Under Master	Can be used
	Display as Aspirational	NO
	Player Action + Thresh	Not recommended- Eval and Threshold set in Sub Promo
	Special Configurations?	Allowed
Sub	Sub Promo Configuration Window	Linear Prize Sub Promotion Window - decided with Linear Prize Master Promotion Type Choice
	Promotion Range	Participation is Promotion Range
	Evaluation Range	Is FIXED. Participation Ranges are not available. Limited use for determining player value, if desired.
	Display as Aspirational	Required
	Game Type	Any Single Prize Revealer. Shows and awards Total Amount of Prizes Earned. Game (Linear Keypad). Show total of Quantity Earned and allows player to choose how many to consume.
	Evaluation Play Target	Eval Field Must be configured for Allow Aspirational
	Evaluation Thresh	How many of Play Target = 1 prize
	Max Prize Quantity	Total # Prizes can be earned in the promotion range
	Always Display Button	If display As aspirational is TRUE option is not available
Tier	Tiers Available	All Players, or Loyalty Card Tiers can be used. No Tiers requiring player earning or value, since Eval Range is used for the Linear Prize Earning period
Prize	Limited Prize Types	Prizes available for Linear Prize / Earning Prizes 1.Single Ticket 2.Point Add 3.Comp Add 4.Drawing Ticket 5.NonNegotiable Promo Credits 6.CCPromoCard

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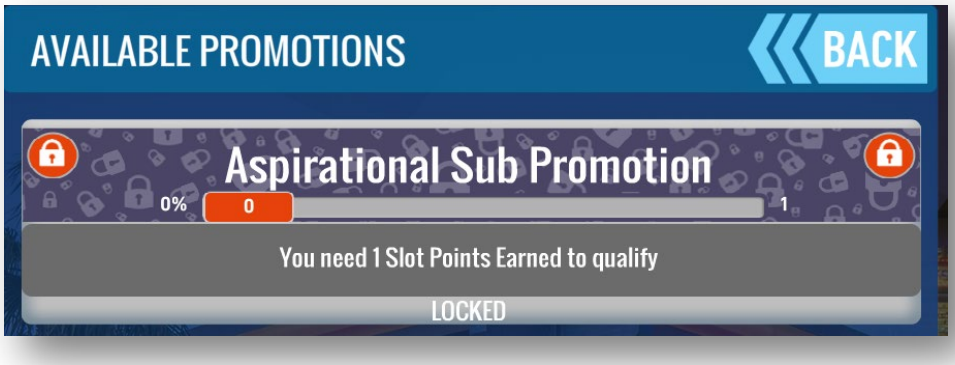
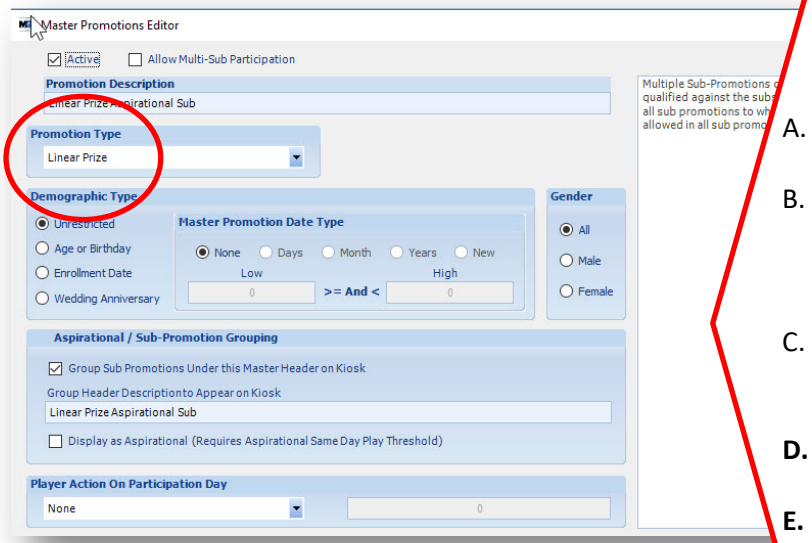


1. Linear Prize using an Aspirational Sub Promotion – Master Configuration



ONE configuration option is prohibited for this promo type. See #D

A. The Promotion Type MUST be Linear Prize.
B. Group Sub Promotions Under this Master Header is an option that may be used but does not show Aspirational progress
C. Description for the Master Header must be completed if Group Subs Under this Master Header is used
D. Display as Aspirational must NOT be checked
E. Player Action On Participation may be used but the earning period is configured in the Sub Promotion Editor.

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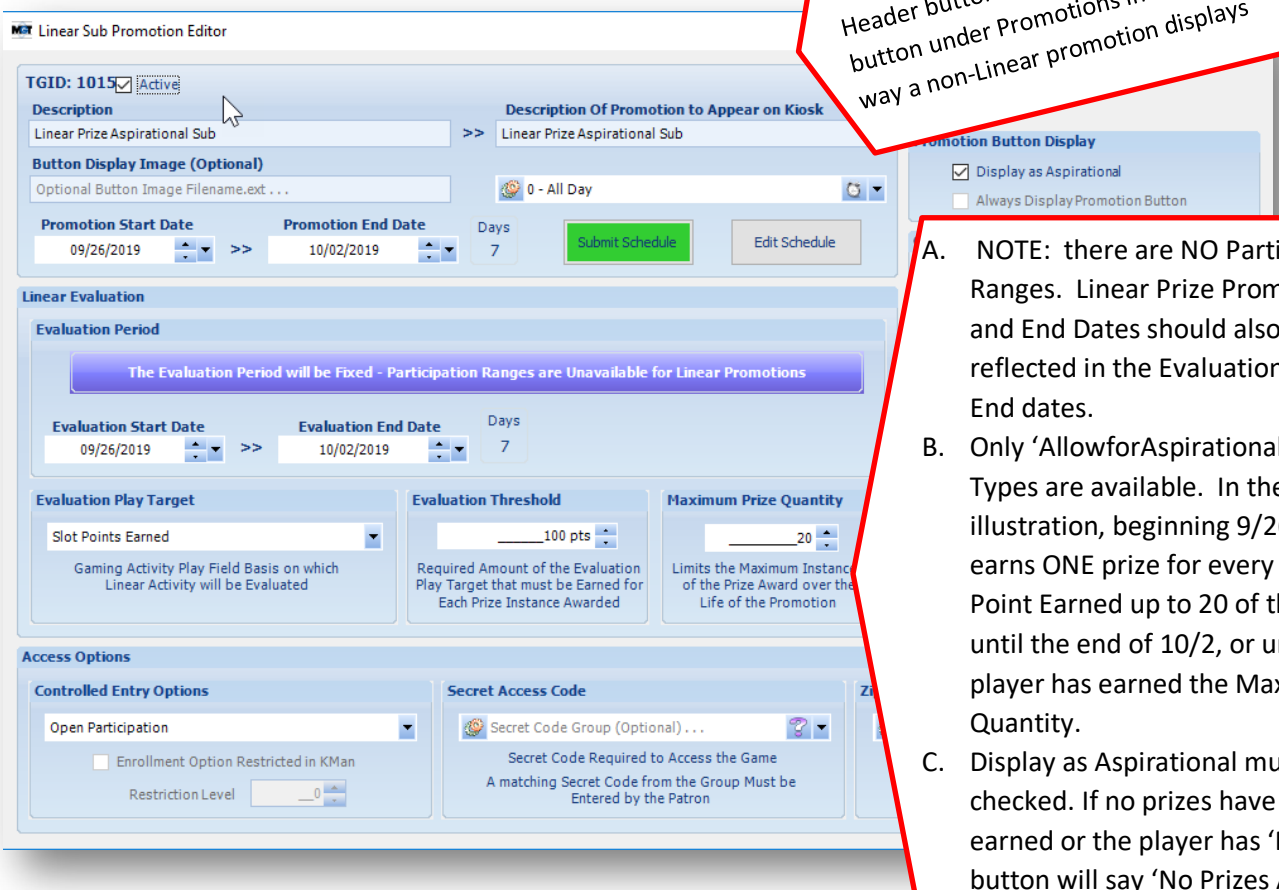
2. Linear Prize using an Aspirational Sub Promotion – Sub Promo Configuration

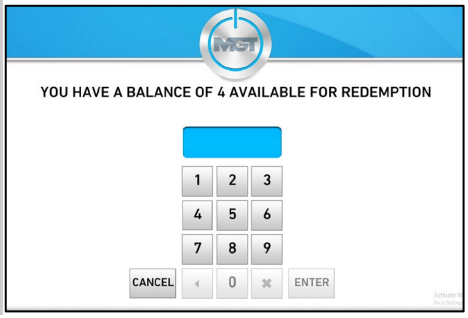
This Description is what displays on the Kiosk Button: 1) under the Master Header button if used, or 2) on the kiosk button under Promotions in the same way a non-Linear promotion displays



A. NOTE: there are NO Participation Ranges. Linear Prize Promotion Start and End Dates should also be reflected in the Evaluation Start and End dates.

B. Only 'AllowforAspirational' Evaluation Types are available. In the illustration, beginning 9/26, player earns ONE prize for every 100 Slot Point Earned up to 20 of the Prizes until the end of 10/2, or until the player has earned the Maximum Quantity.

C. Display as Aspirational must be checked. If no prizes have been earned or the player has 'Maxed Out' button will say 'No Prizes Available.'



There are two games that can be used: 1) a Revealer-type Game which simply awards the total prizes earned in the period so far, or

2) a Keypad which displays the number earned and allows the player to consume part of that amount.

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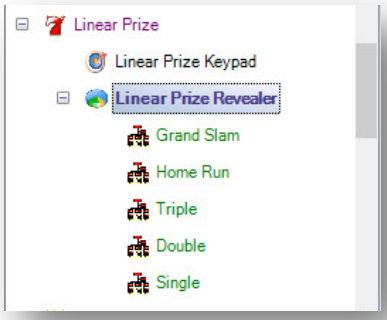
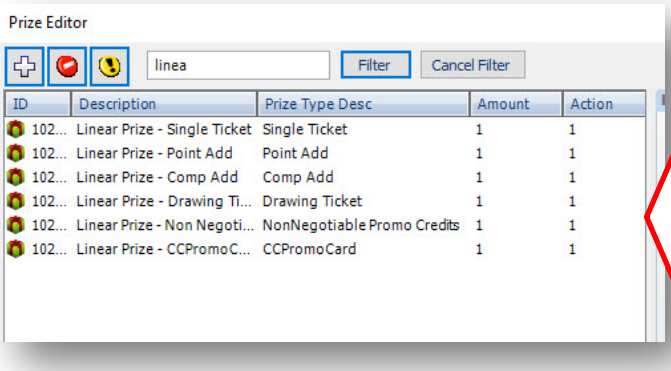
1. Linear Prize – Available Tiers with Aspirational Sub Promotion



A. All Players, Segments with no Eval Field, or Loyalty Card Tiers can be used.
B. No Tiers requiring player earning or value, since Eval Range is used for the Linear Prize Earning

1. **MGT BEST PRACTICE: It is HIGHLY recommended that LINEAR PRIZE Promotions use ONLY ONE TIER and ONLY ONE PRIZE per Sub Promo!**
2. **The exception to this would be when using Cards Tiers, however, <u>each</u> Card Tier should only have ONE prize linked to it.**
3. **MGT does not assume any liability if this Best Practice is ignored.**

2. Linear Prize using Aspirational Sub Promotion – Available Prizes



Only these Prize Types will function with a Linear Prize Promotion:

- Single Ticket
- Point Add
- Comp Add
- Drawing Ticket
- Free Slot Play
- CCPromoCard

Controlled Entry Insert is NOT allowed since there are no

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Promotion Type: Linear Participation – Non-Aspirational - Matrix

	Promo Type	Linear Participation - must earn the Evaluation threshold since the last participation
Promo Part	**This choice is NOT like a Linear Prize Promotion**	EX: Threshold 100 Slot Points. Swipe after earning 423 Slot Points: only ONE prize is awarded. Player must now reach 523 Slot Points for the next prize.
Master	Allow Multi Sub	Not recommended – however, see note on Tiers, could be multiple card tiers on one sub
	Promotion Type	**Must Use Linear Participation** – must earn the Evaluation threshold in the sub since the last participation. NOTE: **NOT** the same behavior as Linear Prize!
	Master Bucket	No
	Group Under Master	Can be used
	Display as Aspirational	Can be used
	Player Action + Thresh	Not Used for Linear Participation
	Can Use Demographic Types	Yes
Sub	Sub Promo Configuration Window	Linear Participation Window – decided when Master Promotion Type was configured
	Promotion Range	
	Evaluation Range	Is FIXED. Participation Ranges are not available. Limited use for determining player value, if desired.
	Display as Aspirational	May be used
	Game Type	Any Standard Game or Promo App after Consultation
	Evaluation Play Target	Eval Field Must be Configured Allow Aspirational
	Evaluation Thresh	Calculates to determine if the player has earned the threshold anew since last participation
	Max Participation	# of participations for the entire promotions can be earned
Tier	Tiers Available	All Players, or Loyalty Card Tiers can be used. No Tiers requiring player earning or value
Prize	Prize Type Available	All Prize Types are Available. Because the Sub Promotion lacks Participation Dates and Ranges, Controlled Entry Insert will break this promotion.

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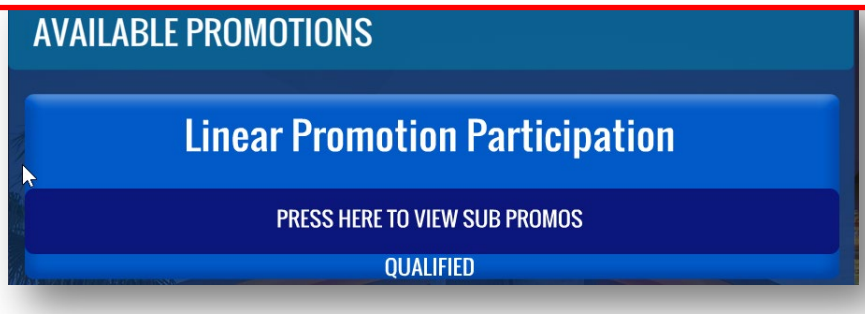
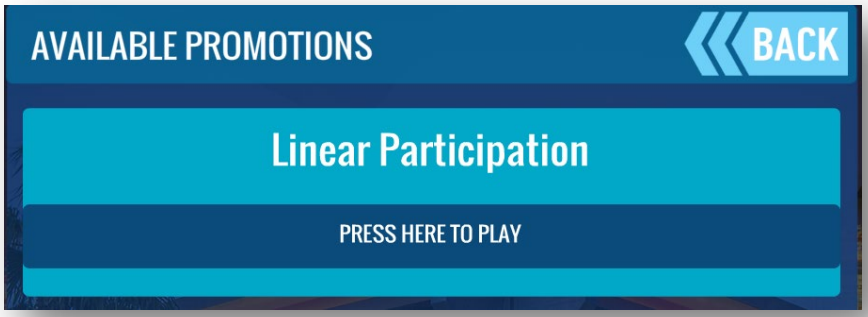
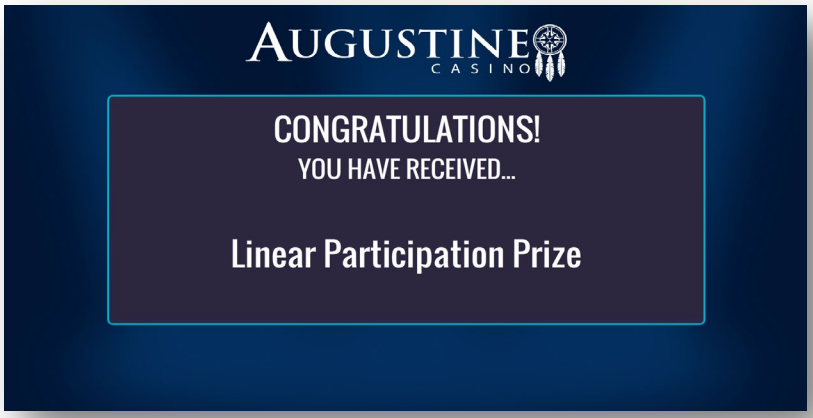
About Linear Participation:

1. Linear Participation is NOT the same thing as Linear Prize.
2. With Linear Participation, the player earns the prize when the reach or exceed the Evaluation Threshold. However, the next threshold is set by the total amount earned at the time the player claims the prize
3. EX: If the threshold is 100, but the player doesn't claim the prize until 275 of the Play Target has been earned, the next prize becomes available at 275+100 (375 total)
4. In Linear Prize, the player would have earned three of the prizes. In Linear Participation, the player would







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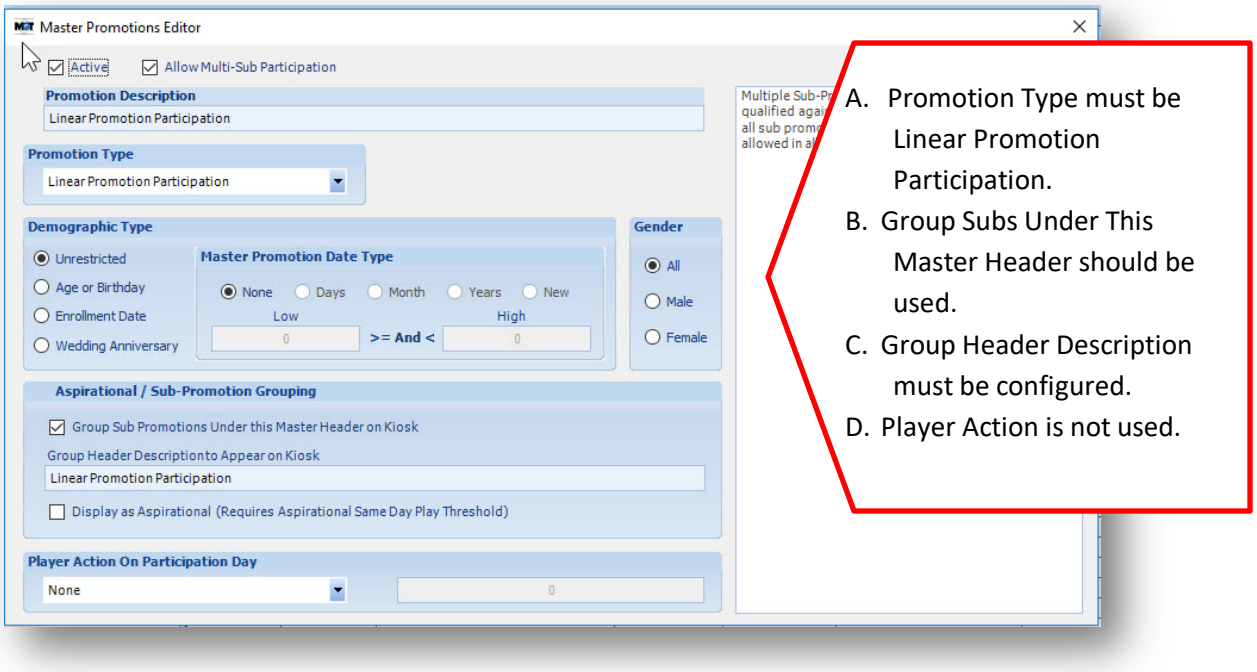
Linear Participation – Non-Aspirational Configuration

1. Linear Participation – Non-Aspirational Master Configuration



A. Promotion Type must be Linear Promotion Participation.
B. Group Subs Under This Master Header should be used.
C. Group Header Description must be configured.
D. Player Action is not used.

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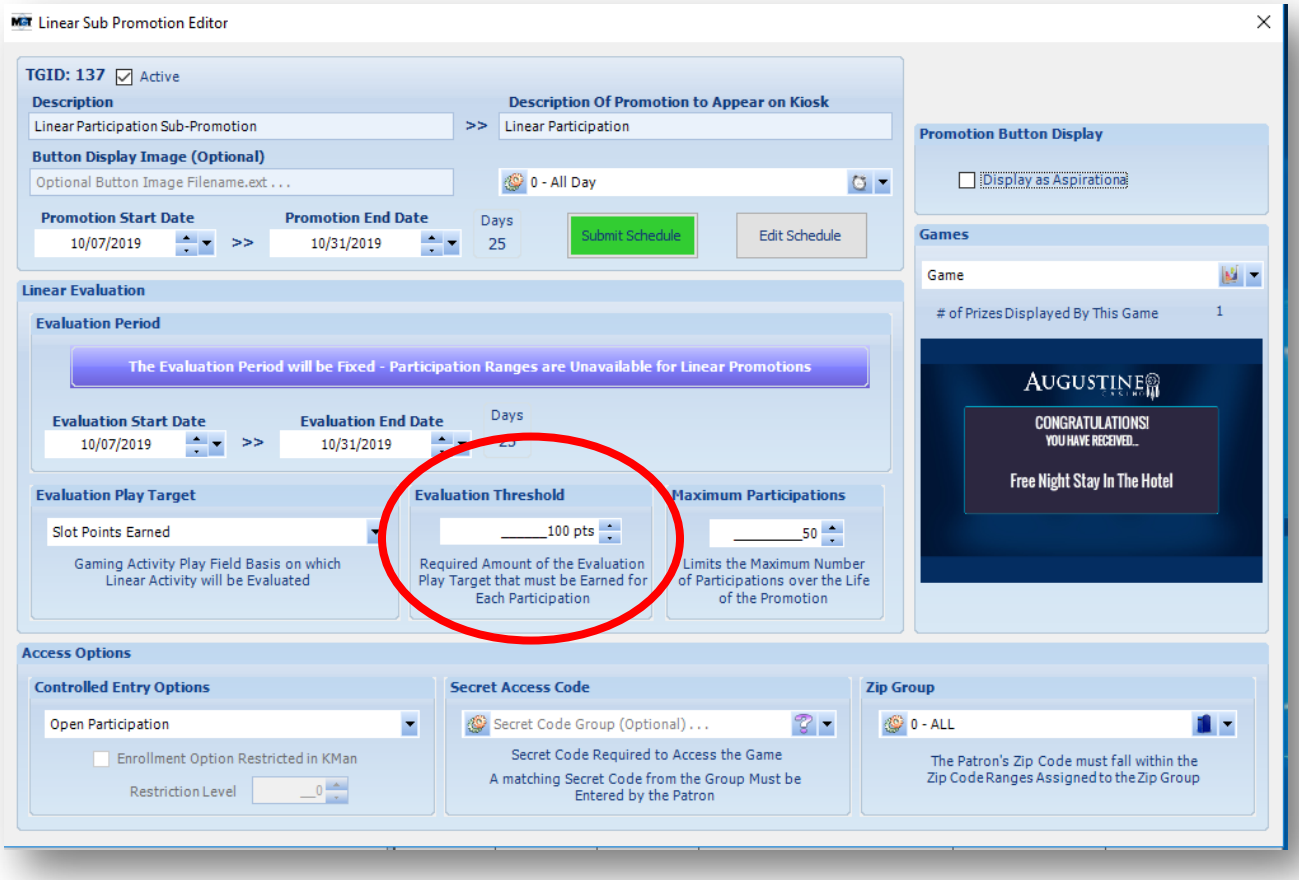
2. Linear Participation – Non-Aspirational – Sub Promo Configuration



About Linear Participation:

A. Linear Participation is NOT the same thing as Linear Prize.
B. With Linear Participation, the player earns the prize when the reach or exceed the Evaluation Threshold. However, the next threshold is set at the time the player claims the prize
C. EX: If the threshold is 100, but the player doesn't claim the prize until 475 of the Play Target has been earned, the next prize becomes available at 475+100 (575 total)
D. Display as Aspirational is NOT used in this configuration.

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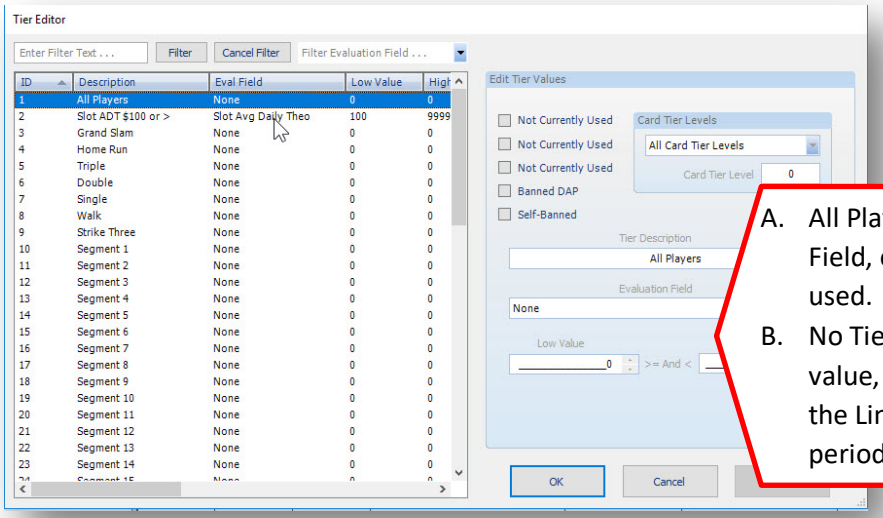
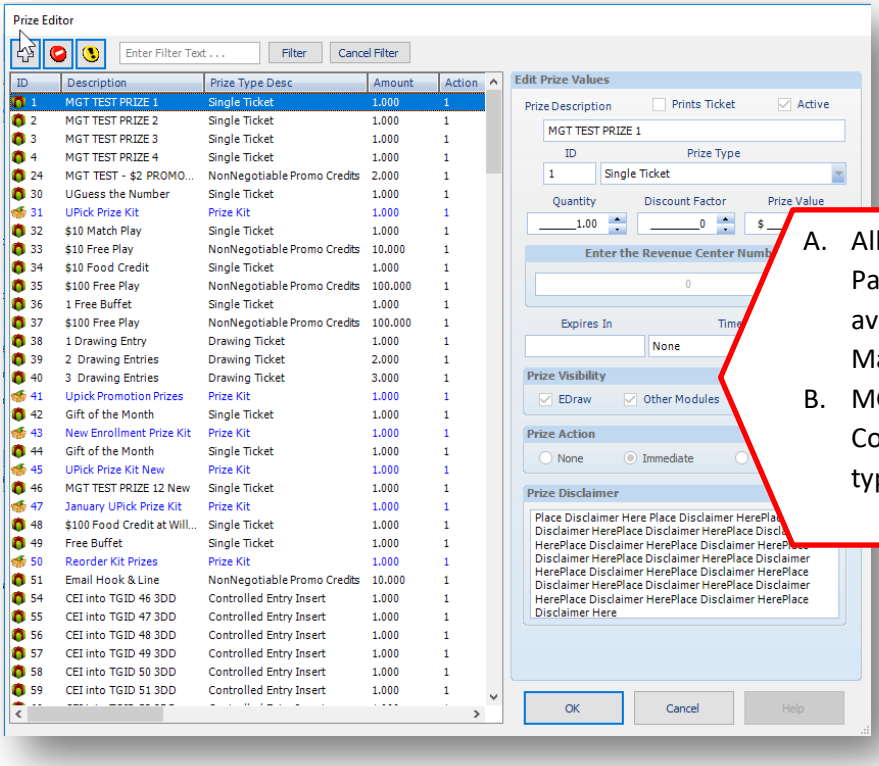
3. Linear Participation – Non-Aspirational – Tiers Available



A. All Players, Segments with no Eval Field, or Loyalty Card Tiers can be used.
B. No Tiers requiring player earning or value, since Eval Range is used for the Linear Participation Earning period

4. Linear Participation – Non-Aspirational – Prizes Available



A. All normal Prize Types, Prize Pars and Prize Counts are available with an Aspirational Master Promotion
B. MGT Best Practice: The Controlled Entry Insert prize type **MUST NOT BE USED**!

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Linear Participation with Aspirational Master – Matrix – Same Day Play

	Promo Type	Linear Participation with an Aspirational Master Promotion
Promo Part	**This choice is NOT like a Linear Prize Promotion**	EX: Threshold 100 Slot Points. Swipe after earning 423 Slot Points: only ONE prize is awarded. Player must now reach 523 Slot Points for the next prize.
Master	Allow Multi Sub	Not recommended – however, see note on Tiers, could be multiple card tiers on one sub
	Promotion Type	**Must Use Linear Participation** – must earn the Evaluation threshold in the sub since the last participation. NOTE: **NOT** the same behavior as Linear Prize!
	Master Bucket	No
	Group Under Master	Required
	Display as Aspirational	Required for Aspirational Master
	Player Action + Thresh	Required for Aspirational Master
	Can Use Demographic Types	Yes
Sub	Sub Promo Configuration Window	Linear Participation Window – decided when Master Promotion Type was configured
	Promotion Range	
	Evaluation Range	Is FIXED. Participation Ranges are not available. Limited use for determining player value, if desired.
	Display as Aspirational	May be used
	Game Type	Any Standard Game or Promo App after Consultation
	Evaluation Play Target	Eval Field Must be Configured Allow Aspirational
	Evaluation Thresh	Calculates to determine if the player has earned the threshold anew since last participation
	Max Participation	# of participations for the entire promotions can be earned
Tier	Tiers Available	All Players, or Loyalty Card Tiers can be used. No Tiers requiring player earning or value
Prize	Prize Type Available	All Prize Types are Available. Because the Sub Promotion lacks Participation Dates and Ranges, Controlled Entry Insert will break this promotion.

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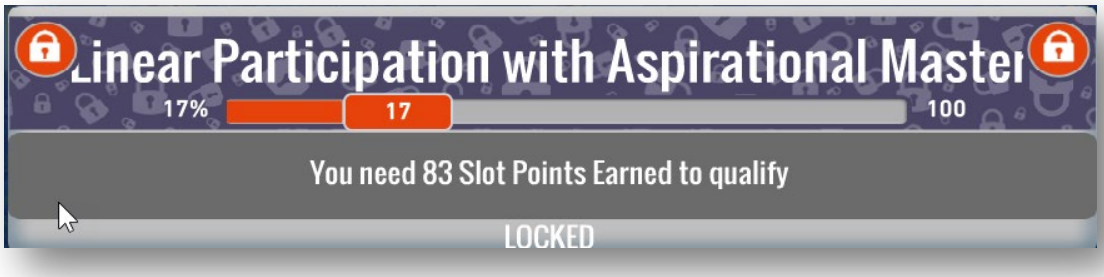
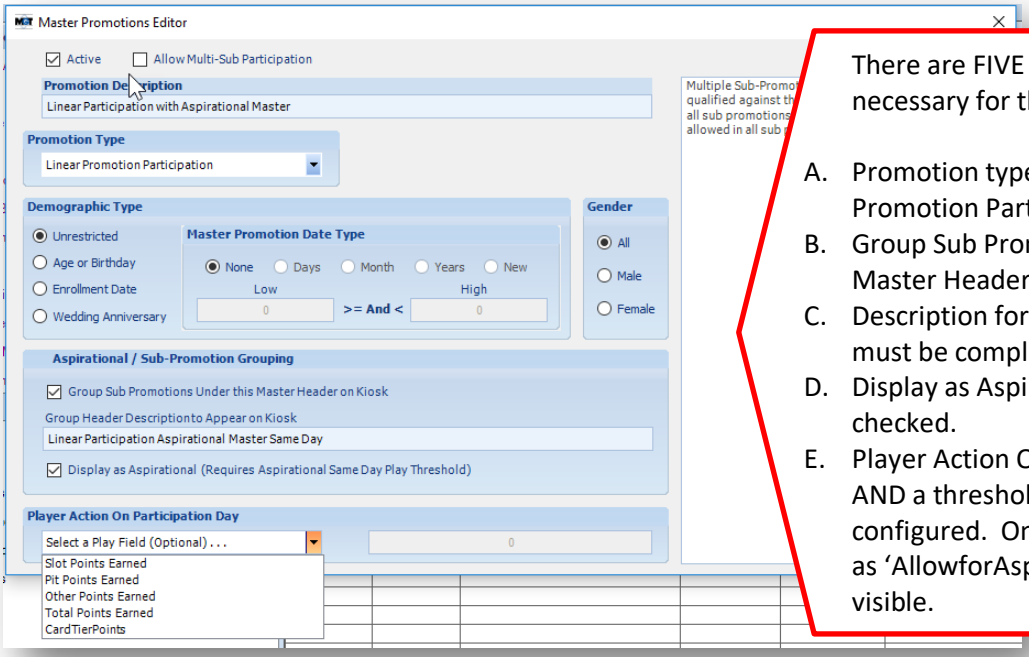


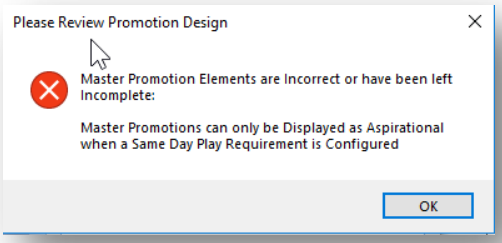
Linear Participation – Aspirational Master -Same Day Play

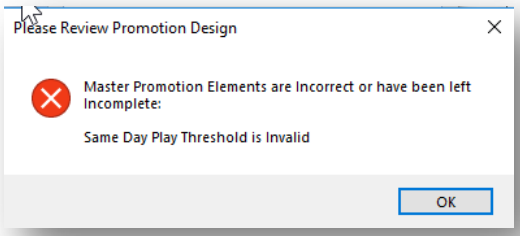
1. Linear Participation – Aspirational Master – Master Configuration



There are FIVE configurations necessary for this promo type:

A. Promotion type must be Linear Promotion Participation.
B. Group Sub Promotions Under this Master Header must be checked.
C. Description for the Master Header must be completed
D. Display as Aspirational must be checked.
E. Player Action On Participation Day AND a threshold value must be configured. Only Eval Fields marked as 'AllowforAspirational' will be visible.





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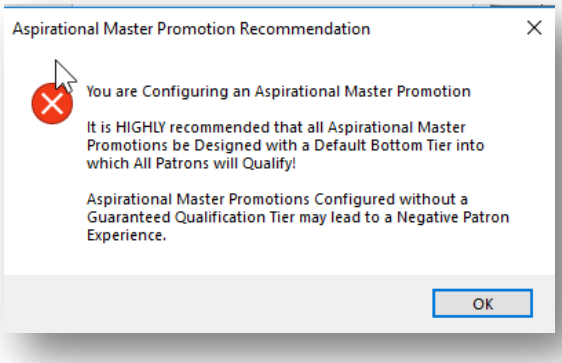
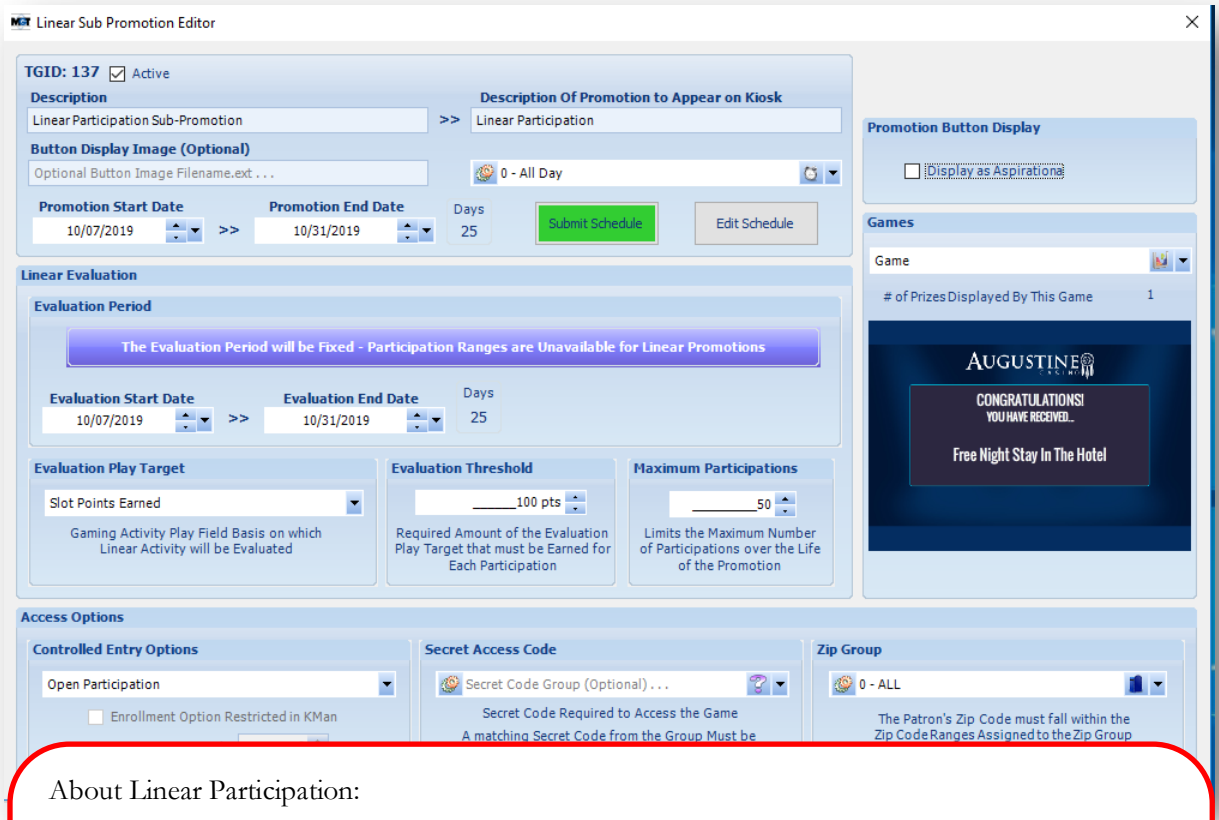


An incorrectly configured Aspirational Master Promotion can display the following messages:

A. A Same Day Eval Field must be selected.
B. A threshold must be configured.
C. A Tier must be linked to the Sub

2. Linear Participation – Aspirational Master – Sub Promo Configuration



About Linear Participation:

A. Linear Participation is NOT the same thing as Linear Prize.
B. With Linear Participation, the player earns the prize when the reach or exceed the Evaluation Threshold. However, the next threshold is set at the time the player claims the prize
C. EX: If the threshold is 100, but the player doesn't claim the prize until 475 of the Play Target has been earned, the next prize becomes available at 475+100 (575 total)

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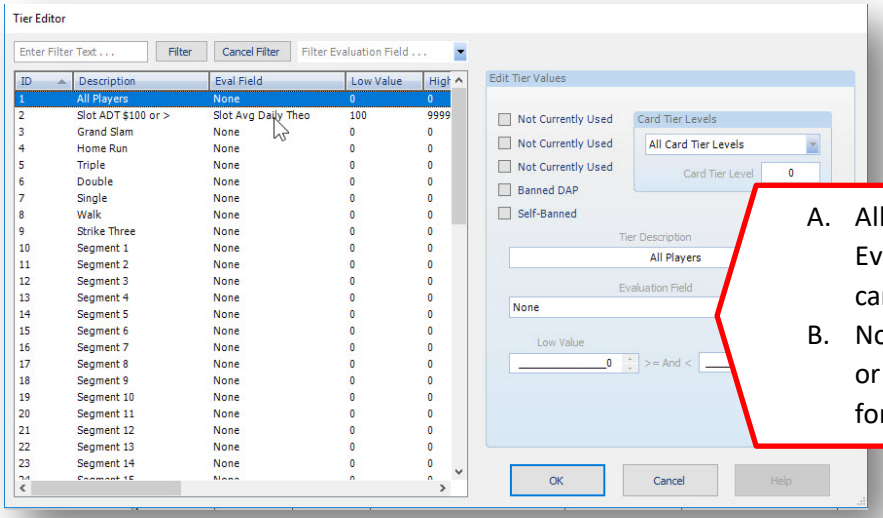
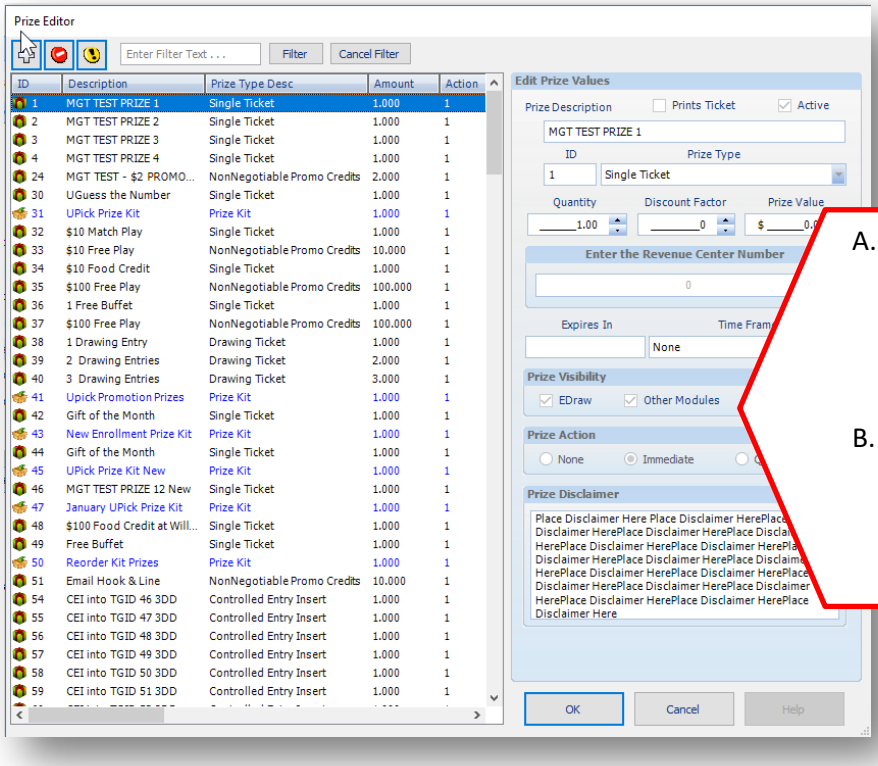
3. Linear Participation – Aspirational Master – Tiers Available



A. All Players, Segments with no Eval Field, or Loyalty Card Tiers can be used.
B. No Tiers requiring player earning or value, since Eval Range is used for the Linear Participation

4. Linear Participation – Aspirational Master – Prizes Available



A. All normal Prize Types, Prize Pars and Prize Counts are available with an Aspirational Master Promotion
B. The Controlled Entry Insert prize type MUST NOT BE USED, even though configurable.

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Linear Participation with Aspirational Sub - Matrix

	Promo Type	Linear Participation with an Aspirational Sub Promotion
Promo Part	**This choice is NOT like a Linear Prize Promotion**	EX: Threshold 100 Slot Points. Swipe after earning 423 Slot Points: only ONE prize is awarded. Player must now reach 523 Slot Points for the next prize.
Master	Allow Multi Sub	Not recommended – however, see note on Tiers, could be multiple card tiers on one sub
	Promotion Type	**Must Use Linear Participation** – must earn the Evaluation threshold in the sub since the last participation. NOTE: **NOT** the same behavior as Linear Prize!
	Master Bucket	No
	Group Under Master	Can be used
	Display as Aspirational	Do not use with Aspirational Sub Promotion
	Player Action + Thresh	Not recommended– Eval and Threshold set in Sub Promo
	Can Use Demographic Types	Yes
Sub	Sub Promo Configuration Window	Linear Participation Window – decided when Master Promotion Type was configured
	Promotion Range	
	Evaluation Range	Is FIXED. Participation Ranges are not available. Limited use for determining player value, if desired.
	Display as Aspirational	Required
	Game Type	Any Standard Game or Promo App after Consultation
	Evaluation Play Target	Eval Field Must be Configured Allow Aspirational
	Evaluation Thresh	Calculates to determine if the player has earned the threshold anew since last participation
	Max Participation	# of participations for the entire promotions can be earned
Tier	Tiers Available	All Players, or Loyalty Card Tiers can be used. No Tiers requiring player earning or value
Prize	Prize Type Available	All Prize Types are Available. Because the Sub Promotion lacks Participation Dates and Ranges, Controlled Entry Insert will break this promotion.

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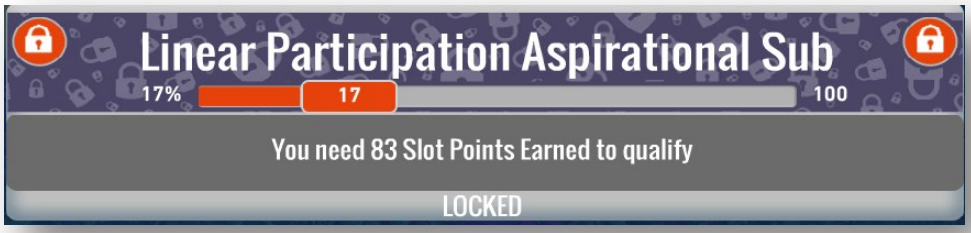
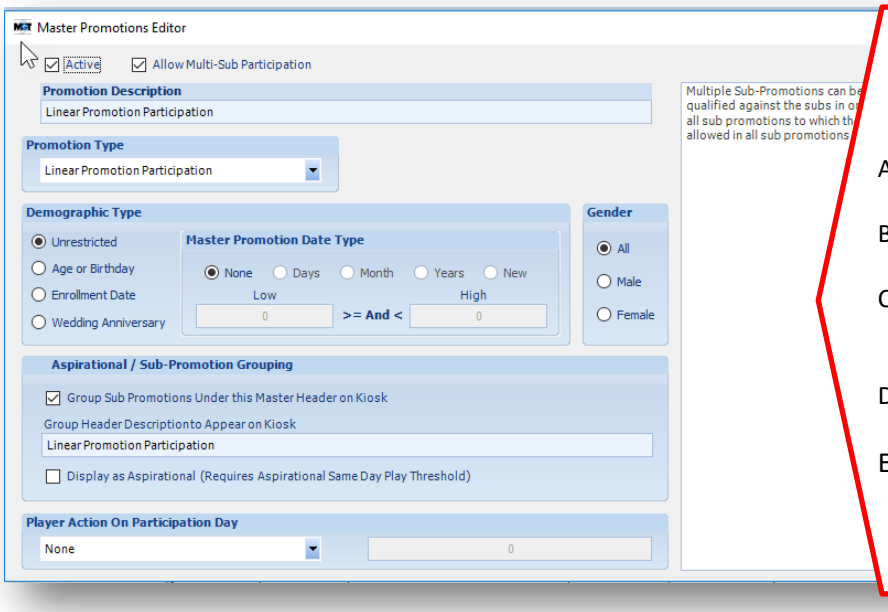
About Linear Participation:

1. Linear Participation is NOT the same thing as Linear Prize.
2. With Linear Participation, the player earns the prize when they reach or exceed the Evaluation Threshold. However, the next threshold is set by the total amount earned at the time the player claims the prize
3. EX: If the threshold is 100, but the player doesn't claim the prize until 275 of the Play Target has been earned, the next prize becomes available at 275+100 (375 total)
4. In Linear Prize, the player would have earned three of the prizes. In Linear Participation, the player would have received two after 375 have been earned. The property benefits from the breakage.



1. Linear Participation with Aspirational Sub – Master Configuration



Configurations for this promo type:

A. Promotion type must be Linear Promotion Participation.
B. Group Sub Promotions Under this Master Header may be used.
C. If B is true, Description for the Master Header must be completed
D. Display as Aspirational must NOT be checked.
E. Player Action On Participation Day AND a threshold are not used.

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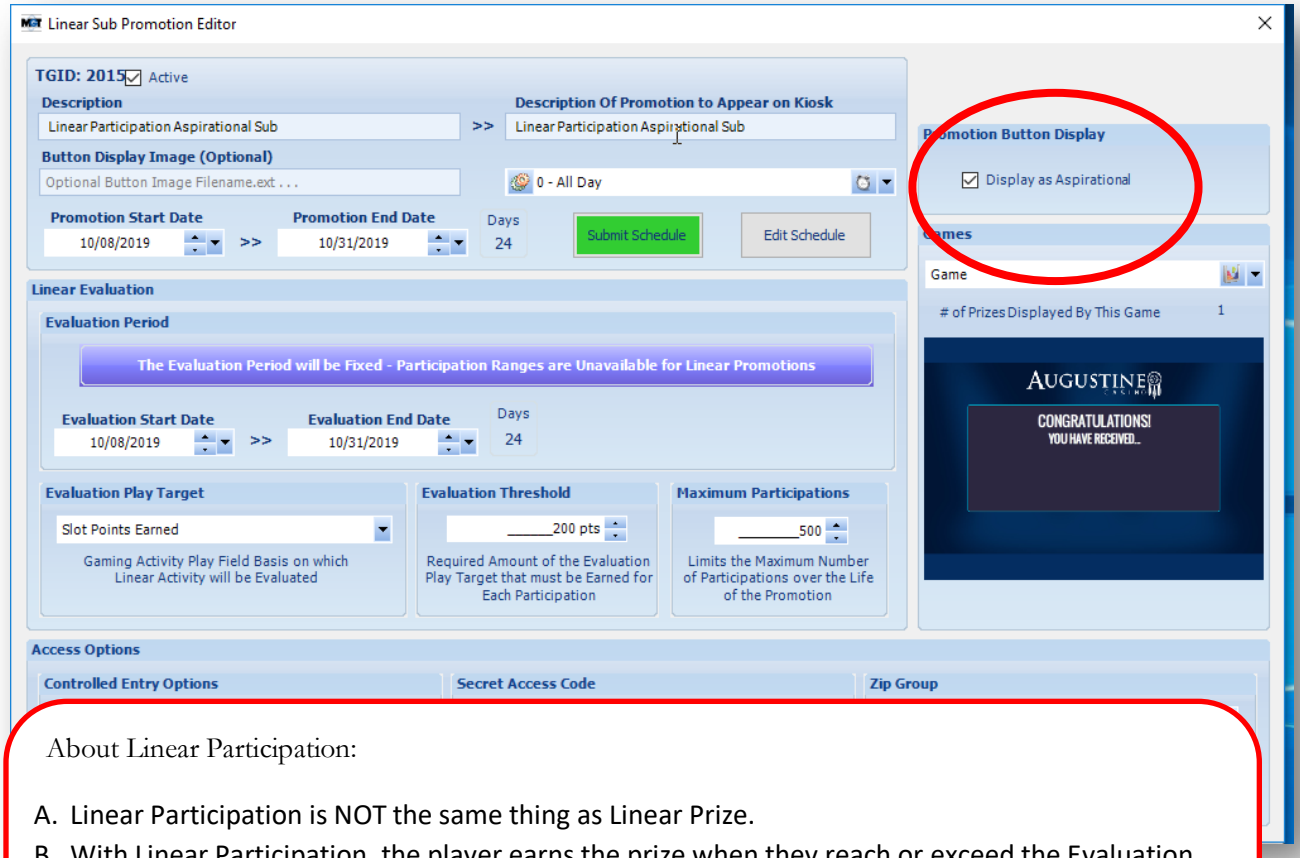
2. Linear Participation with Aspirational Sub – Sub Configuration



About Linear Participation:

A. Linear Participation is NOT the same thing as Linear Prize.
B. With Linear Participation, the player earns the prize when they reach or exceed the Evaluation Threshold. However, the next threshold is set at the time the player claims the prize
C. EX: If the threshold is 200, but the player doesn't claim the prize until 375 of the Play Target has been earned, the next prize becomes available at 375+200 (575 total)
D. For Linear Participation Aspirational Sub, Display As Aspirational Must be Checked.

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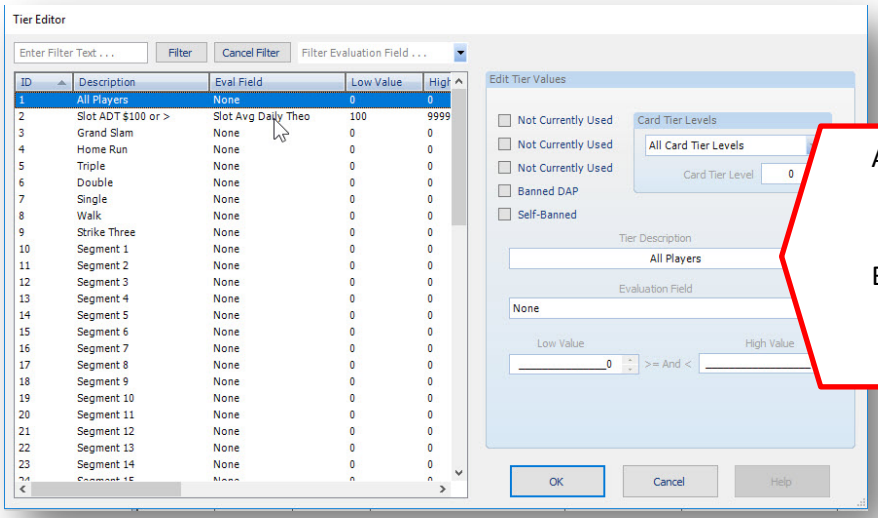
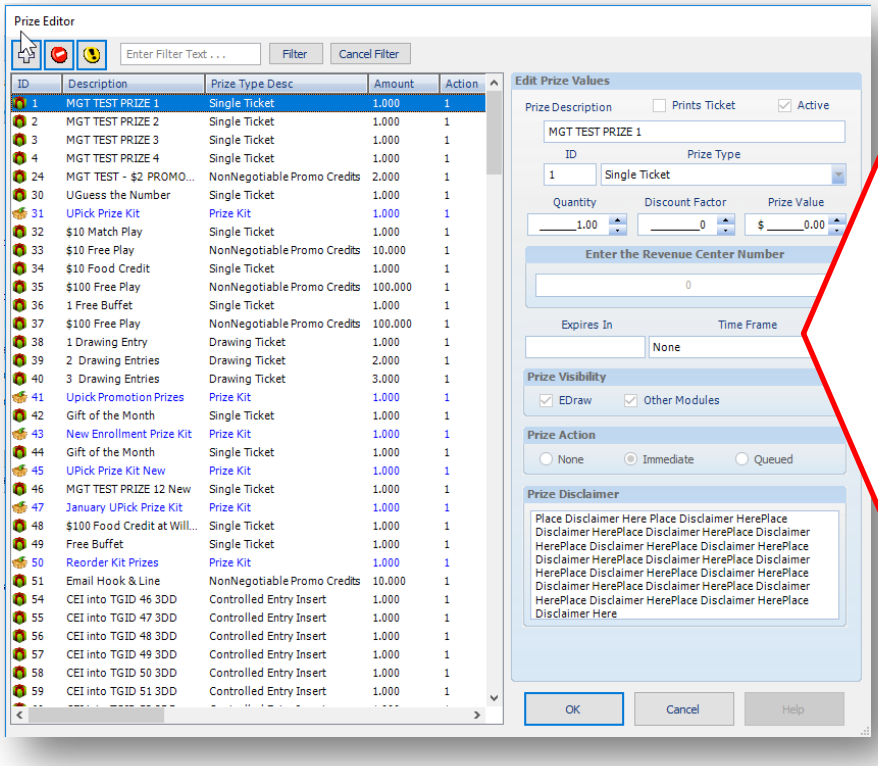
3. Linear Participation with Aspirational Sub – Tiers Available



A. All Players, Segments with no Eval Field, or Loyalty Card Tiers can be used.
B. No Tiers requiring player earning or value, since Eval Range is used for the Linear Earning period

4. Linear Participation with Aspirational Sub – Prizes Available



A. All normal Prize Types, Prize Pars and Prize Counts are available with an Aspirational Master Promotion
B. MGT Best Practice: The Controlled Entry Insert prize type MUST NOT BE USED!

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ADDENDUM 2: MGT Nested Prize Kits (NPK)

NPK: Function

1. This function only functions when using a UPick Nested Prize Kit Promo App game.
    a. NOTE: this functionality does not exist in a standard UPick game.
2. It allows the configuration of Prize Kits within Prize Kits (Nested)
3. For example:
    a. Your property wants to present the choice of either $100 Free Slot Play OR $100 Match Play to a player. (This will be the Level 1 prize kit described below.)
    b. If the Player chooses $100 Match Play in Level 1, the property wants to present options of how that $100 might be broken down:
        i. 1 = $100 Voucher
        ii. 2 = $50 Vouchers
        iii. 4 = $25 Vouchers
        iv. 10 = $10 Vouchers
    c. These offers will be configured in Level 2 Prize Kits

Nested Prize Kit (NPK) Levels

A. Configuration for the Nested Prize Kit
    1. **Level 0 = Container Level**
        a. This level is invisible in OK and its only purpose is to contain other items Level1 and Level2 Prize Kits
    2. **Level 1= First Selection Level**
        a. This segment contains the first set of Prize Kit(s) selections a player would see at the Kiosk.
        b. IE: Free Slot Play or Match Play?
        c. There can be more than one Level 1 Prize Kit with varied amounts that are awarded based on configured Par Value (see the illustrations below.)
    3. **Level 2 = Final Prize Issue Level**
        a. This is where a breakdown of amounts is configured.
        b. These varied breakdowns are each contained in their own Prize Kit.
        c. This is what is referred to as a 'Nested Prize Kit.'
        d. This segment is where the final game prizes are configured.
        e. These can be Prize Kits filled with prizes, a regular prize of any type, or a mixture of these elements up to the limitations of the game.
        f. Whatever option is chosen at Level 1, the Level 2 Prize Kit prizes are awarded to the player.

B. IMPORTANT NOTES:
    1. an NPK promotion using a UPick NPK game can only have a maximum of 3 Prize Kit (Levels) attached.
    2. If there are more than 3 Levels the promotion will not work.
    3. The final Prize Kit (Level 2) works in the traditional way that Prize Kits have always worked. IE: awards each of the prizes in the NPK.

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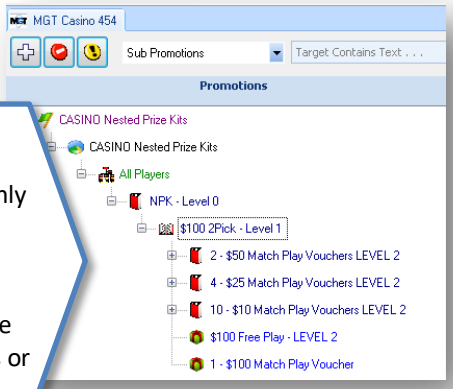
C. Here is an illustration of how prizes should be arranged on the Prize Issue level:
   1. Showing Level 0, Level 1, Level 2



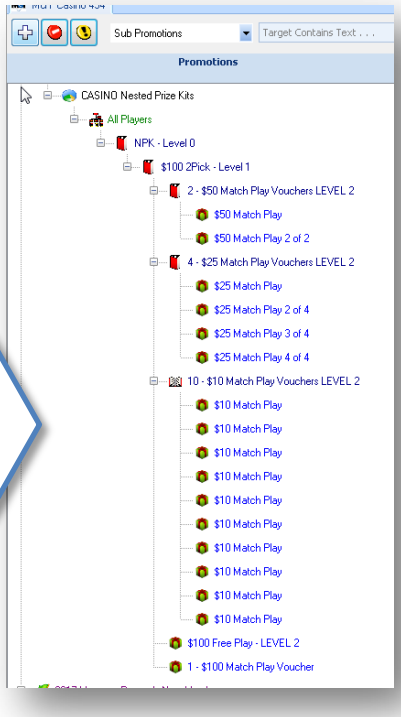
Player would:

1. 'win' the Level 1 Prize, (if only one prize kit) or
2. be awarded Level 1 by RNG Par Value, or
3. select a Level 1 Prize if there were Multiple Level1 Prizes or Prize Kits under the Level 0

Please Note:

The Level 0, Level 1, and Level 2 descriptors in these illustrations are for manual identification purposes only and would likely not be used in your real NPK promotion configuration.

   2. Showing Level 2 (Expanded: the prizes in the kit)



4. Player would be awarded the prizes in the Level 1 Prize Kit they selected – by printed voucher(s) (Match Play) or posting to their account if Free Slot Play

HOW NPK AUTOTIMERS (TIMEOUT) WORK

1ST PART AUTO TIMER (MAIN SECTION)

If Sub Promotion button is selected and NO Level 1 option is selected

a. The game will 'time out'
b. It is designed to pick the first Level 1 prize in the list
c. And award the Prize(s) configured in that Nested Prize Kit.

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On the following pages:

ADDENDUM 3:

Evaluation Fields by Player Tracking Systems and Versions

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ADDENDUM 3a: MGT vs Interface Evaluation Fields (PUMA ATI)

	A	B	C	D
1	**MGT Evaluations**	**PUMA – BASE ATI**	**PUMA CM1 – GLI ATI**	**PUMA CM1 – Non GLI ATI**
2	Slot In	Slot In	Slot In	Slot In
3	Slot Out	Slot Out	Slot Out	Slot Out
4	Slot JP	Slot JP	Slot JP	Slot JP
5	Slot Win	Slot Win	Slot Win	Slot Win
6	Slot Theo	Slot Theo	Slot Theo	Slot Theo
7	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP
8	Slot Comps Earned	Slot Comps Earned	PUMA Total Comps	PUMA Total Comps
9	Slot Points Earned	Slot Points Earned	PUMA Tier Points	Slot Tier Points
10	Slot Points Redeemed	Slot Points Redeemed	Slot Points Redeemed	Video Poker ETG Tier Points
11	Slot Days Played	Slot Days Played	Slot Days Played	Slot Days Played
12	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed
13	Pit In	Pit In	Pit In	Pit In
14	Pit Out	Pit Out	Pit Out	Pit Out
15	Pit Win	Pit Win	Pit Win	Pit Win
16	Pit EP	Pit EP	Pit EP	Pit EP
17	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP
18	Pit Comps Earned	Pit Comps Earned	X	X
19	Pit Days Played	Pit Days Played	Pit Days Played	Pit Days Played
20	Pit Points Earned	Pit Points Earned	X	Table Tier Points
21	PitTimePlayed	PitTimePlayed	PitTimePlayed	PitTimePlayed
22	PitAvgBet	PitAvgBet	PitAvgBet	PitAvgBet
23	PitRatedValue	PitRatedValue	PitRatedValue	PitRatedValue
24	Other In	Other In	Other In	Other In
25	Other Out	X	X	X
26	Other JP	X	X	X
27	Other Win	X	X	X
28	Other EP	X	X	X
29	Other Average Daily EP	X	X	X
30	Other Comps Earned	X	X	X
31	Other Days Played	X	X	X
32	Other Points Earned	X	X	Other Tier Points
33	OtherTimePlayed	X	X	X
34	Total In	Total In	Total In	Total In
35	Total Out	Total Out	Total Out	Total Out
36	Total Win	Total Win	Total Win	Total Win
37	Total EP	Total EP	Total EP	Total EP
38	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP
39	Total Days Played	Total Days Played	Total Days Played	Total Days Played
40	Total Points Earned	Total Points Earned	Total Points Earned	Total Tier Points
41	Total Points Redeeme	Total Points Redeemed	Total Points Redeemed	Total Points Redeemed
42	Card Tier Points	Total Points or Sum of all points	Total Points or Sum of all points	Total Points or Sum of all points
43	Calculated Field 1	X	Faux Tier Points	Faux Tier Points
44	AutoCheckIn Method	CDS_Bufferview	CDS_Bufferview	CDS_Bufferview
45	PTSOffers	PUMA Stored Proc	PUMA Stored Proc	PUMA Stored Proc
46	Player Name Lookup	PUMA Data Query	PUMA Data Query	PUMA Data Query
47	MetaBucket1	X	X	X
48	MetaBucket2	X	X	X
49	MetaBucket3	X	X	X
50	MetaBucket4	X	X	X
51	MetaBucket5	X	X	X
52				

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ADDENDUM 3b: MGT vs Interface Evaluation Fields (PUMA ACSC)

	A	E	F	G
1	**MGT Evaluations**	**PUMA CM1 – BASE ACSC**	**PUMA CM1 – GLI ACSC**	**PUMA CM1 – Non GLI ACSC**
2	Slot In	Slot In	Slot In	Slot In
3	Slot Out	Slot Out	Slot Out	Slot Out
4	Slot JP	Slot JP	Slot JP	Slot JP
5	Slot Win	Slot Win	Slot Win	Slot Win
6	Slot Theo	Slot Theo	Slot Theo	Slot Theo
7	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP
8	Slot Comps Earned	Slot Comps Earned	PUMA Total Comps	PUMA Total Comps
9	Slot Points Earned	Slot Points Earned	PUMA Tier Points	Slot Tier Points
10	Slot Points Redeemed	Slot Points Redeemed	Slot Points Redeemed	Video Poker ETG Tier Points
11	Slot Days Played	Slot Days Played	Slot Days Played	Slot Days Played
12	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed
13	Pit In	Pit In	Pit In	Pit In
14	Pit Out	Pit Out	Pit Out	Pit Out
15	Pit Win	Pit Win	Pit Win	Pit Win
16	Pit EP	Pit EP	Pit EP	Pit EP
17	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP
18	Pit Comps Earned	Pit Comps Earned	X	X
19	Pit Days Played	Pit Days Played	Pit Days Played	Pit Days Played
20	Pit Points Earned	Pit Points Earned	X	Table Tier Points
21	PitTimePlayed	PitTimePlayed	PitTimePlayed	PitTimePlayed
22	PitAvgBet	X	X	X
23	PitRatedValue	X	X	X
24	Other In	Other In	Other In	Other In
25	Other Out	X	X	X
26	Other JP	X	X	X
27	Other Win	X	X	X
28	Other EP	X	X	X
29	Other Average Daily EP	X	X	X
30	Other Comps Earned	X	X	X
31	Other Days Played	X	X	X
32	Other Points Earned	X	X	Other Tier Points
33	OtherTimePlayed	X	X	X
34	Total In	Total In	Total In	Total In
35	Total Out	Total Out	Total Out	Total Out
36	Total Win	Total Win	Total Win	Total Win
37	Total EP	Total EP	Total EP	Total EP
38	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP
39	Total Days Played	Total Days Played	Total Days Played	Total Days Played
40	Total Points Earned	Total Points Earned	Total Tier Points	Total Tier Points
41	Total Points Redeeme	Total Points Redeemed	Total Points Redeemed	Total Points Redeemed
42	Card Tier Points	Total Points or Sum of all points	Total Points or Sum of all points	Total Points or Sum of all points
43	Calculated Field 1	X	Faux Tier Points	Faux Tier Points
44	AutoCheckIn Method	AS400 Logical File	AS400 Logical File	AS400 Logical File
45	PTSOffers	PUMA Stored Proc	PUMA Stored Proc	PUMA Stored Proc
46	Player Name Lookup	PUMA Data Query	PUMA Data Query	PUMA Data Query
47	MetaBucket1	X	X	X
48	MetaBucket2	X	X	X
49	MetaBucket3	X	X	X
50	MetaBucket4	X	X	X
51	MetaBucket5	X	X	X
52				

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ADDENDUM 3c: MGT vs Interface Evaluation Fields – (HALO, CMS)

	A	H	I	J
1	**MGT Evaluations**	**HALO**	**CMS 7.2**	**CMS 11**
2	Slot In	Slot In	Slot In	Slot In
3	Slot Out	Slot Out	Slot Out	Slot Out
4	Slot JP	Slot JP	Slot JP	Slot JP
5	Slot Win	Slot Win	Slot Win	Slot Win
6	Slot Theo	Slot Theo	Slot Theo	Slot Theo
7	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP
8	Slot Comps Earned	Slot Comps Earned	Slot Comps Earned	Slot Comps Earned
9	Slot Points Earned	Slot Point Earned	Slot Points Earned	Slot Points Earned
10	Slot Points Redeemed	X	Slot Points Redeemed	Slot Points Redeemed
11	Slot Days Played	Slot Days Played	Slot Days Played	Slot Days Played
12	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed
13	Pit In	Pit In	Pit In	Pit In
14	Pit Out	Pit Out	Pit Out	Pit Out
15	Pit Win	Pit Win	Pit Win	Pit Win
16	Pit EP	Pit EP	Pit EP	Pit EP
17	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP
18	Pit Comps Earned	Pit Comps Earned	Pit Comps Earned	Pit Comps Earned
19	Pit Days Played	Pit Days Played	Pit Days Played	Pit Days Played
20	Pit Points Earned	X	Pit Points Earned	Pit Points Earned
21	PitTimePlayed	PitTimePlayed	PitTimePlayed	PitTimePlayed
22	PitAvgBet	PitAvgBet	PitAvgBet	PitAvgBet
23	PitRatedValue	PitRatedValue	PitRatedValue	PitRatedValue
24	Other In	X	Other In	Other In
25	Other Out	X	Other Out	Other Out
26	Other JP	X	Other JP	Other JP
27	Other Win	X	Other Win	Other Win
28	Other EP	X	Other EP	Other EP
29	Other Average Daily EP	X	Other Average Daily EP	Other Average Daily EP
30	Other Comps Earned	X	Other Comps Earned	Other Comps Earned
31	Other Days Played	X	Other Days Played	Other Days Played
32	Other Points Earned	X	Other Points Earned	Other Points Earned
33	OtherTimePlayed	X	OtherTimePlayed	OtherTimePlayed
34	Total In	Total In	Total In	Total In
35	Total Out	Total Out	Total Out	Total Out
36	Total Win	Total Win	Total Win	Total Win
37	Total EP	Total EP	Total EP	Total EP
38	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP
39	Total Days Played	Total Days Played	Total Days Played	Total Days Played
40	Total Points Earned	Total Points Earned	Total Points Earned	Total Points Earned
41	Total Points Redeeme	X	Total Points Redeemed	Total Points Redeemed
42	Card Tier Points	Card Tier Points	Card Tier Points	Card Tier Points
43	Calculated Field 1	X	X	X
44	AutoCheckIn Method	CDS_Bufferview , AS400 Logical, SSIS Package	SSIS Package	SSIS Package
45	PTSOffers	NOT A STANDARD YET	NOT A STANDARD YET	NOT A STANDARD YET
46	Player Name Lookup	HALO Interface Call	CMS Logical File Look Up	CMS Logical File Look Up
47	MetaBucket1	X	Point Type 1	Tier Points
48	MetaBucket2	X	Point Type 2	X
49	MetaBucket3	X	Point Type 3	X
50	MetaBucket4	Enrollment Date	Point Type 4	X
51	MetaBucket5	X	X	X
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ADDENDUM 3d: MGT vs Interface Evaluation Fields – (ACSC, ATI)

	A	K	L	M
1	**MGT Evaluations**	**ACSC 11.5**	**ACSC 13**	**ATI**
2	Slot In	Slot In	Slot In	Slot In
3	Slot Out	Slot Out	Slot Out	Slot Out
4	Slot JP	Slot JP	Slot JP	Slot JP
5	Slot Win	Slot Win	Slot Win	Slot Win
6	Slot Theo	Slot Theo	Slot Theo	Slot Theo
7	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP
8	Slot Comps Earned	Slot Comps Earned	Slot Comps Earned	Slot Comps Earned
9	Slot Points Earned	Slot Points Earned	Slot Points Earned	Slot Points Earned
10	Slot Points Redeemed	Slot Points Redeemed	Slot Points Redeemed	Slot Points Redeemed
11	Slot Days Played	Slot Days Played	Slot Days Played	Slot Days Played
12	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed
13	Pit In	Pit In	Pit In	Pit In
14	Pit Out	Pit Out	Pit Out	Pit Out
15	Pit Win	Pit Win	Pit Win	Pit Win
16	Pit EP	Pit EP	Pit EP	Pit EP
17	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP
18	Pit Comps Earned	Pit Comps Earned	Pit Comps Earned	Pit Comps Earned
19	Pit Days Played	Pit Days Played	Pit Days Played	Pit Days Played
20	Pit Points Earned	Pit Points Earned	Pit Points Earned	Pit Points Earned
21	PitTimePlayed	PitTimePlayed	PitTimePlayed	PitTimePlayed
22	PitAvgBet	X	PitAvgBet	PitAvgBet
23	PitRatedValue	X	PitRatedValue	PitRatedValue
24	Other In	Other In	Other In	Other In
25	Other Out	Other Out	Other Out	Other Out
26	Other JP	Other JP	Other JP	Other JP
27	Other Win	Other Win	Other Win	Other Win
28	Other EP	Other EP	Other EP	Other EP
29	Other Average Daily EP	Other Average Daily EP	Other Average Daily EP	Other Average Daily EP
30	Other Comps Earned	Other Comps Earned	Other Comps Earned	Other Comps Earned
31	Other Days Played	Other Days Played	Other Days Played	Other Days Played
32	Other Points Earned	Other Points Earned	Other Points Earned	Other Points Earned
33	OtherTimePlayed	OtherTimePlayed	OtherTimePlayed	OtherTimePlayed
34	Total In	Total In	Total In	Total In
35	Total Out	Total Out	Total Out	Total Out
36	Total Win	Total Win	Total Win	Total Win
37	Total EP	Total EP	Total EP	Total EP
38	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP
39	Total Days Played	Total Days Played	Total Days Played	Total Days Played
40	Total Points Earned	Total Points Earned	Total Points Earned	Total Points Earned
41	Total Points Redeeme	Total Points Redeemed	Total Points Redeemed	Total Points Redeemed
42	Card Tier Points	Card Tier Points	Card Tier Points	Card Tier Points
43	Calculated Field 1	X	X	X
44	AutoCheckIn Method	AS400 Logical File	SSIS Package/Stored Proc	CDS_Bufferview or SSIS Package
45	PTSOffers	NOT A STANDARD YET	NOT A STANDARD YET	NOT A STANDARD YET
46	Player Name Lookup	AS400 Logical File	S2S Message	WinOasis Data Lookup
47	MetaBucket1	X	X	X
48	MetaBucket2	X	X	X
49	MetaBucket3	X	X	X
50	MetaBucket4	X	X	X
51	MetaBucket5	X	X	X

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ADDENDUM 3e: MGT vs Interface Evaluation Fields – (CMP. IGT, KONAMI)

	A	N	O	P
1	**MGT Evaluations**	**CMP**	**IGT**	**Konami**
2	Slot In	Slot In	Slot In	Slot In
3	Slot Out	Slot Out	Slot Out	Slot Out
4	Slot JP	Slot JP	Slot JP	Slot JP
5	Slot Win	Slot Win	Slot Win	Slot Win
6	Slot Theo	Slot Theo	Slot Theo	Slot Theo
7	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP	Slot Average Daily EP
8	Slot Comps Earned	Slot Comps Earned	Slot Comps Earned	Slot Comps Earned
9	Slot Points Earned	Slot Points Earned	Slot Points Earned	Slot Points Earned
10	Slot Points Redeemed	X	X	Slot Points Redeemed
11	Slot Days Played	Slot Days Played	Slot Days Played	Slot Days Played
12	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed	SlotTimePlayed
13	Pit In	Pit In	Pit In	Pit In
14	Pit Out	Pit Out	Pit Out	Pit Out
15	Pit Win	Pit Win	Pit Win	Pit Win
16	Pit EP	Pit EP	Pit EP	Pit EP
17	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP	Pit Average Daily EP
18	Pit Comps Earned	Pit Comps Earned	Pit Comps Earned	Pit Comps Earned
19	Pit Days Played	Pit Days Played	Pit Days Played	Pit Days Played
20	Pit Points Earned	Pit Points Earned	Pit Points Earned	Pit Points Earned
21	PitTimePlayed	PitTimePlayed	PitTimePlayed	PitTimePlayed
22	PitAvgBet	PitAvgBet	PitAvgBet	X
23	PitRatedValue	X	PitRatedValue	X
24	Other In	Other In	X	Other In
25	Other Out	Other Out	X	Other Out
26	Other JP	Other JP	X	Other JP
27	Other Win	Other Win	X	Other Win
28	Other EP	Other EP	X	Other EP
29	Other Average Daily EP	Other Average Daily EP	X	Other Average Daily EP
30	Other Comps Earned	Other Comps Earned	X	Other Comps Earned
31	Other Days Played	Other Days Played	X	Other Days Played
32	Other Points Earned	Other Points Earned	X	Other Points Earned
33	OtherTimePlayed	OtherTimePlayed	X	OtherTimePlayed
34	Total In	Total In	Total In	Total In
35	Total Out	Total Out	Total Out	Total Out
36	Total Win	Total Win	Total Win	Total Win
37	Total EP	Total EP	Total EP	Total EP
38	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP	Total Average Daily EP
39	Total Days Played	Total Days Played	Total Days Played	Total Days Played
40	Total Points Earned	Total Points Earned	Total Points Earned	Total Points Earned
41	Total Points Redeeme	X	X	Total Points Redeemed
42	Card Tier Points	Calculated Field	Calculated Field	Card Tier Points
43	Calculated Field 1	X	X	X
44	AutoCheckIn Method	ViewMGTPlayerInfo/SSIS Package	SSIS Package	SSIS Package
45	PTSOffers	NOT A STANDARD YET	PTS View in to IGT DB	NOT A STANDARD YET
46	Player Name Lookup	CMP Interface Call	IGT DB Look Stored Proc	Interface Lookup
47	MetaBucket1	X	X	X
48	MetaBucket2	X	X	X
49	MetaBucket3	X	X	X
50	MetaBucket4	X	X	X
51	MetaBucket5	X	X	X

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Addendum 4: How can I test a promo before it goes live on the floor?

Best Practices of MGT

1. It is always strongly advised that each promotion be tested in a safe environment before that promotion goes live on the casino floor.
2. To accomplish this, MGT encourages the property to set up and configure a 'test' Kiosk that is located in the marketing or IT offices.
3. Any PC can be turned into a Kiosk by installing and configuring the MGT OK application. Any promotion to be tested could be linked to that Kiosk via Promo Manager before the promotion is linked to the Kiosks on the casino floor.
4. To accomplish this you would need:
    a. A keyboard wedge card-swipe. NOTE: the Kiosks on the floor should ALWAYS use a Serial Card Swipe and never a keyboard wedge. This ensures that a player is not able to swipe multiple times rapidly in an attempt to 'disrupt' the Kiosk operation. KMan requires a keyboard wedge and would therefore allow the person conducting the testing to additionally review the promotion via MGT KMan Available Promotions option.
    b. A touch-screen monitor is preferred but not essential. This gives the tester the opportunity to test the player-experience at the test Kiosk.
    c. A printer (normal or thermal receipt) that can print off a test voucher if the promotion is issuing one.
5. If this 'Best Practices' option is utilized, the promotion testing process can be simplified by reducing the number of steps needed under Testing Your Promotion below.
6. If the testing is conducted in a 'live' environment (i.e., the casino floor), extra attention must be given to Testing Your Promotion, Step 1, and Resetting Your Promotion.

BEFORE YOU BEGIN: READ THIS!

1. If you are testing the promotion on a Kiosk located on the casino floor: after you have completed the testing, you MUST carefully reset the promotion to its original configuration, if you have altered the dates as outlined in 'Testing Your Promotion', Step 1.
2. Failure to complete that step **WILL cause your promotion to FAIL on the casino floor**!

Build out your promotion: Things to Know

1. Your promotion should be configured to be exactly the way it needs to be for the Real Promotion and linked to at least one Kiosk.
2. If the promotion is Controlled Entry by Sub or Tier, DO NOT import the official Controlled Entry list until the testing has completed.
3. If the promotion is NOT Controlled Entry, configure it to Controlled Entry by Sub for testing purposes. After the testing is complete, you will change the Option back to Open Participation.
4. If there is any type of Player Activity or Player Value that will be needed, or if the Promotion requires a certain Card level to qualify, it will be essential that your test account/card meet the qualifications.

Testing Your Promotion: How to Proceed

1. Providing you have read and complied with the steps above, make the following changes to your Sub Promotion:
    a. Set the Promotion Start Date to today
    b. Set the Range Start Date to today
    c. Set the Evaluation Ranges to reflect the appropriate window of days as if the promotion begins today.
    d. Submit the Schedule
    e. Reload the devices

2. Open KMan and do the following:
    a. Look up the Test Card using By Player ID or by Card Swipe

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b. Select Enrollment Options
c. Select the Promotion to test. (Controlled Entry by Sub)
d. Select Enroll
e. Repeat this step using a Test Card that you know DOES NOT QUALIFY.
f. Go to Available Promotions
g. From the drop down list, select the Kiosk that you selected for linking the promotion.
h. If you are using an older version of KMan, enter the PlayerID and Get Promotions, or simply select Get Promotions.
i. If the promotion is configured correctly, and the Test Player is qualified, the Promotion should display in the Sub Promotions available to this player.
j. If the promotion is not there, check the Sub Promotions NOT Available to this player in the bottom section. KMan will give you a reason why the Test Player did not qualify:
    1) Player Activity does not qualify for the Master Promotion
    2) Player Gender, Birthday, Age, Enrollment is not in the correct range.
    3) Player Card Tier is not qualified
    4) Player play activity does not qualify for any of the Tiers.
    5) Identify the reason, if any, and correct it on the Player Card. Repeat Part 2 again until the promotion shows as available.
k. Repeat the same process using the Test Card that DOES NOT qualify to ensure that KMan shows this player as disqualified.

3. Once the Promotion shows as available go to the Kiosk on the floor and swipe to participate in the promotion.
4. If you need to conduct an additional test, you will need to use a different Test Player, as a card can only be used for a promotion Once Per Day or Once Per Range.

Resetting Your Promotion to the Original Configuration

1. Once You are Confident the Promotion is performing correctly, do the following steps:
    a. Set the Promotion Start Date to the correct day
    b. Set the Range Start Date to the correct day
    c. Set the Evaluation Ranges to reflect the appropriate window of days for the day the promotion actually starts.
    d. If the promotion is NOT Controlled Entry, set Options to Open Participation
    e. Submit the Schedule
    f. Check the Schedule Editor to make sure the days are correct.
    g. If you used Custom Time Groups on Days of the Week or Days of the Month, you may need to check these and reset them as needed.
    h. Reload the devices
    i. If the promotion IS Controlled Entry, you can now use Controlled Entry Import to import your lists of players.
2. Your Promotion should now be GOOD to GO!

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If you need additional assistance, contact MGT Support at: 702-360-8550,

Or email: support@mgtinc.net

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ADDENDUM 5: MGT Promotion Review Check Sheet

Master Promotion

1. Is the Master Promotion Active?
2. Is the correct Promotion Type selected?
3. Is the correct Gender selected?
4. Is any play required to participate in this promotion?

Sub-Promotion

1. Is a Sub Promotion linked to the Master Promotion?
2. Is the Active box checked?
3. Does the description to appear on the Kiosk adequately explain your promotion?
4. Are the Promotion Start and End dates correct?
5. Is the Range Start date the same as the Promotion Start Date?
6. Are you using Play History? Is the Evaluation Range looking at the correct range and fixed, or set to move?
7. Is the Participation Time Range set correctly?
8. Are you targeting specific Zip Codes? Are these set correctly?
9. Is this a Controlled Entry promotion?
10. Is the player to play a Kiosk game?
11. Did you Submit the Schedule?
12. If this promotion is specific to a Day or Days of the week, did you use Edit Schedule to make these changes? Did you re-submit the schedule if you made changes?

Tiers

1. Is a Tier linked to the Sub Promotion?
2. Is this an All-Players Tier?
3. If you are using custom Tiers, are the correct Low and High values set for each Tier? (i.e., does the High Value reflect a < value?)

Prizes

1. Have you linked a prize/offer to the Tier?
2. Is the Active box checked for each Prize?
3. Does this prize require a printed ticket? Is the Prints Ticket box checked?
4. Does the Prize use the correct Prize Type?
    a. The Amount window is the number of that prize: 1 Single Ticket, 5 Drawing Entries, 4X Point Multiplier
    b. The Prize Cap is only for Multipliers
    c. The Prize Value is the cost of that prize, or the amount of Comp
5. If this Prize prints a ticket, have you put a disclaimer in the Prize Disclaimer window?

Kiosk

1. Is your promotion linked to a Kiosk?
2. If you left-click on the Kiosk, does your promotion show in the window to the right?
3. Did you reload the devices?

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ADDENDUM 6: Troubleshooting Your Kiosk Promotions

PRESENTING PROBLEM	POSSIBLE CAUSES	STEPS FOR RESOLUTION
KIOSK MESSAGE: "Unable to connect to the Configuration Server" when starting the OK application	This message indicates that the Kiosk cannot communicate with the MGT Server. Is this event occurring at this Kiosk alone, or is the same thing happening at every Kiosk? If all Kiosks are demonstrating this behavior, report this to the IT/MIS department. If just this Kiosk is presenting issues, the procedure steps should return the Kiosk to full function.	1. Verify the network cable is connected to the Kiosk and the network outlet. a. Have IT/MIS verify the network communication is functioning. 2. Try rebooting the Kiosk to see if the database communications are restored. 3. Select YES to check the configuration values of the Kiosk. a. Is the MGSERVERNAME correct? b. Is the Property ID correct? Should almost always be '1' c. Save the settings and restart OK 4. Can you access the shared folder *MGTSERVERNAME**MGT* from the Kiosk? If YES, and the Kiosk will still not connect: a. verify that the Kiosk user name or password have not been changed b. verify that permissions have not been modified for the *MGTUserGroup* for the MGT database or in the property Active Directory 5. Is the MGT server operating? Has the MGT database been moved to a different server?
KIOSK MESSAGE: "Your account is being accessed at another Kiosk"	A record has been set in the Swipes table in the MGT database with this acctnum and it is preventing this player's card from being used. This is a security feature in the MGT Kiosk system. There is only one Swipes table in the database. Therefore this message will be true at every Kiosk. This player's acctnum was not cleared from the table when exiting the promotion screen.	*It should be noted that Clearing the Swipes table will clear the entire table, not just the acctnum with the presenting issue.* There are three ways to clear the Swipes table: 1. Use Windows Task Manager (CTRL+ ALT+DELETE) to stop the OK application on the Kiosk. Restart the app and when the configuration screen appears, select Clear Swipes (top right corner) and Start OK. 2. Use the Clear Swipes Function from the Menu selection in the TP. 3. In KMan, select Utilities, then Unlock Account. This will only function if the KMan Log In account has the Options box checked in User Edit.

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PRESENTING PROBLEM	POSSIBLE CAUSES	STEPS FOR RESOLUTION
KIOSK MESSAGE: "Unable to access your account at this time"	Is this event happening at just one Kiosk or at every Kiosk? The Kiosk functions in real-time, meaning it must have instant and constant round-trip communication with the property's player tracking system. This message is reporting an issue with that communication.	1. Report this to the property IT/MIS department. 2. Are there known issues: server down, power outage with the player tracking system, the interface between MGT and the PTS, or the property network at the current time? 3. Has the password for the Kiosk log-in been changed? 4. Have any permissions been changed on the player tracking system or the MGT database? 5. Has there been a recent upgrade to the player tracking system?
The Kiosk did not print a ticket	This can occur for various reasons.	1. The promotion is not configured to print a ticket. 2. The printer is out of paper. 3. The player did not retrieve the ticket and the printer by default setting retracted it and dropped it inside the Kiosk. 4. The printer is on strike and is demanding an increase of ink supply. (it's a thermal printer and does not use ink)
The Kiosk is displaying a Runtime Error Message	This can occur for various reasons, mostly related to database or user permissions.	1. You will need to contact IT/MIS. 2. Have any changes at all been made to the permissions settings on the Active Directory Promo, Kiosk or Draw User Groups, the player tracking system, the MGT database or the interface/gateway?
Swiping a card at the Kiosk has no effect	Is the player swiping their card with the stripe side toward the green light? The card swipe will only activate when the OK application is running. Is the green light showing on the card swipe? The card swipe has probably lost its connection to COM PORT 1.	1. Restart the Kiosk computer. 2. Restart the OK application, see if the card swipe light turns green and try again. 3. The card swipe has gone to that great technology place in the sky.
KIOSK MESSAGE: **"Invalid Card Swipe"**	The player has positioned or swiped their card incorrectly.	1. This issue is generally self-correcting. The player will swipe again successfully.
The Kiosk is displaying an incorrect number of drawing entries	The primary cause of this issue will almost exclusively be the System Manager (SM) failing to import play or post entries.	1. Check the TP for proper function. If an error message appears on the screen, select OK to close the application and restart the TP. The issue should self-correct in about 10 minutes or less.

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PRESENTING PROBLEM	POSSIBLE CAUSES	STEPS FOR RESOLUTION
	Generally, the club will hear, "I had more drawing tickets yesterday than are showing today," or, "I got my free drawing entry, but it's not showing up in my total of tickets."	2. Remote to the TP. Select View/Logs/Play Imports. Yesterday's date should be at the top of the list. There should be no missing dates. Does the number of players posted look similar or dramatically different from the other days' postings? 3. Check with Marketing to ensure the drawing is configured correctly to award tickets based on a player's activity. 4. Further action will necessitate additional analysis and possible correction. Consult MGT Text Support via phone or by support@mgtinc.net
The Kiosk is showing an incorrect number of points	The Kiosk functions in real-time, meaning it must have instant and constant round-trip communication with the property's player tracking system. This message is reporting an issue with that communication. OR, if the promotion is using an MGT Point Multiplier Prize Type, their bonus points will not be showing in the total until they are calculated and posted by the TP after the conclusion of the gaming day.	1. Report this to the IT/MIS department. 2. Verify the interface/gateway to the player tracking system is functioning. 3. Have recent changes been made to the player tracking system or the MGT database?
When a player selects a particular promotion, the screen goes blank	This indicates the Flash file for the selected game has not been synchronized to the Kiosk's C:\Program Files\MGT\OK\Flash\ folder.	1. Use Windows Task Manager (CTRL+ ALT+ DELETE) to stop the OK application on the Kiosk. 2. Restart the OK app, select Database Configuration. Make sure that the Synchronize Flash Files boxes are checked and that the path file is: *mgtservername*\mgt\flash\ 3. Restart the app and the missing file should synch with the Kiosk.
Kiosk screen 'freezes' when a game is selected	Kiosk may have been upgraded to a newer version of Adobe Flash Player.	1. Contact MGT Support. The Flash Player version in the \\mgtserver\mgt\Tools\ folder may need to be reinstalled.

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PRESENTING PROBLEM	POSSIBLE CAUSES	STEPS FOR RESOLUTION
A player does not see any promotions at the Kiosk even though there are promotions linked to that Kiosk	The Kiosk is designed to only show promotions for which a player is 100% qualified. Are other people able to see and participate in that promotion? The task is to discover why this player has been disqualified.	1. Use KMan to help you make this discovery. 2. In the KMan menu bar, select Utilities, then Available Promotions. Select a Kiosk and enter the player's acctnum. 3. The utility will show which promotions (sub promos) for which the player does/does qualify and will indicate why the player does not qualify.
A player who should see a Controlled-Entry Promotion does not see it at the Kiosk	Players must be enrolled to participate in Controlled Entry. This record is imported to the Barcodes table in the MGT database.	1. Use KMan to help you make this discovery. 2. In the KMan menu bar, select Utilities, then Available Promotions. Select a Kiosk and enter the player's acctnum. 3. The utility will show which promotions (sub promos) for which the player does/does qualify and will indicate why the player does not qualify. 4. If the reason is, 'promotion is controlled entry and the player is not enrolled,' take the following steps: a. After determining the player should indeed be included in the promotion, use Enrollment Options in KMan to enroll the player. b. This enrollment is only valid for that day.

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ADDENDUM 7: Five Reasons Why MGT Does Not Support Paper Ticket Drawings

Reason 1:

Should something go wrong, there is no way to reprint the paper tickets at the Kiosk, nor through KMan and a local printer. MGT Support is instructed to elevate a broken promo that prints drawing tickets but will not assist in correcting and reprinting these tickets. This is how seriously we feel about not using the Kiosks for this. A promotion set up to do this can or will cause ALL of the Kiosks to stop working on the first day these are linked to the Kiosks.

Reason 2:

Here are some thoughts and numbers relating to the events of configuring MGT Promo promotions to issue printed tickets for a drawing. This will not take into consideration the time that a property will spend in the first configurations using the Master Promo and the subsequent labor hours for review. This must point out that the following numbers will not take that labor costs into consideration.

The drawing could be set up in EDraw in less than 10 mins, and can be managed easily. We understand that people are missing the 'feel' of paper tickets. However, using the software and the Kiosk to print the paper tickets requires an enormous amount of work and maintenance, as you and your team well know. And those properties that have tried to do this did not anticipate the volume of customer complaints about the amount of Kiosk-time needed to print their drawing tickets.

So, what would it take to set this up? Here's a picture using some real numbers:

The general idea is to print out a single slip of paper for each 50 accumulated Total Points Earned each day for a month up to a daily top of 15,000 TPE. If this is a drawing open to all, let's say that perhaps 20,000 (and easy number) people could end up going to a Kiosk to print tickets.

Reason 3: Let's start with the configuration complications.

Let's suppose that your largest point-earner could earn as much as 15000 total points in the earning period. (Multiply this effect exponentially if this happened each day of earning). Because of the way the software works, this would require one sub-promotion with a single Tier with a single ticket for a drum. Seeing as how the plan is for this to happen in 50 point increments, this required 300 (three hundred) separate sub promotions for the property (that would all have to configured perfectly), meaning that the player would see one Kiosk button for EACH sub-promotion for which they qualified, with the possibility being that the first visit to the Kiosk being at the end of the promo, or…the drawing day. (Those who have lived through the days of BOCA printers laboring all day to print off tickets will remember why they hated that process and why tickets were not earned on the day of a drawing.) A single player at this level visiting at a Kiosk would be standing there pushing and printing for quite a while. Let's say on average: 10 seconds per button and with printing @ 6 buttons per minute @ 300 buttons, this would be 50 (FIFTY) minutes per person. This would be for your better players…something they will NOT be excited about!

By our estimation from in-house studies, on the average, for every 20 seconds a player stands in line at a casino, it costs the casino $1.70...lost revenue that you can never get back. This one, printed drawing ticket event for this single, average player, costs the property $255 in lost play during the average drawing period. Factor in less $ for your bottom players but much more $$$ for your VIP players. The exposure if each

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player was an 'average' player would truly be in the MILLIONS of dollars. Factor this loss of revenue into the equation of setting up a promotion this way, just to see paper tickets. Add the intangible frustration level of the person at the Kiosk and the long line of players behind him. Let me note that a property who tried printing paper tickets did this very set up. Please understand that the Kiosk must evaluate EVERY active sub-promotion at the Kiosk. The result was that the Kiosks 'timed out' trying to evaluate each time a player swiped. Also note that those players who were desiring to swipe at a Kiosk for reasons other than the drawing raised loud complaints because they had to wait in line behind the players who were printing tickets and then were subject to the unacceptable time it was taking to get to their promos at the Kiosk.

Reason 4:

Consider also the cost of the paper used at the Kiosk. Each roll will print out approx. 1200 tickets. At the max, a player could potentially be printing out 300 tickets for the drums daily, meaning a new roll of paper every 4 players. At 4 players per roll, printing paper tickets could use THOUSANDS of rolls of paper for a single drawing. And don't forget to add the number of man-hours it would take to accomplish the changing of paper process and the downtime at the Kiosks, throughout the day. Don't forget to calculate the frustration levels and loss of play for the non-VIP guests who are coming to the Kiosks to participate in other promotions.

1200 tickets x 2000 players = 166 boxes of paper @ $118.75/box = $19,791.67 property cost for paper.

Unseen is the environmental impact: the production of 166 boxes of Kiosk thermal paper would require 910 gals of oil, 44,515 gals of water and produce 5300+ lbs of trash. Then factor in what happens to all of those tickets after the drawing. They eventually go to a landfill. Unless you are in California…these petroleum-based tickets are prohibited from California landfills. They are not bio-degradable.

Reason 5:

The printers will wear out quickly with this kind of printing demand.

So, this is what it would take to have a paper-ticket drawing via the software and the Kiosk.

As stated above, however, this could all be set up via the software and EDraw in about 10 (ten minutes) and would be essentially maintenance free from that point on. We just wanted to share these thoughts of the costs of putting paper tickets in the hands of the players.

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GLOSSARY

A

Active Box – appears in four places: the Master Promotion Editor, the Sub Promotion Editor, the Prize Editor, the Edit This Device window. The box must be checked to make the event or device active, and unchecked to be inactive. Promo allows for Inactive Promotions to be hidden from view in the Promotions window. ALL ACTIVE promotions appear in **BLACK**, ALL INACTIVE promotions appear in **RED**.

Activate on Device – a promotion can be made inactive on a device, and then can be made active once again. Option available when right-clicking on a device in the Devices window.

Age/Birthday Promotion – this is a Master Promotion Type used to create an Age Range for a Master Promotion. Age Promotions include birthdays and groups as in 55+.

Amount – the amount of the prize type to be issued. For example: '5' Drawing Entries, '10' dollars of Free Play. 4 X points. When using a Single Ticket Prize Type, the Amount will always be '1'. Amount is not the same thing as the Prize Value (monetary). See also Prize Value.

Audit Log – the log that records how each promotion is configured and tracks any changes to that promo. The configurations/changes, user, computer and date/time are all tracked.

Auto Check IN – when checked in the EDraw Editor, this function allows players the option of being checked in for a drawing based on an interval of time configured in EDraw. This interval time can represent time in hours or minutes and is activated during the process of Update Activity and Populate the Drum. The action being considered during the interval is 'card in' or 'card out' whichever is the most recent within the time interval.

Auto Enroll - A feature in MGT EDraw that allows the property to have a player automatically entered into the DrawTicketBank table simply by swiping at the Kiosk, being looked up in KMan, or by having yesterday's play imported.

C

Card Reader – located on the front of the Kiosk and allows the player cards to be read. Kiosks need to use a USB Card Swipe only. KMan users need a Keyboard Wedge Card Swipe.

Check In (for drawings) – an important function at a Kiosk that only applies when running an Electronic Drawing. Check In is usually configured when a player is required to be present to win. A player that does not have a Checked In status of TRUE cannot be drawn in a drawing session.

Color-Coding – the Master Promotion, Sub Promotion, Tier and Prize Trees are color-coded to provide quick assessment and trouble-shooting. See the Intro section in this manual.

Comp Deduction – not available in all gaming jurisdictions or player tracking systems.. Some casinos may offer a promotion that allows a player to receive a prize or award for which the software deducts (makes an adjustment to) comp value from the player comp bucket.

Configuration – the technical information necessary for the MGT SQL Server and the MGT Kiosk software to function correctly. Only a certified MGT technician should ever make changes to the MGT Database server or SM service configuration. Incorrect or changes to these configuration settings will most likely cause the MGT software to stop working.

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Controlled Entry – This is the option to use if the controlled group of players is contained in a single list. The option is selected in the Sub Promotion Editor if a player must have met certain criteria to play and are in a database-generated list that is imported for that promotion.. For example: a bus group or special invitation or mailing.

D

Detail Tree – shows the relationships under each Master Promotion: in this order: Master Promotion, Sub Promotion(s), Tier(s), Prize(s).

Devices – these are the Kiosks, or PC's that are a part of the property domain on which MGT software has been installed.

Device Active – this box in the Edit This Device Window configuration window must be checked in order for the software to work on that device.

Disclaimer (Prizes) – the legal disclaimer statement, entered in the Prize Editor, prints on each ticket. There is space for approximately 200 words in a disclaimer.

DrawLog - the log file that records every action during the running of a drawing session.

E

Enrollment Date Promotion – this is a Controlled Entry promotion in which the Player's Club or Cage can enroll a player into the promo through KMan.

Evaluation Field – used in the Tier Editor or the Master Promotion Editor to determine how a Tiered Player will be evaluated for eligibility to participate in a promotion. It works in coordination with the Evaluation Range settings. For example, 'slot in' for the last 90 days.

Evaluation Start Date/Evaluation End Date – these two dates determine the range of days used for evaluation of a player's gaming activity that will be used to evaluate participation in a promotion. See Chapter 3. See also: Fixed Range; Rolling Range; and, Rolling Range by Swipe Date

Evaluation Threshold – the amount or level at which a player qualifies and is able to participate in a promotion. Found in Ticket Info in KMan when a specific ticket has been selected.

Exclusion List – if, for various reasons, a player or employee must be excluded from a Master Promotion, that person's information is entered in this screen.

F

Fixed Range – in this choice, a player's gaming activity is evaluated in a determined calendar range. This range of days does not change as the promotion moves forward.

Flash® – interactive graphics using Shockwave Flash. (.swf)

G

Games – interactive games in which the player participates on the Kiosk screen by watching a wheel or making a pick on the touch screen.

Gender – decides who will be eligible for a promotion: just men, just women, or all genders.

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H

High Value – the top value of a range. The High value setting is always expressed in terms of < (less than), meaning the number 200 would be "less than 200."

History Time Group – appears in the Sub Promotion Editor. This configuration option is only used when a sub promotion is a one-day-only promotion and if available use the calendar day for the evaluation period, not just gaming day. The function is not available in every player tracking system. Contact MGT Technical Support for more information

I

Interface – the method used for the Kiosk to be able to send messages to the property Player Tracking System.

L

Link – an essential connection between Tier Groups & Sub Promotions; Prizes & Tiers, Promotions & Kiosks. If an item or group is not linked, it will not be a part of the Master Promotion. If a Master Promotion is not linked to a Kiosk, it will not be seen by players at the Kiosk.

Link a Tier – Tiers are linked to Sub Promotions.

Link a Time Range – Time Ranges are linked to a Time Group as a part of the Sub Promotion Editor.

Link a Zip Range – Zip Ranges are linked to a Zip Group in the Sub Promotion Editor.

Low Value – the lower end of a designated range. The Low Value is always expressed in terms of >=, (greater than or equal to). For example, 100 would be equal to or greater than 100. **See also: High Value**

M

Master Promotion – is the top level of a promotion. Its purpose is to disqualify large numbers of people, thereby dramatically reducing the number of Sub Promotions considered before showing 'buttons' of available promos.

Master Promotion Editor – the first level of player evaluation criteria and elimination, where the Promotion is given a name, and participation type, gender and player action are entered.

Multi-Sub Participation – an option in the Master Promotion Editor window that allows a player to participate in more than one sub promotion linked to the same Master Promotion. For example, a progressive earn and get promo might have 2-6 sub promotions in which a qualified player might participate.

Multiple Sub Promotions – instead of creating multiple Master promotions, a single Master Promotion can have multiple Sub Promotions.

N

Enrollment New – an option available for configuring Enrollment Date promotions. This player must have joined the club today, or quite recently.

P

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Par Table – the numerical value assigned as "Par" for a prize determines the odds of receiving that prize compared to the other prizes linked to a Tier. When a Tier only has one prize, the Par Value is always "1".

Play Fields – options available for selecting criteria by which a player will be evaluated for a prize or offer, i.e., Slot In (Coin In), Total Points Earned, etc.

Prints Tickets – in the Prize Index Editor, this box must be checked if the Kiosk is to print a prize ticket and unchecked if the Kiosk is not to print a prize ticket.

Prize – the item awarded from the Kiosk: prize ticket, drawing ticket, points, comp, Slot credits, etc.

Prize Cap – in a Points Multiplier promotion, this is the maximum number of points that can be multiplied at the end of the promotion.

Prize Count – the ability to control prize inventory when linking a prize to a Tier. When the prize count reaches 0 the prize is made inactive. Prize Count features do not work when the prize is a part of a Prize Kit.

Prize Editor – where Prize description, values, and type are entered or modified. Note: Editing an existing prize that is in use by other promotions will change that prize for the other promotions. However, you are able to use an existing prize and change the par value for the new promotion without any adverse effect on the other promotions.

Prize Index Editor – where Prize Par and Prize Count are configured.

Prize Kit – this special prize type is actually a container for multiple prizes. When a customer receives this prize they are actually receiving all the prizes that are linked to this kit. This allows the casino to have a single prize that issues several other prizes.

Prize Par – is the method used for setting the odds you want to give your customers on the prizes that are being awarded on every promotion.

Prize Type – a variety of possibilities selected in the Prize Editor window. For example, single ticket, comp multiplier, drawing ticket, etc.

Prize Value – the cost/value of the prize being awarded. This value is used for reporting purposes in order to demonstrate the expense of a promotion according to the number of those prizes issued. See also: Amount

Promotions Manager – this is the main window of MGT Promo. When a database is open in the Promotions Manager, three button-options appear under the menu bar:

Exclamation Point - Inactive Button -- Shows/Hides Inactive Promotions.
Minus Button -- Shows/Hides Deleted items.
Plus Button -- Shows/Hides Archived Items.

Property – the casino property database.

Property ID – identifies the property in the MGT database. Almost always the Property ID will be '1'.

R

Range End Date/Start Date – these two dates primarily determine how often a player will be able to participate during the course of the promotion. They also determine how an Evaluation Rolling Range moves through the course of a promotion. See Chapter 3.

Redeem – when a player exchanges Kiosk tickets for goods/cash, the ticket is marked "redeemed" in KMan which records a date, time and device used for this redemption process.

Reports – see SSRS

Rolling Range – a player's playing evaluation range that is set in the Sub Promotion Editor. This range follows the player through the promotion incrementally according to the Range Days setting.

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Rolling Range by Swipe Date – play history used for evaluation is based upon the player participating in the promotion for the first time. In this case, the action of the player swiping at the Kiosk determines how the evaluation range evaluates the player's history.

S

Schedule Editor – allows the editing of days of the week, or a Custom Time Group for a Sub Promotion, a Tier, or a Prize, depending on which is selected.

Scheduling – an essential part of a promotion, scheduling includes: promotion start/end, range start/end, player evaluation range, and the times (hours/days/weeks/months) for each of these.

SSRS – SQL Server Reporting Services. These are web-based and configured after the Promo Software has been installed and data validated.

Sub Promotion – a part of a Master Promotion. Think of the Sub Promotion as the 'button' on the Kiosk that allows a player to participate in offers. There can be more than one Sub Promotion under a Master Promotion.

Sub Promotion Editor – the window that allows editing of groups, schedules, ranges and prizes for a sub promotion.

Submit Schedule – option chosen when all scheduling criteria has been entered on the Sub Promotion Editor window. This action configures the promotion in the database so that the Kiosks (OK), and the System Manager (SM) knows when to start and end a promotion.

Swipe – the act of running a card through or inserting a card into a card reader. (See card reader)

System Manager (SM) a service that runs on the MGT database servers– analyzes, adjusts, and takes action based on what is happening in the MGT Promo software package or runs SQL Jobs as configured and/or at preconfigured times. The MGT System Manager (SM) MUST be running for the Kiosk system to function.

T

TGID – the Sub Promotion ID.

Tier – a Tier is linked to a Sub Promotion. Tier Groups set the Low and High Thresholds of qualification of a player by evaluating that player's play during a given period of time (Evaluation Range). Multiple Tiers can be created and linked for any promotion. In multiple use, these Tiers could also be thought of as demographic segments.

Tier Evaluation Values – See Low Value, High Value

Time Group – contains the Time Range(s) which limit or allow the promo to be visible at a Kiosk.

Time Range - the Time Range in which the promotion, the Tier, or the Prize is available.

Sub Schedule – The calendar day/time for the parent Time Range for the Sub Promotion

Tier Schedule - The calendar day/time for the Day of Week or Day of Month Time Range for a Tier

Prize Schedule - The calendar day/time for the Day of Week or Day of Month Time Range for a Prize

U

Unrestricted Promotion – No Demographic Type or Master Promotion Date Type is necessary for player qualification. A Gender promotion is not a part of this Unrestricted choice.

W

Wedding Anniversary Promotion – this is a Master Promotion Type used to create an Anniversary Range for a Master Promotion.

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Z

Zip Code Editor – where Zip Groups and Zip Ranges are created and linked.

Zip Range – use Zip Ranges to determine the inclusion of players in your promotion by Zip Code. A Zip Group can contain more than one Zip Range. Groups and Ranges are created and linked in the Zip Code Editor.

Zip Group – appears in the Sub Promotion Editor, contains the Zip Ranges for a targeted promotion. A Sub Promotion may only have one Zip Group, but that Zip Group may contain more than one Zip Range

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