



MGT Promo Manager 4.5.5 User Guide

February 2021

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Contacting Everi Payments Inc.

Phone (Help Desk): (844) EVERI-24 (844-383-7424)

Email (Help Desk): SupportOperations@everi.com

E-Mail (Network Operations Support): nocstaff@everi.com

For Loyalty Support, Contact:

888-532-3913, ext. 3, local 702-360-8550

<https://atrient.zendesk.com/hc/en-us>

support@atrient.zendesk.com or support-mgt@everi.com

Fax: (512) 334-7695

Mailing Address: 7250 South

Tenaya Way, Suite 100, Las Vegas,
NV 89113

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About This Manual

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 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.

Congratulations!

You have purchased MGT Promo because you recognize that:

1) **SUCCESSFUL PROMOTIONS CREATE MAJOR EXCITEMENT** in your casino; and,

2) **SUCCESSFUL PROMOTIONS MEAN INCREASED REVENUE!**

At Micro Gaming Technologies, we understand that the challenges of creating and configuring a successful casino promotion can cause sleepless nights to anyone involved, from Marketing to IT. We also are aware of how the rapid changes in information-processing and networking technology affect and steal your time – the time your business needs for research to stay on the leading-edge of the many opportunities offered by this new generation of technological advances.

The MGT Promo 4.5.5 Suite is **THE** leading-edge solution to creating and activating kiosk-driven promotions. *There is no other software available* that can do what **Promo 4.5.5** will do for you and your casino promotions. **Promo 4.5.5** provides the tools to create a wide variety of self-service promotions using an intuitive interface that is able to streamline the management of the many details of kiosk promotions.

MGT Promo 4.5.5, is not a collection of pre-packaged promotions. Micro Gaming Technologies has created an open-ended application that gives your casino management the power to create personalized promotions *based on a player's value*. Combined with our electronic drawings (MGT EDraw) and fun, interactive games, your casino's promotions and special events will soar to new heights.

MGT Promo Suite 4.5.5 – What’s New?

Overview

MGT V4.5.5 is a release that was primarily driven by the need to improve the usability of Staff Member Editor. There are other system enhancements to CCPromo, the addition of messages to allow MGT to deliver Player tracking system (PTS) offers as well as a number of bug fixes and enhancements to the core MGT Promotional Suite.

MGT Promo

- Added the ability to Enable and Disable EDraw functionality on specific kiosks.
- Changed the default of Tier and Prize Schedule Submission to the ALL Day time group.

Offer Kiosk Module (OK Program)

- Modified CardReader to allow insert readers (USB devices)
- Added Functionality to enable or disable EDraw by device.
- Corrected ticket printing for P2C Redemption ticket to properly show quantity
- Fixed a function that was not correctly validating the CCPromo License key.
- Added ability to allow rank information for Account information screen to come from MGT calculations or the PTS interface.
- Added configuration values to allow MGT to filter, display and release PTS offers and the ability for those PTS offers to be shown under different button on main kiosk screen.
- Added ability for PTS Offer to be printed with separate detached disclaimers.
- Fix a bug in the Pick A Prize functionality that would force flash back to main screen
- Added ability to configure which tiers can use a specific kiosks (high limit may only want top 2 tiers on those kiosks)
- Changed drawings functionality to not return entries for players excluded from drawings instead of excluding those players at time of populating the drawing drum.

Kiosk Manager (KMan Module)

- Modified reprint to not allow showing of Offers or reprint of MGT Offers from KMan
- Changed reprinting of UGuess tickets from printing to default printer instead of configured printer for KMan.
- Fixed a bug that the “Notes/Alert” button only showed up when looking a player up by PlayerID and not by swipe, ticketnumber or name.

EDraw Module

- Modify Configuration connection options for external displays. Added option for TCP/IP. This configuration information will all be stored in the registry since they may differ by device (where the EDraw server is installed)
- Change DrawingStatus file name to always be DrawStatus.xml.
- Modified Auto Check-in behavior in Editor. Separated Auto Check-in from Auto Enroll on form and Disable/Enable controls depending on Auto Check-in status

- Fix bug where all players in a drum were being retrieved and not filtering by the ExcludedByPriorDrum field.

MGT Promo Suite 4.5.4 – What’s New?

Overview

MGT V4.5.4 is a release that added an enhancement module (“CCPromo Premier” Fantasy Sports Promotions) and a variety of other feature enhancements or bug fixes to the core MGT Promotional Suite.

MGT Promo

- Added ability to enable EDraw functionality on individual kiosks
- Added messages for CCPromo Premier (Fantasy Sports) Promotions

Offer Kiosk Module (OK program)

- Added functionality for CCPromo Premier (Fantasy Sports) and categorical picks
- Improved efficiency of the MGT Offers being delivered
- Fixed a bug that when an MGT offer was redeemed that it would exit to the Swipe screen
- Added PIN lockout when a player enters the wrong PIN at the kiosks more than the configurable number of times – Lockout is from MGT Kiosks only, not the Player Tracking system or slot machines.
- Remapped the CCPromo name, period and card descriptions for flash.
- Change the method that the played record is being inserted.
- Allow disclaimers to be assigned to tickets rather than hardcoded on actual ticket for redemption types, Win Loss, uGuess and CCPromo

Kiosk Manager (KMan Module)

- Added ability to reprint CCPromo, Win/Loss statements and UGuess statements
- Added ability to unlock the player PIN from Kiosk lockout condition by PlayerID
- Added Gaming Activity tab. This tab will add the functionality to get the player gaming info and broken out by eval fields.
- Added configuration to controlling whether or not the MGT offers tab should show.
- Allow user to add/edit player email and phone number in MGT_Email
- Improved audit logging for enrollments and added workstation to KManauditlog

Choose The Champs (CCPromo) Module

- Added ability create and process Fantasy Sports type promotions
- Added ability to do Race and Categorical Pick type Promotions (e.g. Academy Awards)

MGT Promo Suite 4.5.3 – What’s New?

Overview

MGT V4.5.3 is a release that added a new module (“Promo Apps Module”), a variety of feature enhancements as well as a number of bug fixes to the core MGT Promotional Suite. MGT V4.5.2 was an experimental build to integrate a new line of kiosks that would allow the reprint of player cards. This functionality was abandoned and therefore V4.5.2 is being skipped.

MGT Promo

- Added Virtual Bucket Promotion types to allow the casino the ability to setup a promotion based on a players selected earnings criteria with offsets of previous participations against the same criteria in a designated timeframe.
- Added Inventory countdown feature for Prize management.
- Added ability to enroll customer into a promotion based upon collection of email address.
- Added an AutoPlay promotion type which will play automatically at time of swipe at the kiosk without the player having to press a button (e.g. Happy Birthday Promo)
- Added new prize type for awarding CCPromo cards
- Added ability to enable Choose the Champs Promo functionality on specific kiosks.
- Modified Exclusion Editor to display the type of exclusion (Drawings, Promotions, All)
- Modified master promotion linking window so that the last modified master promotion is selected to be linked to a kiosk.
- Linking a master promotion to a kiosk is now logged in audit trail
- Made the login only list properties the user can access to improve security in multi-property operations.
- Added additional logging of changes that users make to promotions
- Added an information box to the Schedule Editor form to instruct the user that the changes they make are immediate.
- Added the ability to go paperless at POS redemption using the MGT2Micros interface version 2.0
- Ability to configure a single ticket for a revenue center and to have a discount able to be applied in the Micros interface.
- Added check boxes to Prize editor to allow prize visibility in EDraw and CCPromo
- Modified to prompt user to change password when expired.

Games Editor

Changed how Games editor in MGT Promo displays available Games and makes them available for selection in a promotion. Some of the changes include:

- Enabled browsing to file directory for the game to add
- Enabled preview of the game with sample prizes

- Enabled setting Game Types and Styles for filtering purposes
- Enabled Syncing the Game to the Network Share
- Enabled Flash sending the FlashKey and the number of prizes
- Added ability to input a game description

Offer Kiosk Module (OK Program)

- Added functionality for Promo Apps (UPick and UGuess) promotion types. These new promotion applications allow the player to (1) participate in a promotion and then make a choice from a group of predefined prizes or (2) make a guess about some confirmable event (e.g. jellybeans or pennies in a jar, date of first 100 degree day, etc.)
- Ability to validate when a player's selections are correct for a SafeCracker type UGuess promotion
- Added ability for a property to enable self-service printing of Win/Loss records from the account information screen of the kiosk
- Added functionality to allow the property to configure options for the how the kiosks are to behave when a kiosk is reporting paper out or paper low.
- Added a SwipesLog to capture select information when a valid swipe is processed
- Added ability for transactions to be processed by the Kiosks and the System Manager (SM)/Transaction Processor is the backup for failed transactions.
- File Sync was corrected to allow overwrite of existing files
- Corrected how drum multipliers were calculated on the OK Drawing entries screen. The entries were correct for the actual DrawTicketBank but amount shown on the kiosk did not reflect the correct value.
- Corrected behavior so that the posting of points and comps to return a transaction code for successful redemptions
- Corrected rounding errors for applying card level discounts to point redemption costs the system was automatically adding .5 to any number causing whole numbers to round up to the next whole number.
- Added logging of the winning prize values to MGTapps.log

Kiosk Manager (KMan Module)

- Enhanced the way Player Demographic Fields are displayed.
- Added a Void Button for Self Redemption Items that will mark the record as voided in MGT. This feature does not restore the points or comps in player tracking system.
- Removed the No Drawings Available message boxes
- Added log file rollover to log a separate file for each day
- Modified to print the Button Description instead of the Tier Group description when reprinting a ticket
- Modified to allow selection of a desired printer instead of the system default printer

EDraw Module

- Added functionality to Start and Stop Display of Drawings
- Added an External Display Mode to control how the external display information will be handled.
- Added functionality to create a path and a Drawing XML file to be consumed by an external display.
- Added an option to award one free entry into a drawing without the players having to go to a kiosk.
- Added configuration to allow earning of fractional entries.
- Improved the options for assigning prizes to winners of a drawing including ability to set prize expiration dates and handle multiple prize types.
- Optimized the process used when clicking on the checkbox to be moved to the picked and winner panel.

Choose the Champs (CCPromo) Module

- Added ability for creating opportunities for an **EARNED** CCPromo card. This is done through a promotion using MGT Promo Manager with a new Prize Type- #15 (CCCard Add).
- Modified to allow property to set Timeframe for expiring prizes by card
- Modified application so that the CCCardID shows on various windows for user reference
- Added an option to allow user to modify rules file from application
- Modified to use drop down of Card Tiers instead of check boxes to be consistent with MGT Promo
- Added logging to improve audit trail when changes made to a CCPromo based promotion
- Added ability to rank and award prizes for period cards.

Promo Apps Module

- New application designed to support the use of the UGuess and Pick A Prize games.
- Ability to define and process sessions generated from UGuess or Group Participation Promotions.
- Ability to allocate awards to players based upon the ranking in a session
- Awards allocation can be done with straight Prize Allocation, Equal Distribution from a pool amount and a contribution-based pool allocation
- Ability for authorized users to update license keys for applications requiring license keys
- Ability to generate and encrypt random numbers for SafeCracker type UGuess promotions
- Added new configurations for UGuess File Location and UGuess Ticket File Name.

System Manager/Transaction Monitor

- Added configuration values to enable the SM to process selected transaction types

- Added ability to require a manual release of a kiosk awarded promotional credit from KMan.
- Added a process to expire prizes generated from CCPromo.

Import Tool

- .Net version and combined the Import to CE and Import to DrawME tools into a single MGT Import Tool.
- Added logging for import processing

Drawing Import Highlights

- Added Find Players functionality
- Added Delete Players functionality
- Fixed the grid sorting
- Added creating a file for duplicate players when duplicate players exist in the import file. The import will still proceed and just sum up all tickets for duplicate players.

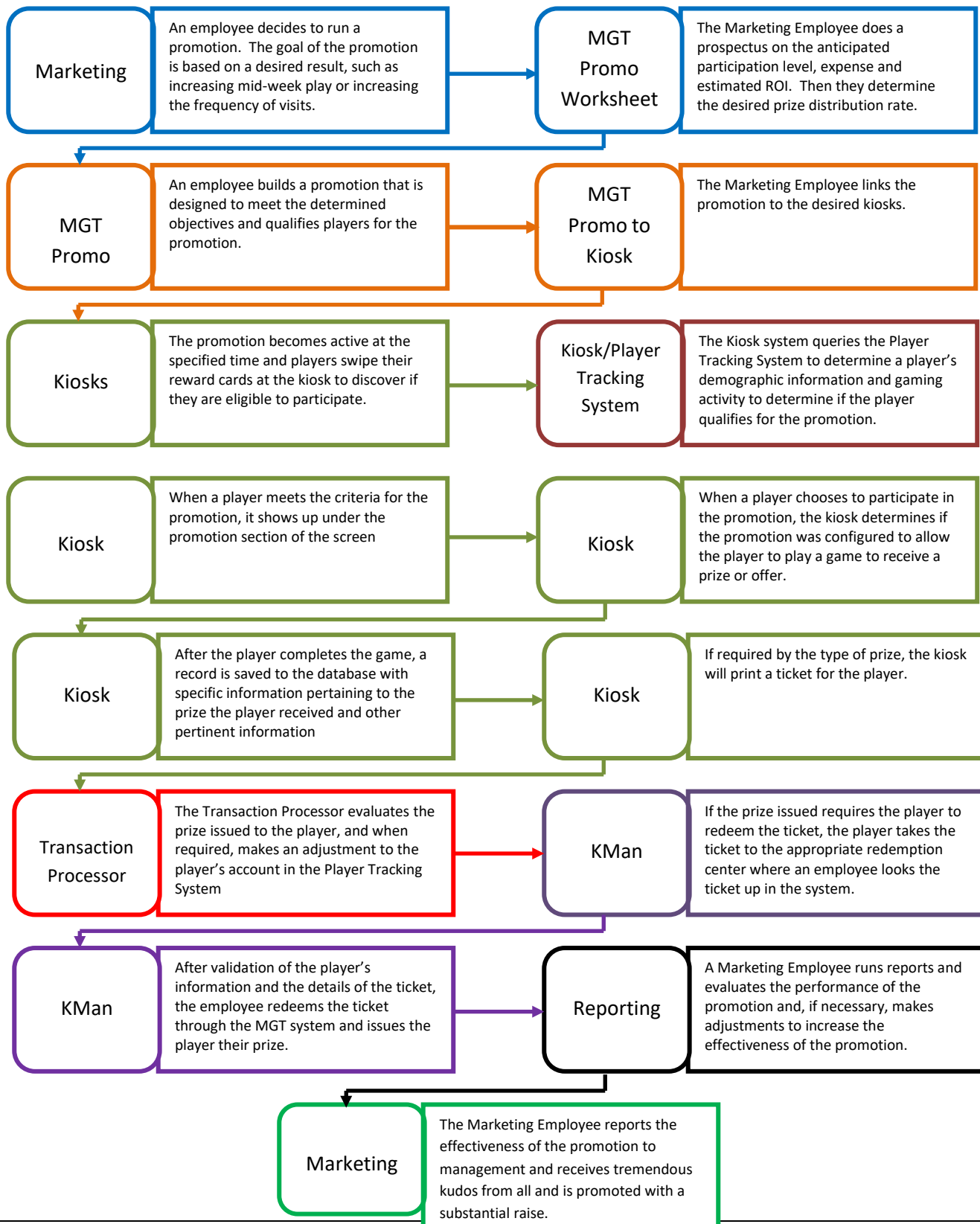
Controlled Entry Import Highlights

- Default back to Summarize Data when doing a new search
- Clear out player ID on new search
- Added a throttle and modified the import processing function.

Staff Member Editor

.Net Replacement of the MGT User Editor for managing MGT application permissions.

Promotion Process Overview

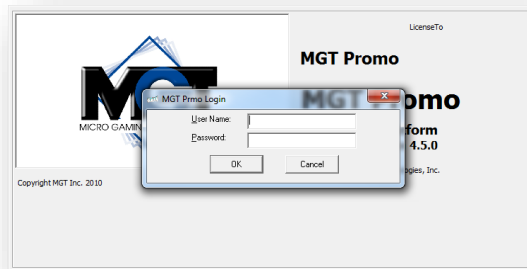


INTRODUCTION

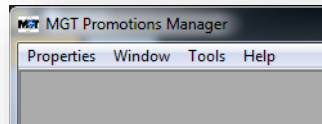
Understanding MGT Promo Manager

The Beginning

1. Open MGT Promo 4.5.5
 - a. Select: Start, All Programs, MGT, MGT Promo.
 - b. The **MGT Promotions Manager** window will open.
 - c. All MGT Applications require that each user be granted specific permissions in order to open the software.
 - d. Enter a User Name and Password supplied to you from IT/MIS.

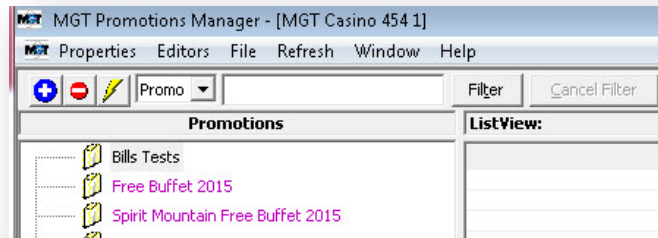


2. MGT Promotions Manager presents menu options:

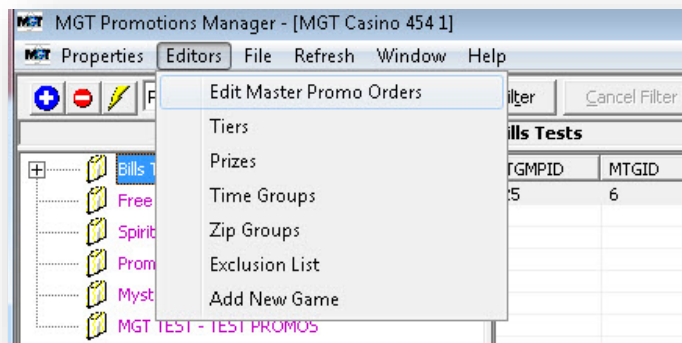


- a. **Properties:** allows you to select and open a property database
- b. **Window:** allows you to rearrange the open windows in the program
- c. **Tools:** opens to allow you to configure MGT Promo.
- d. **Help:** accesses the software version number.

Menu Selections (with an Open Database)

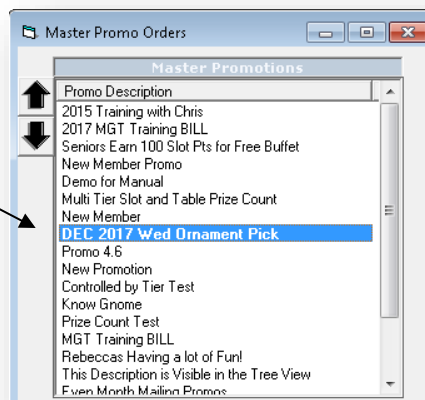


1. Six menu selections appear at the top of the MGT Promotions Manager screen *when a Property database is open*:
 - a. **Properties:** Clicking on Properties will allow you to select the Property for which you wish to create or modify a Promotion.
 - b. **Editors:** Allows access to the following:
 - 1) **Edit Master Promo Orders**



- a. Gives the property control over the order in which the promotions are presented on the kiosk.
- b. It does not change the order in the Promotions window in Promo Manager.
- c. 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 result.

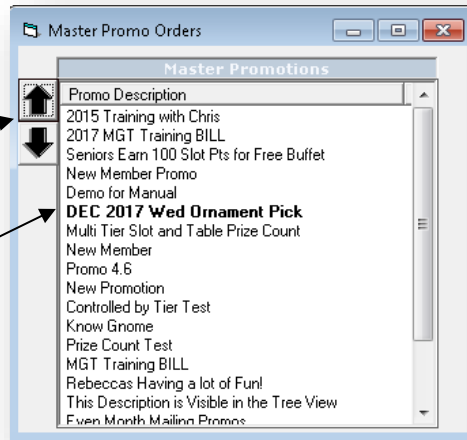


5. Select the Promotion to be moved in the order

6. Button is selected once for each desired move

7. Promotion now higher in the order in MGT Promo and on the kiosk Promotions display

8. Repeat as needed to achieve the desired result



NOTE: In Promo Manager 4.5.5, the Master Promo list is now ordered by creation, with the most recently created at the top of the list. This order cannot be changed via Edit Master Promo Order.

2) Tiers

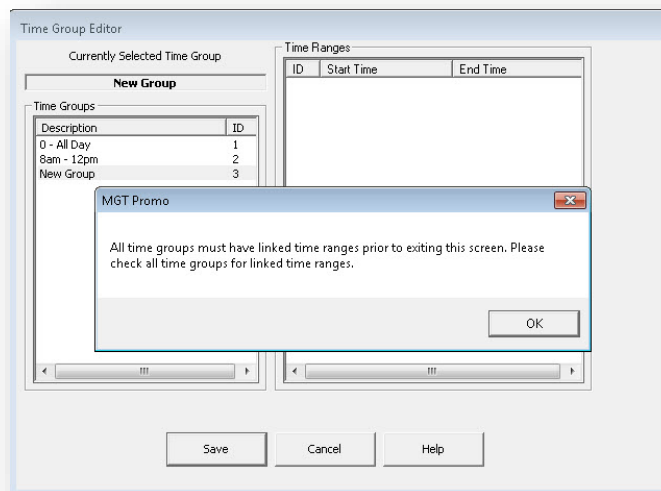
- Allows Tiers to be created and configured ahead of the actual use by a promotion.

3) Prizes

- 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.

4) Time Groups

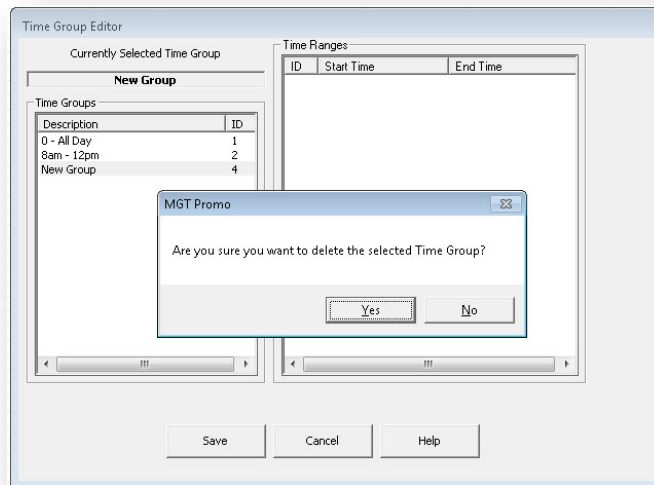
- Allows Time Groups to be Created, Modified or Deleted without accessing a Sub Promotion
- A Time Group must have a Time Range linked. If no Range is linked, the following prompt will



appear:

- Time Groups created in Error can be deleted.
 - Right click on the Time Group to be deleted.

- ii. Click Yes to Confirm or No to cancel

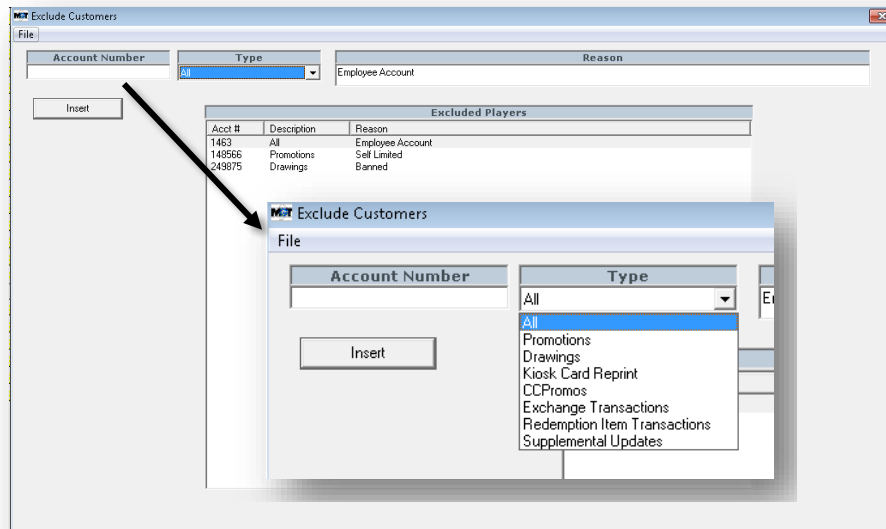


5) Zip Groups

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

6) The Exclusion List

By Selecting **Exclusion List** from the **Editors Menu** you can exclude any player or employee account from using the kiosk. In MGT Promo, adding a Customer's Account Number will exclude that customer from ALL Kiosk activity. This action can be removed by right clicking the account you would like to activate under the Current Exclusions List.

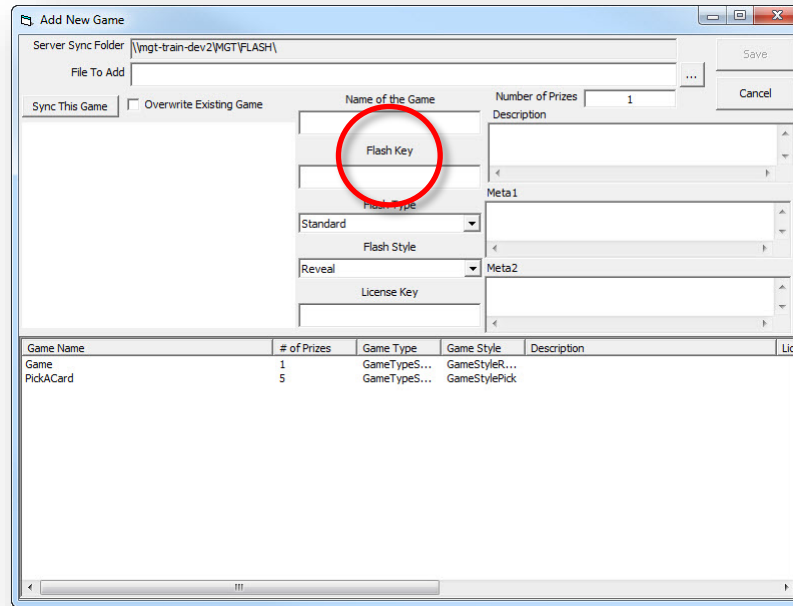


7) Add New Game

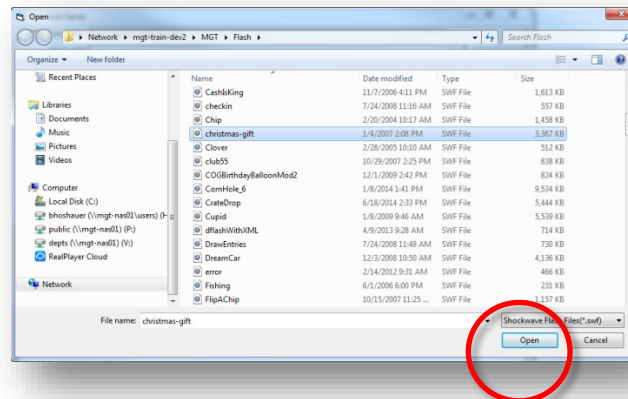
Adding a New Flash Game to Your Property Game Collection

1. The ability to Add a New Game has additional features in 4.5.3:

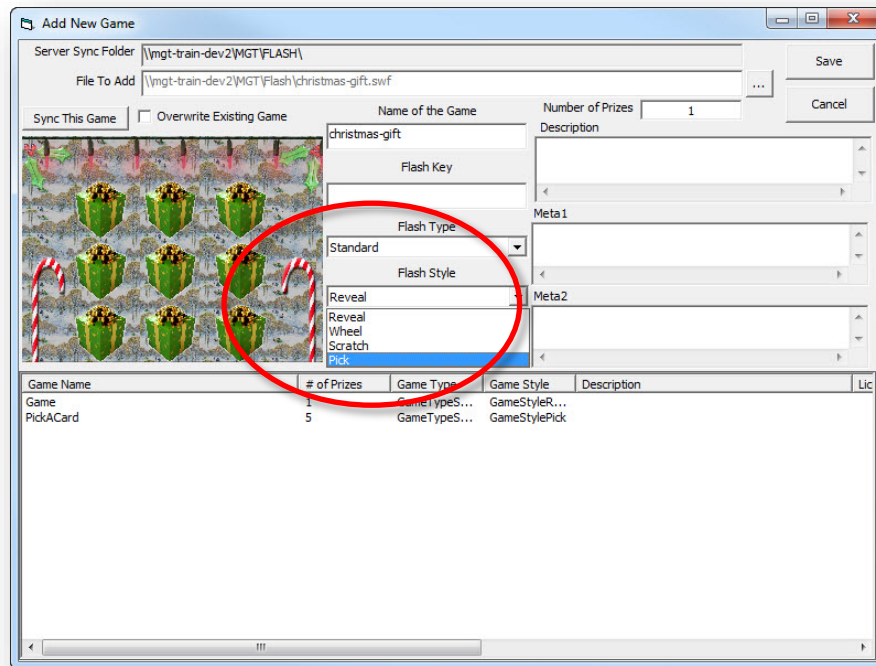
- a. The Game Name will automatically be configured by the game file name (i.e., *newgameflash.swf*) will be added as *newgameflash*
- b. Depending on the type of game added, a Flash Key may be required in order for that particular game to function.



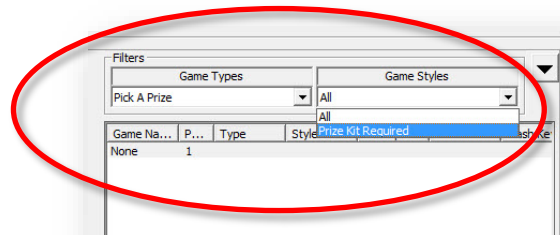
2. The new Game must first be added to the \\mgtservername\MGT\Flash folder.
 - a. Browse to this folder from your desktop or Windows Explorer.
 - b. If you do not know how to get to the MGT Share folder, ask IT to do this for you.
 - c. Copy and Paste the new Game file to the folder described above.
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
 - 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

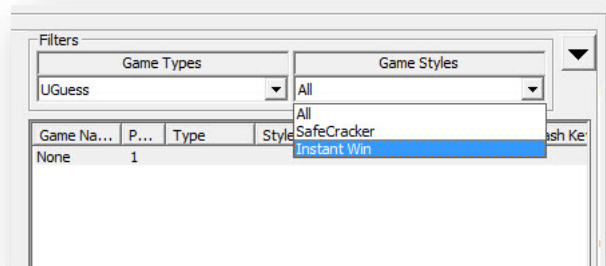


5. Configure the following choices depending on the type of Game being added:
 - a. Enter the Number of Prizes that will be displayed on the screen when the game plays.
 - i. NOTE: this number is NOT a determining factor in how many prizes might be linked to a particular Tier for a promotion. This simply 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
 - 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

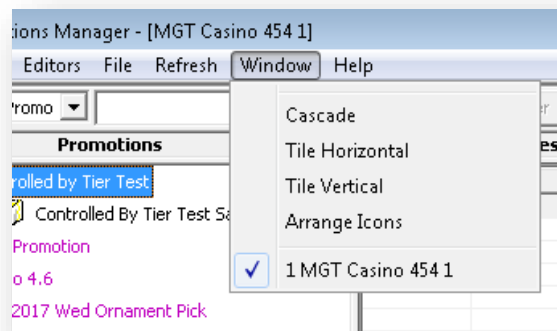


d. Flash Type: UGuess

- i. The Game Styles offered here are:
 1. Safe Cracker: Guess the right combination to the safe
 2. Instant Win
 3. Jelly Bean



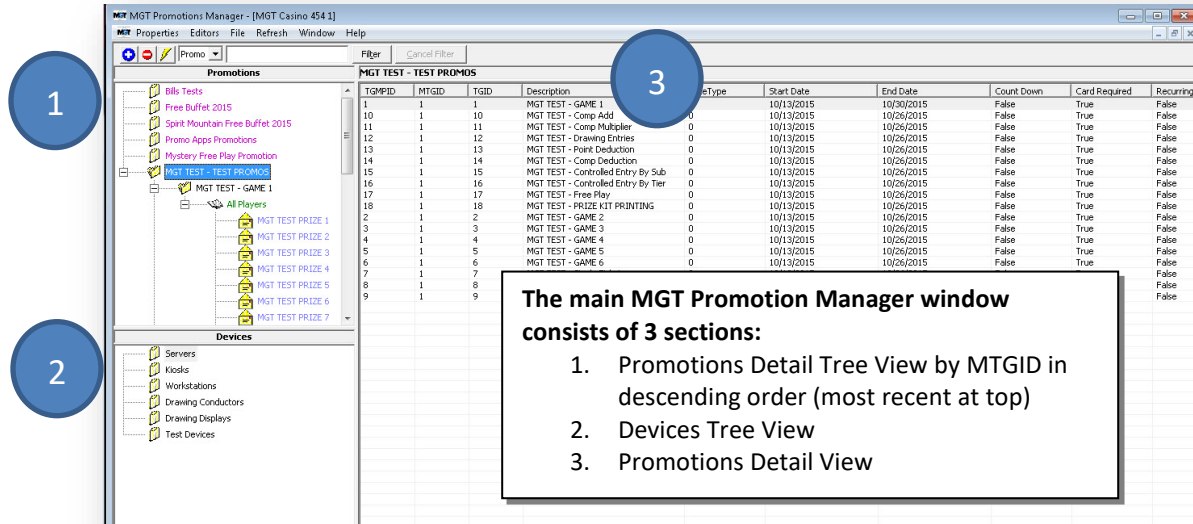
3. **File:** allows for Exit of the application
4. **Refresh:** Allows you to refresh the directory tree in a promotion after you have edited added or deleted Tiers, Prizes, etc., from that promotion.
5. **Window:** Selecting **Window** will allow you to organize your open Windows, or access another **open Properties** database.



6. **Help:** Selecting Help will allow you to access the product version information.

Understanding the MGT Promotions Manager Windows

1. Select Properties
 - a. Select Your **Property**
 - b. Your Property Database will open in the **MGT Promotions Manager** window.
 - c. This is the main *MGT Promo database* screen.



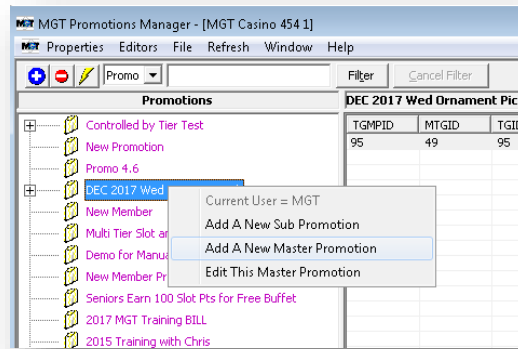
The MGT Promotions Manager is the Start Screen

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

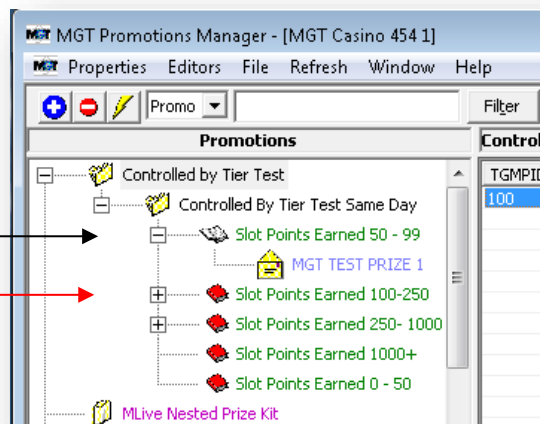
1. IN simplest terms, LEFT-CLICKING on an item selects it. RIGHT-CLICKING on an item presents options.
2. By **left clicking** on an item in the Promotions window, the details for that item will be displayed on the right side of the screen.
3. By **right clicking** on an item in the Promotions window, 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



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 promotions 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



NOTE: The MGT Promotions Manager is Color-Coded.

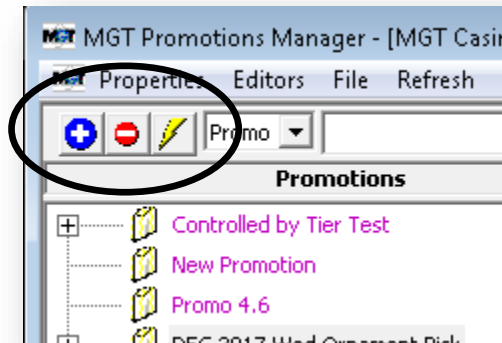
This feature allows you to quickly identify potential problems in a promotion. For example: an item that shows in RED. The Color-Coding Schedule is as follows:

- Purple Master Promotion Object
- Black Sub Promotion Object
- Green Tier Level
- Blue Prize

- Dark Blue Prize Kit
- Red Inactive or Invalid

The Plus, Minus and Lightning Bolt 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 Deleted Promotions (though no promotion data is deleted from the database.)
4. **Lightning Bolt:** Shows or Hides Promotions Items that have been made inactive. Inactive Promotions will appear in **RED**

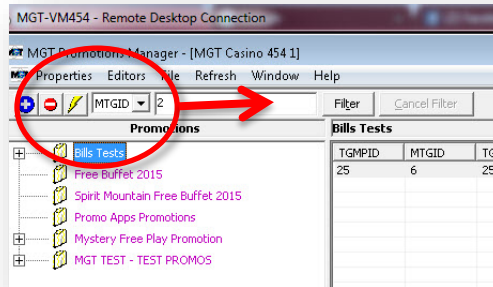


NEW FEATURE: SEARCH THE MASTER PROMOTIONS

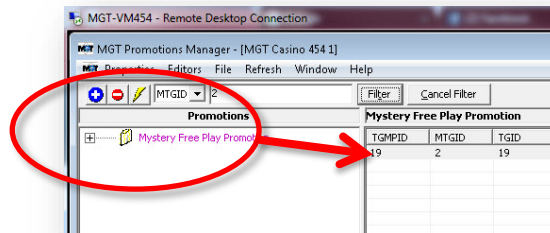
1. MGT Promo Manager 4.5.4 allows you to search for a specific Master Promotion.
2. This Search can be conducted in one of two ways:

By Searching for the MTGID - The Master Promotion ID

- a. Before Search
- b. Select MTGID
- c. Enter the MTGID for your search
- d. Select Filter

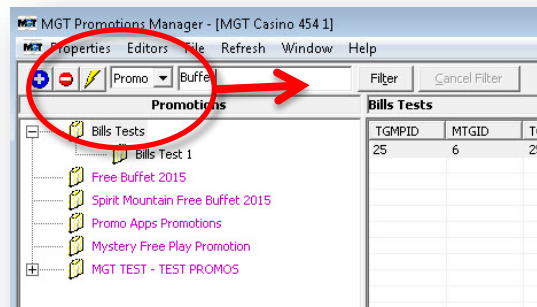


- e. After Search

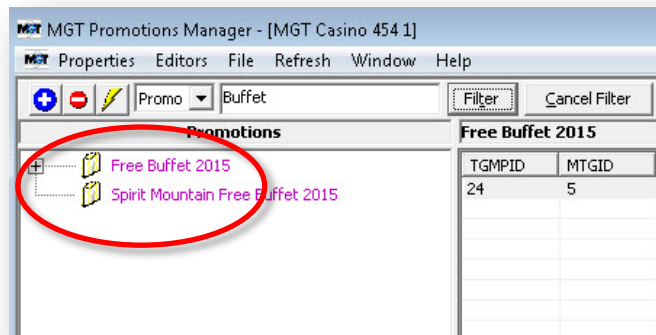


By Using a Key Word

- a. Before Search
- b. Select Promo
- c. Enter the Key Word
- d. Select Filter

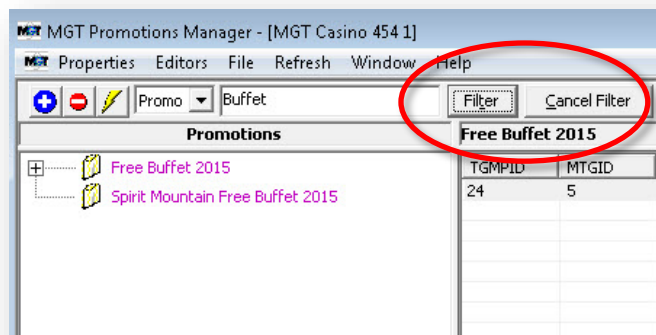


e. After Search

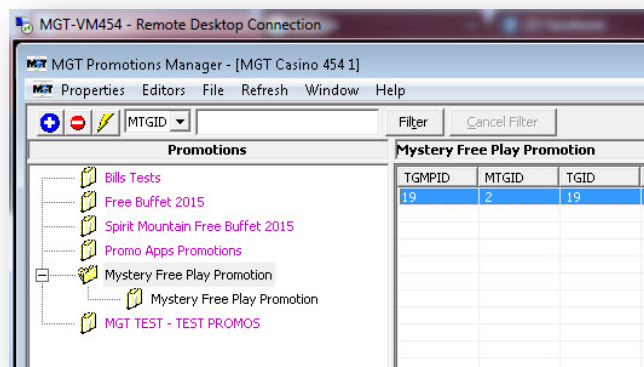


To Clear the Search

1. Select Cancel Filter



2. The Active Master Promotions will return to the View



CONFIGURING PROMOTIONS

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 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.

STEP ONE: THE MASTER PROMOTION

THE MASTER PROMOTION: Essential Purpose

1. The Essential Purpose of the Master Promotion is to serve as a filter to DISQUALIFY as many large groups of players from the promotion as quickly as possible. The more groups that can be disqualified means faster operation for those players who DO qualify for a promotion.
2. For example: If the promotion is an Age-based promotion for players 55+, all players who are not at least 55 are disqualified immediately. No other information is needed for these players related to age.
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 look-up simply because it is not the month of their 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. At that time the kiosk will continue 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: 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. 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.

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

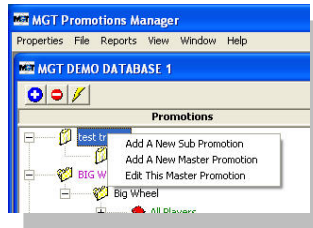
Player Action Today

Player must earn this qualifier today, points earned today,

Coin In over 50 today, etc.

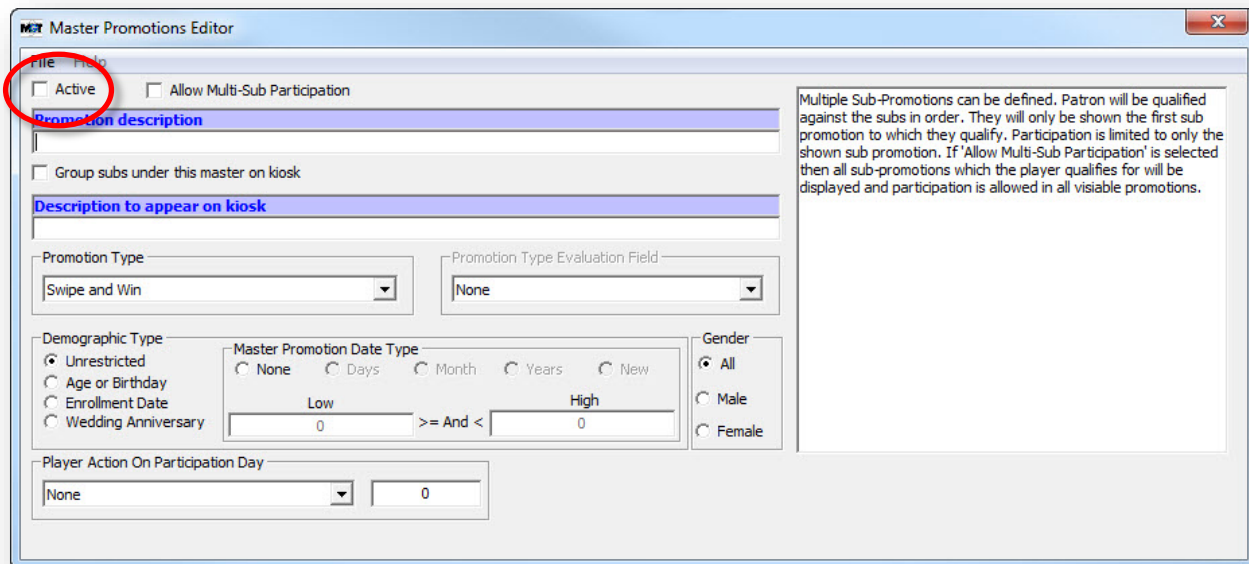
The Master Promotions Editor

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



- 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 important task. Not only does it begin to define what your promotion IS, but more importantly, it defines what your promotion IS NOT.



- Select and check the **Active** box at the top of the **Master Promotions Editor**
 - The reasons promotion can be made ACTIVE, is so that they can also be made INACTIVE.
 - INACTIVE promotions can be hidden from view in the Promotions window.
- Enter a **Description** for your new master promotion. (for example: April Showers of Cash)
 - As you configure more and more promotions in MGT Promo, ‘naming conventions’ will become increasingly important.
 - Be sure to clearly identify this particular promotion (month, year, etc.) in the description field.
- Choose a **Demographic Type**. Choose from:
 - Unrestricted
 - Age or Birthday
 - Enrollment Date

d. Wedding Anniversary

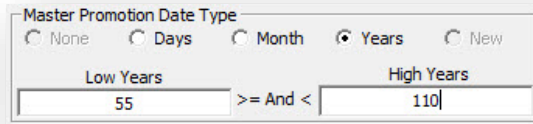
NOTE: as you select Types, the text above the Low and High windows will change, and the radio buttons will highlight or dim depending upon the Master Promotion Type chosen.

4. In the Master Promotion Editor, you begin the process to configure how you will control qualification for a promotion. You will decide who will be qualified for the promotion. Accordingly, your decisions will also decide who will not be qualified. Examples of each follow.

Understanding Master Demographic Types

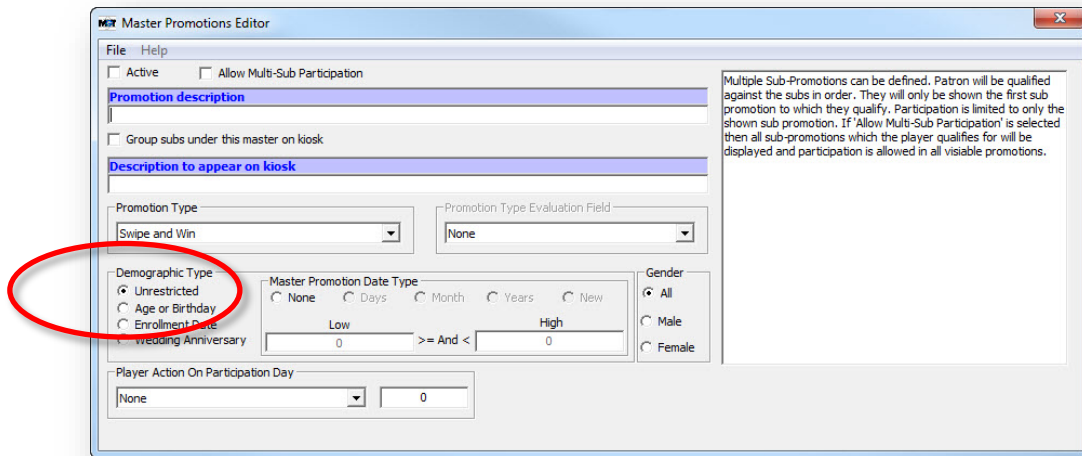
Low Value/High Value

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.



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.

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	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.

Demographic Type: ☒ Unrestricted, ☒ Age or Birthday, ☐ Enrollment Date, ☐ Wedding Anniversary

Master Promotion Date Type: ☐ None, ☒ Days, ☐ Month, ☐ Years, ☐ New

Days Before: 0, Days After: 0

Gender: ☒ All, ☐ Male, ☐ Female

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

Demographic Type: ☐ Unrestricted, ☒ Age or Birthday, ☐ Enrollment Date, ☐ Wedding Anniversary

Master Promotion Date Type: ☐ None, ☒ Days, ☐ Month, ☐ Years, ☐ New

Days Before: 3, Days After: 4

Gender: ☒ All, ☐ Male, ☐ Female

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

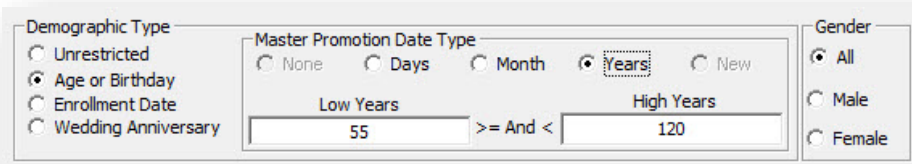
Demographic Type: ☐ Unrestricted, ☒ Age or Birthday, ☐ Enrollment Date, ☐ Wedding Anniversary

Master Promotion Date Type: ☐ None, ☐ Days, ☒ Month, ☐ Years, ☐ New

Low: 0, High: 0

Gender: ☒ All, ☐ Male, ☐ Female

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



Demographic Type

- ☐ Unrestricted
- ☒ Age or Birthday
- ☐ Enrollment Date
- ☐ Wedding Anniversary

Master Promotion Date Type

- ☐ None
- ☐ Days
- ☐ Month
- ☒ Years
- ☐ New

Low Years: 55 High Years: 120

Gender

- ☒ All
- ☐ Male
- ☐ Female

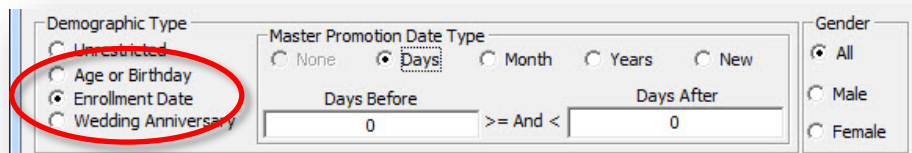
Enrollment Date Demographic Type

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	Days Ago Enrollment Occurred	N/A

Enrollment Promotion Examples

1. In this example the player is allowed to participate if today's date is the anniversary of their original club enrollment.



Demographic Type

- ☐ Unrestricted
- ☐ Age or Birthday
- ☒ Enrollment Date
- ☐ Wedding Anniversary

Master Promotion Date Type

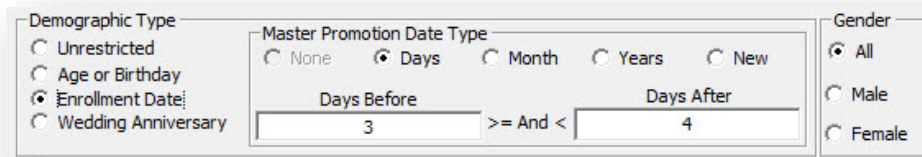
- ☐ None
- ☒ Days
- ☐ Month
- ☐ Years
- ☐ New

Days Before: 0 Days After: 0

Gender

- ☒ All
- ☐ Male
- ☐ Female

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



Demographic Type

- ☐ Unrestricted
- ☐ Age or Birthday
- ☒ Enrollment Date
- ☐ Wedding Anniversary

Master Promotion Date Type

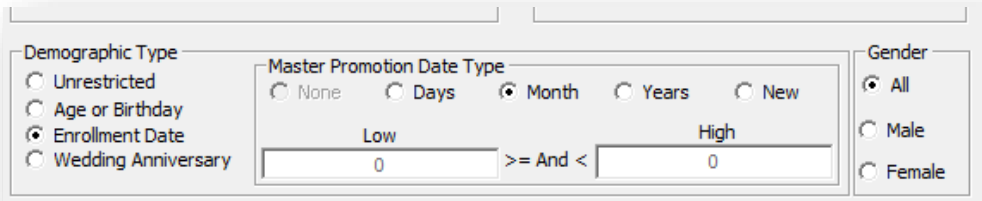
- ☐ None
- ☒ Days
- ☐ Month
- ☐ Years
- ☐ New

Days Before: 3 Days After: 4

Gender

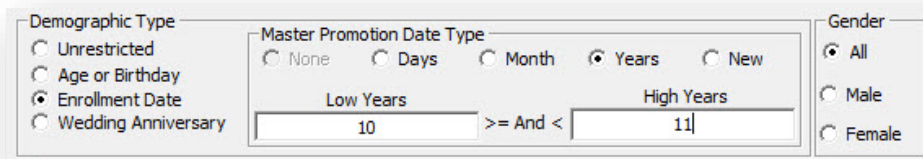
- ☒ All
- ☐ Male
- ☐ Female

3. In this example the player is allowed to participate in the promotion during the month of the anniversary of their club enrollment.



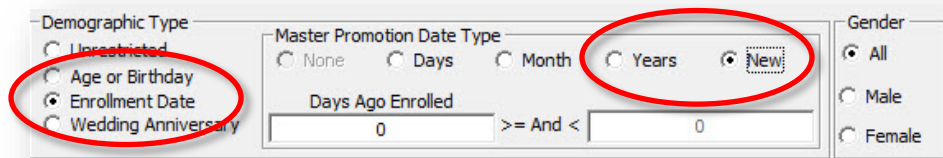
The screenshot shows the 'Demographic Type' section with 'Enrollment Date' selected. The 'Master Promotion Date Type' section has 'Month' selected, with 'Low' and 'High' values both set to 0. The 'Gender' section has 'All' selected.

- 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+)



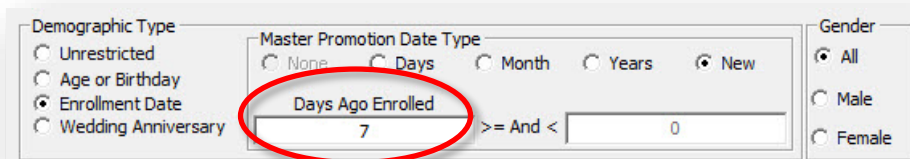
The screenshot shows the 'Demographic Type' section with 'Enrollment Date' selected. The 'Master Promotion Date Type' section has 'Years' selected, with 'Low Years' set to 10 and 'High Years' set to 11. The 'Gender' section has 'All' selected.

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



The screenshot shows the 'Demographic Type' section with 'Enrollment Date' selected. The 'Master Promotion Date Type' section has 'New' selected. The 'Days Ago Enrolled' field is set to 0. The 'Gender' section has 'All' selected.

- 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.



The screenshot shows the 'Demographic Type' section with 'Enrollment Date' selected. The 'Master Promotion Date Type' section has 'New' selected. The 'Days Ago Enrolled' field is set to 7. The 'Gender' section has 'All' selected.

Wedding Anniversary Demographic Type

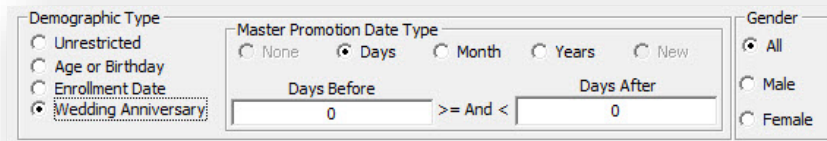
- Choose the Wedding Anniversary Promotion Type to qualify players for promotions based on their wedding anniversary. Example of "Anniversary" Type Promo would be Newlywed Promotions, Wedding Anniversary Offers, and Golden/Silver Anniversary Events.

- NOTE: not all properties collect wedding anniversary information. Ensure that your property has this information before configuring an anniversary type of promotion.
- 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

Anniversary Promotion Examples

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



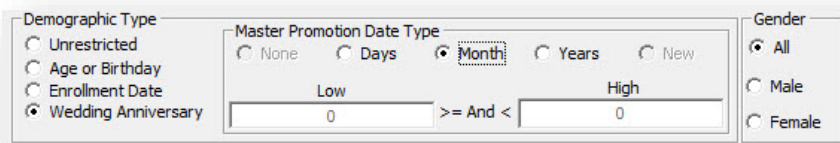
Demographic Type: ☐ Unrestricted, ☐ Age or Birthday, ☐ Enrollment Date, ☒ Wedding Anniversary

Master Promotion Date Type: ☐ None, ☒ Days, ☐ Month, ☐ Years, ☐ New

Days Before: 0, Days After: 0

Gender: ☒ All, ☐ Male, ☐ Female

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



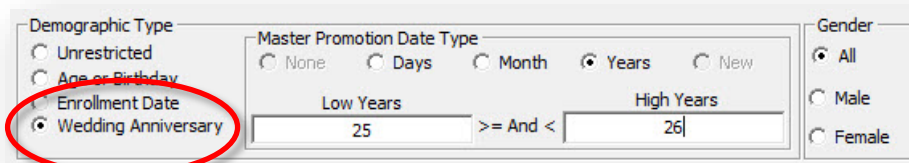
Demographic Type: ☐ Unrestricted, ☐ Age or Birthday, ☐ Enrollment Date, ☒ Wedding Anniversary

Master Promotion Date Type: ☐ None, ☐ Days, ☒ Month, ☐ Years, ☐ New

Low: 0, High: 0

Gender: ☒ All, ☐ Male, ☐ Female

- 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.



Demographic Type: ☐ Unrestricted, ☐ Age or Birthday, ☐ Enrollment Date, ☒ Wedding Anniversary

Master Promotion Date Type: ☐ None, ☐ Days, ☐ Month, ☒ Years, ☐ New

Low Years: 25, High Years: 26

Gender: ☒ All, ☐ Male, ☐ Female

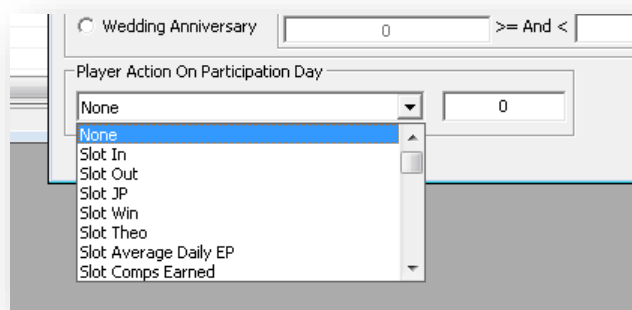
Making Additional Player Evaluations

- GENDER:** Make an evaluation of your player for the promotion by selecting a **Gender** variable:
 - All:** Male, Female or Undefined
 - Male:** Not Female, not Undefined (for example, Father's Day)
 - Female:** Not Male, not Undefined (for example, Mother's Day).

Demographic Type <input checked="" type="radio"/> Unrestricted <input type="radio"/> Age or Birthday <input type="radio"/> Enrollment Date <input type="radio"/> Wedding Anniversary	Master Promotion Date Type <input checked="" type="radio"/> None <input type="radio"/> Days <input type="radio"/> Month <input type="radio"/> Years <input type="radio"/> New <div> <div>Low</div> <div>0</div> <div>>= And <</div> <div>High</div> <div>0</div> </div>	Gender <input type="radio"/> All <input checked="" type="radio"/> Male <input type="radio"/> Female
---	--	---

Demographic Type <input checked="" type="radio"/> Unrestricted <input type="radio"/> Age or Birthday <input type="radio"/> Enrollment Date <input type="radio"/> Wedding Anniversary	Master Promotion Date Type <input checked="" type="radio"/> None <input type="radio"/> Days <input type="radio"/> Month <input type="radio"/> Years <input type="radio"/> New <div> <div>Low</div> <div>0</div> <div>>= And <</div> <div>High</div> <div>0</div> </div>	Gender <input type="radio"/> All <input type="radio"/> Male <input checked="" type="radio"/> Female
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PLAYER ACTION: Choose a Player Action on Participation Day Variable, 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 4.5.5 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.
 - 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:
 7. **Using the Sub Promotion Evaluation Ranges and Play Evaluation Tiers, or**
 8. **Using Card Tier Levels with Play Evaluations.**

MGT Player Activity Evaluation Fields Dictionary

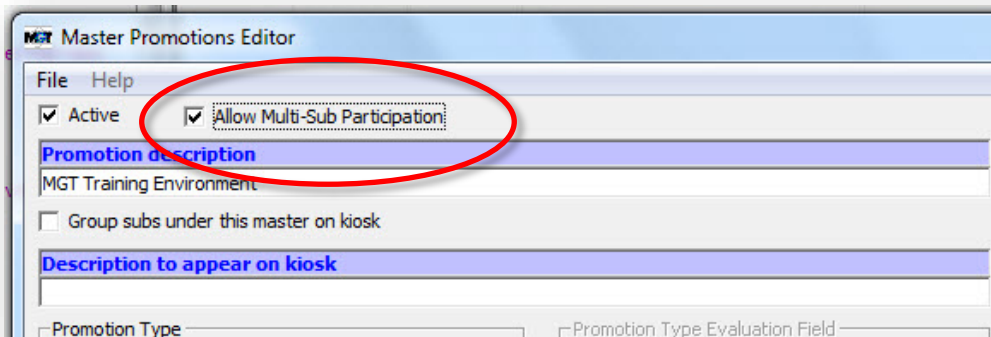
Availability in EDraw Draw Rules	Some Evaluation Fields are not available in EDraw Draw Rules. Those NOT available will be noted by an (NA) at the end of each evaluation field name.
Slot In (Coin In)	Looks at total Slot In (Slot <i>Dollars</i> In) per the # of Days configured in the History Range Days
Slot Out (Coin Out)	Looks at total Slot Out (Slot <i>Dollars</i> Out) (returned to the player) per the # of Days configured in the History Range Days
Slot JP	Looks at Total amount of Slot Jackpots per the # of Days configured in the History Range Days
Slot Win	Looks at Slot Win (House perspective in Oasis, IGT, Konami, Player perspective in CMS) per the # of Days configured in the History Range Days
Slot EP (Theo)	Looks at total Theoretical Slot Win per the # of Days configured in the History Range Days
Slot Average Daily EP (NA)	Looks at Theoretical Slot Win per the # of Days configured in the History Range Days divided by days played (not trips) during that range
Slot Comps Earned	Looks at Comp Amounts Earned from Slot Play over the # of Days configured in the History Range Days
Slot Points Earned	Looks at Slot Points Earned per the # of Days configured in the History 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 History Time Group option in the Sub Promotion. (History Time Group not available in some player tracking systems.)
Slot Points Redeemed (NA)	Looks at Slot Points Redeemed per the # of Days configured in the History Range Days
Slot Days Played (NA)	Looks at Slot Days Played per the # of Days configured in the History Range Days
Pit In	Looks at Total Pit In (Pit <i>Dollars</i> IN) per the # of Days configured in the History Range Days
Pit Out	Looks at Total Pit Out (Pit <i>Dollars</i> Out) (returned to the player) per the # of Days configured in the History Range Days
Pit Win	Looks at Pit Win (House perspective in Oasis, IGT, Konami, Player perspective in CMS) per the # of Days configured in the History Range Days
Pit EP (Theo)	Looks at total Theoretical Pit Win per the # of Days configured in the History Range Days
Pit Average Daily EP (NA)	Looks at Theoretical Pit Win per the # of Days configured in the History Range Days divided by days played during that range.
Pit Comps Earned	Looks at Comp Amounts Earned from Pit Play over the # of Days configured in the History Range Days
Pit Days Played (NA)	Looks at Pit Days Played per the # of Days configured in the History Range Days
Other In	Looks at Total Other In (Other <i>Dollars</i> In) (returned to the player) per the # of Days configured in the History Range Days (Bingo, for example)
Other Out	Looks at Total Other Out (Other <i>Dollars</i> Out) (returned to the player) per the # of Days configured in the History Range Days

Other JP	Looks at Total Other Jackpots per the # of Days configured in the History Range Days
Other Win	Looks at Other Win (House perspective in Oasis, IGT, Konami, Player perspective in CMS) per the # of Days configured in the History Range Days
Other EP (Theo)	Looks at total Theoretical Other Win per the # of Days configured in the History Range Days
Other Average Daily EP (Theo) (NA)	Looks at Theoretical Other Win per the # of Days configured in the History Range Days divided by days played during that range
Other Comps Earned	Looks at Comp Amounts Earned from Other Play over the # of Days configured in the History Range Days
Other Days Played(NA)	Looks at Other Days Played per the # of Days configured in the History Range Days
Total In	Looks at Total Slot In + Pit In + Other In per the # of Days configured in the History Range Days
Total Out	Looks at Total Slot Out + Pit Out + Other Out per the # of Days configured in the History Range Days
Total Win	Looks at Total Slot Win + Pit Win + Other Win per the # of Days configured in the History Range Days (House perspective in Oasis, Player perspective in CMS)
Total EP (Theo)	Looks at Total Slot EP + Pit EP + Other EP per the # of Days configured in the History Range Days
Total Average Daily EP (NA)	OASIS: Looks at Total EP (Theo) Divided by the Total Days Played per the # of Days configured in the History Range Days CMS: 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 (NA)	OASIS: Is a total of Unique days played per the # of Days configured in the History Range Days CMS: 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 # of Days configured in the History Range Days
Total Points Redeemed (NA)	Looks at Total Points Redeemed per the # of Days configured in the History Range Days
None	There is no evaluation required at this level (i.e., Master, Tier or Drawing Rules)
Pit Points Earned	Looks at PIT Points Earned per the # of Days configured in the History 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 # of Days configured in the History 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 # of Days configured in the History Range Days

PitRatedValue	Average bet per hour per the # of Days configured in the History Range Days
SlotTimePlayed	Amount of SlotTime posted at the time of the close of the Rating. Value expressed in minutes
OtherTimePlayed (NA)	Amount of OtherTime posted at the time of the close of the Rating. Value expressed in minutes
MetaEval 1-10 (NA)	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 Everi only at the request of the property.
CardTierPoints (NA)	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 (NA)	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 Everi.

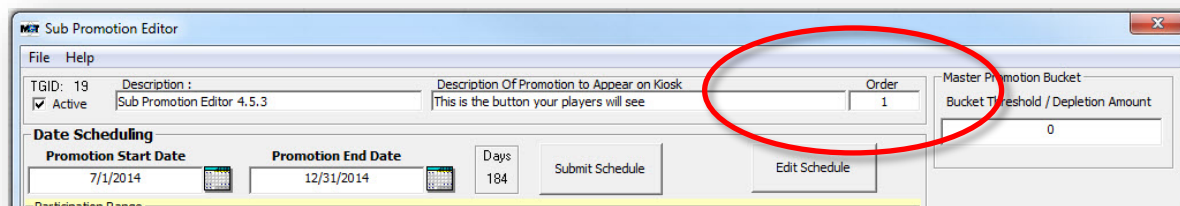
Allow Multi-Sub Participation

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. The Evaluation Process used by the kiosk will be determined by the ORDER BOX VALUE on each Sub Promotion linked to the Master Promotion.



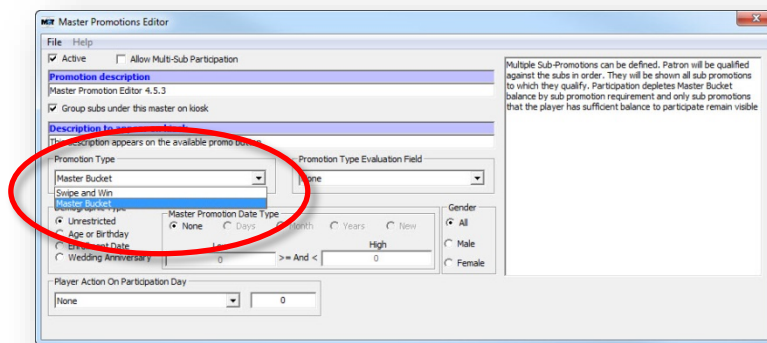
4. Refer to next chapter, ‘Sub Promotions’ for more information about multiple sub promotions.

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.
 - 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.

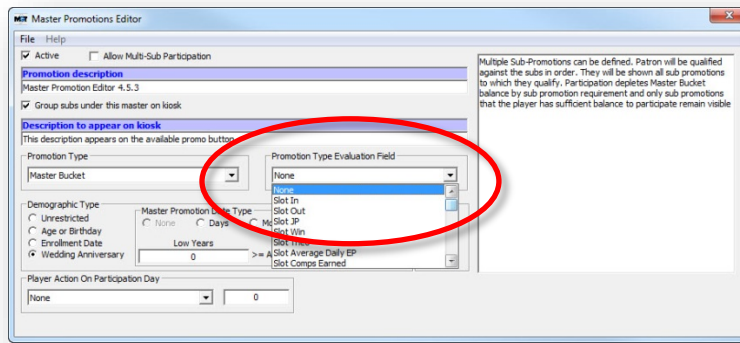
Select Master Bucket from the Master Promotion Editor

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



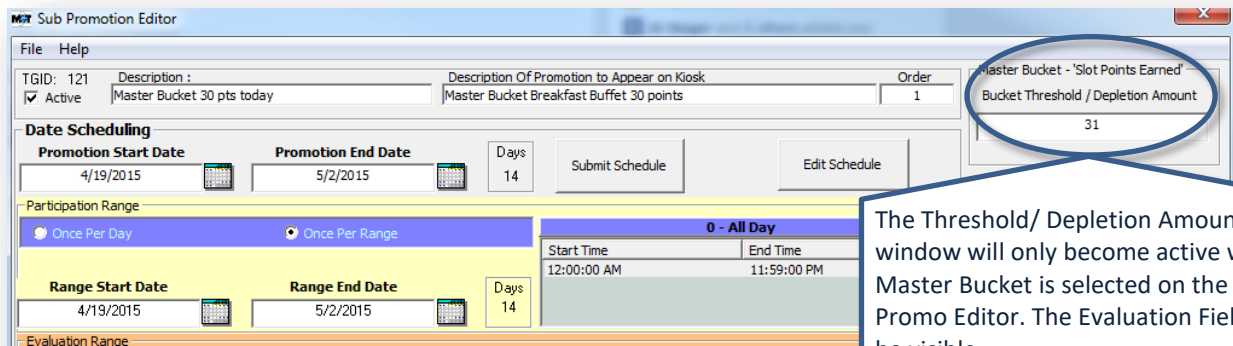
PART ONE: Select the Promotion Type Evaluation Field

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.
3. NOTE: This Evaluation Field has NO connection to the Player Action of Participation Day evaluation fields, and typically would not be used in conjunction for a Master Bucket promotion.



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

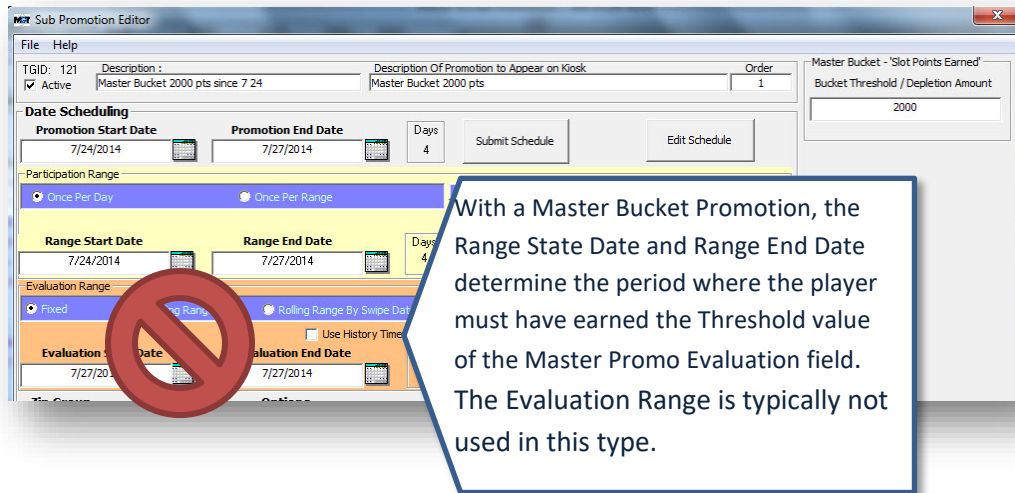
1. There are two configurations that must be completed on the Sub Promotion for a successful Master Bucket Promo:
 - a. The Bucket Threshold, which sets the amount of the evaluation field needed to qualify a player for the promotion.
 - b. The Bucket Threshold/Depletion Amount should be configured for '=' (equal to) the threshold amount required. This is because the value needed is calculated at < (less than) the value configured.
 - c. For example if the threshold value is set to 31 Slot Points Earned, customers would have to earn 30 (or, < 31) Slot Points during the earning period.
 - d. Another example: if ADT is being used for the evaluation, a configured amount of \$100 would mean the player would need to have at least \$99.99 (< 100) to qualify.



The Threshold/ Depletion Amount window will only become active when Master Bucket is selected on the Master Promo Editor. The Evaluation Field will be visible.
The Bucket Threshold/Depletion Amount should be configured for '=' (equal to) the amount required.

- e. 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.
- f. 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.
- g. The Earning Period to be considered when calculating Master Bucket Points is configured using the Range Start and Range End dates.

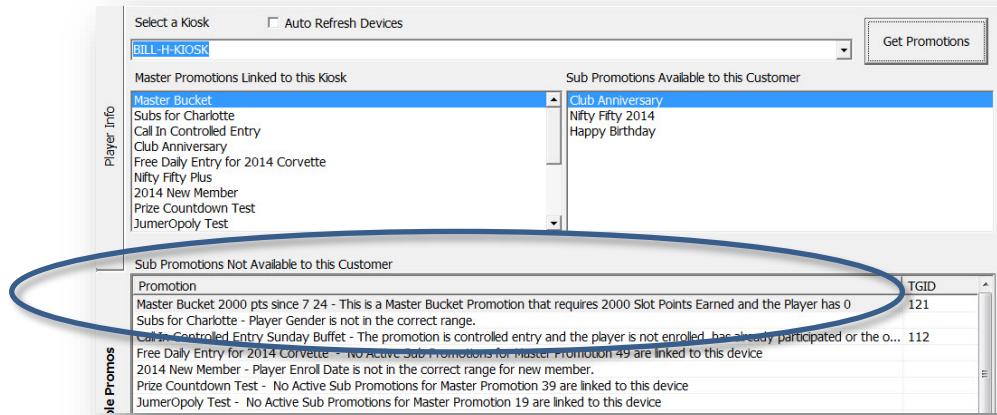


2. **The Once Per Day configuration** is one of two options that can be used with the Master Bucket Promo Type. The eligibility is based on how many 'virtual points' were earned TODAY only, MINUS any points (from the same Evaluation Field) that have already been used:
 - a. From any TGID linked to this 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.
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

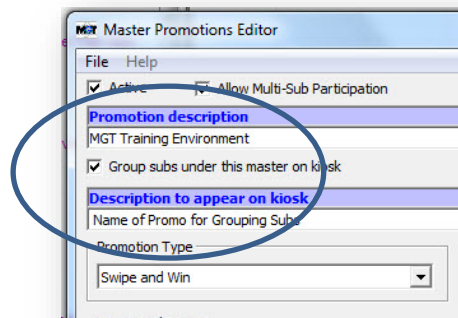
1. If a player has qualifying play during the Master Bucket earning period and has achieved or surpassed the threshold value, the kiosk will display the Master Bucket promotion.
2. If the player's qualifying play is still at or above the threshold value of the evaluation field after participating in 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 as of yet.



Grouping Subs Under One Master Button (Requires New Kiosk Flash)

1. When configuring Multiple 'Swipe and Earn' Promos, this option allows for each of the qualified Sub Promo Buttons to Appear 'under' a single Master Promo Button when selected at the kiosk.
2. Before being selected, the button would display:
 - a. The text from the 'Description to Appear on Kiosk.'



3. After being selected, any additional Sub Promo buttons will appear 'under' the Master button:
 - a. MASTER BUTTON
 - i. Sub Promo Button 1
 - ii. Sub Promo Button 2
 - iii. Sub Promo Button 3, etc.

This concludes, STEP ONE: The Master Promotion configuration.

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.

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

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 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.

STEP TWO: THE SUB PROMOTION

SUB PROMOTION: PURPOSE

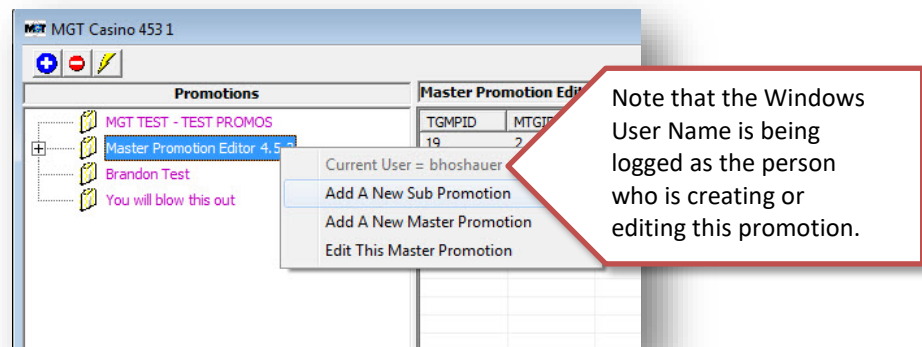
- After the Master Promotion has been configured, the next step is to schedule the promotion for day, time and make additional qualification choices
- The best way to understand a Sub Promotion is that it is the Promotions button that a qualified player will see after swiping at a kiosk.

A number of 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?

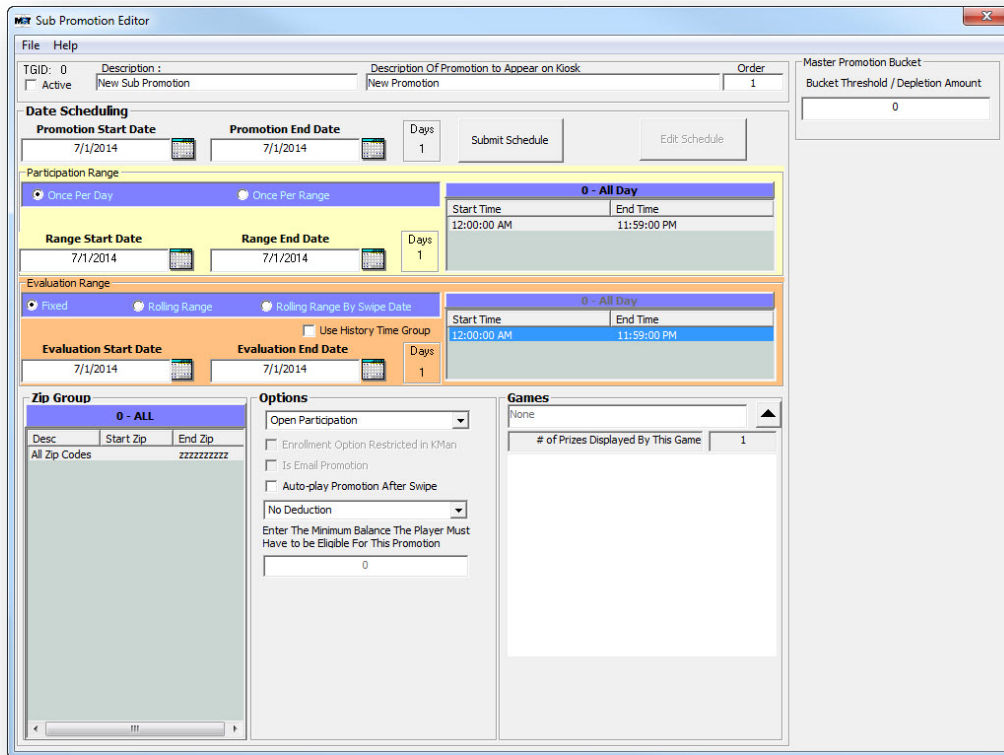
Adding a New Sub Promotion

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.
3. The following choices will appear:
 - Add a New Sub Promotion
 - Add a New Master Promotion
 - Edit This Master Promotion

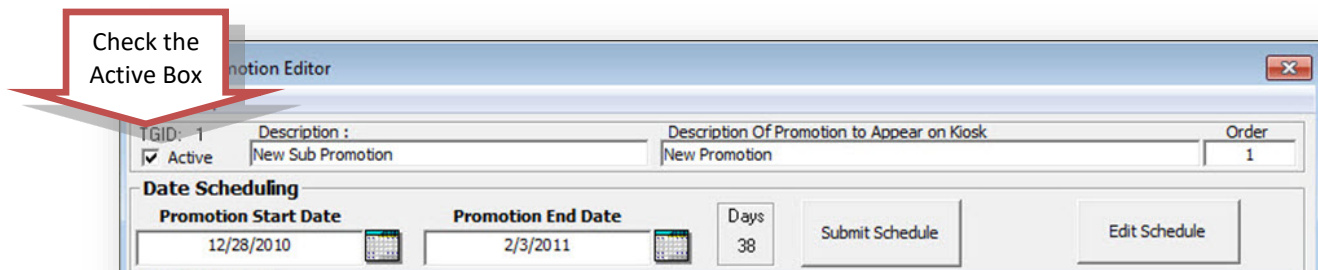


4. Select **Add a New Sub Promotion** by highlighting it and *left clicking* on it with your mouse.

- The Sub Promotion Editor window will now be open.



Configuring Your Sub Promotion

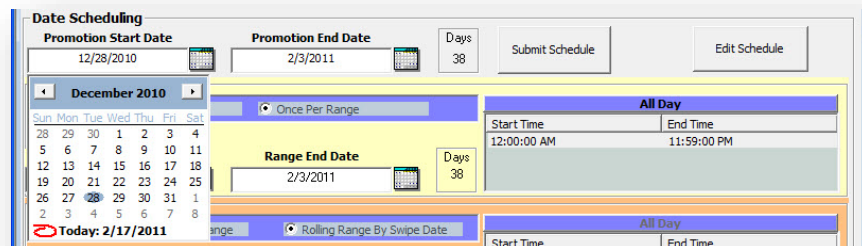


- First things first: **Click on the Active box** (see red arrow in illustration above) to make the New Sub Promotion **Active** before proceeding. If you do not make the Sub Promotion **ACTIVE**, it will not function.
 - The reason that things are made Active/Inactive in Promo is so that Inactive promotions can be 'hidden' from the displayed list of Promotions.
 - No promotional data is ever deleted from the database, i.e., making a promotion Inactive does not delete it. Maintaining the integrity of the promotional data allows comparative analysis to be available for promotions that have run for several years, for example Birthday Offers.

2. Select **FILE and SAVE**.
 - a. Note that a numeric value has now been assigned to your Sub Promotion next to the TGID (right above the Active box).
 - b. **The TGID is the identification number for this Sub Promotion.** It is the Unique Identifier in the database. This number is needed for many reports and for troubleshooting purposes.
3. 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.
4. 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.

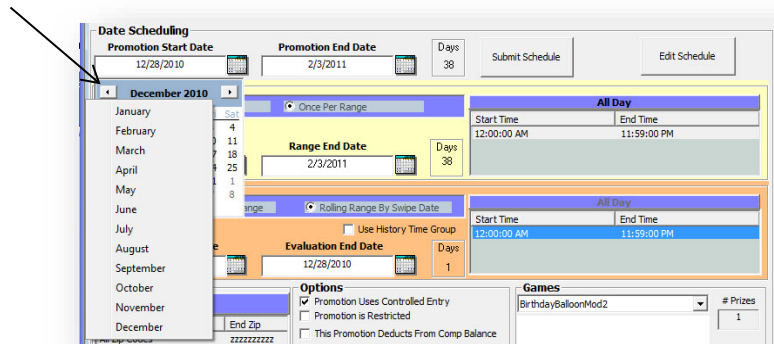
Selecting Promotion Date Scheduling

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. Select the **Promotion Start Date** by clicking on the calendar 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.
4. In the same manner, select the Promotion End Date calendar and select the last day of the promotion.
5. 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)

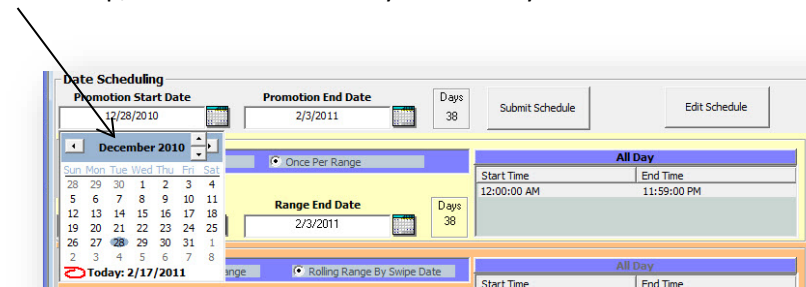


Calendar Shortcuts

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



3. Click on the year and Up/Down arrows will let you scroll a year at a time.



4. Click again on the calendar icon to 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!

Selecting the Frequency of Player Participation Range

1. In the same way, 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 weeks, etc.
6. Select your Range participation choice:
 - a. ONCE PER DAY
 - b. 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.
4. This means the player(s) will be able to participate in that TGID again the next day that promo is active.
5. If, for some reason the SM was not running at the time the records were 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.
6. Once the Submit the Schedule has been selected, Edit Schedule becomes available.

RANGE

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

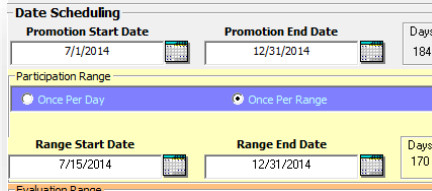
1. ONCE PER DAY

- 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 Everi for assistance.

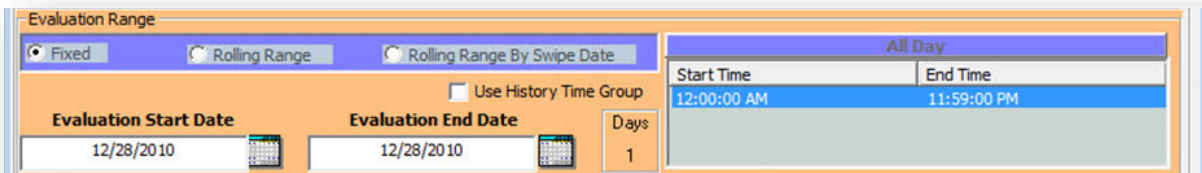


- d. As illustrated in this screen shot, the player can participate ONCE PER RANGE in the Range Date period of 5/19/2013 and 5/25/2013. The Played record for this would have: Expires 5/25/2013 11:59PM.

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.

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 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

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 furthestmost 7 days of play.

3. ROLLING RANGE BY SWIPE DATE

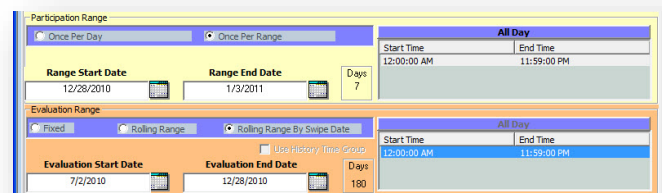
(Swipe Date means when the player swipes their card at a kiosk and participates in the promotion)

- 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

- Say you wanted to do a Weekdays-only promotion and to look at Play Evaluation Range for only weekdays in a Rolling Range. If you set the Range for 5 days (Mon-Fri) the Evaluation Range window will only move forward five days at a time.
- 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.
- 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.
- If you are unsure of what choice to make with Participation Range and Evaluation Range, call Everi Support (888-532-3913, ext. 3, local 702-360-8550) and we will be happy to assist you.

Some Examples of Scheduling with Explanations



The screenshot displays the configuration interface for a promotion. It is divided into two main sections: Participation Range and Evaluation Range.

Participation Range:

- Frequency:** Radio buttons for "Once Per Day" (selected) and "Once Per Range".
- Range Start Date:** 12/28/2010
- Range End Date:** 1/3/2011
- Days:** 7
- Time Range:** "All Day" with Start Time 12:00:00 AM and End Time 11:59:00 PM.

Evaluation Range:

- Frequency:** Radio buttons for "Fixed", "Rolling Range", and "Rolling Range By Swipe Date" (selected).
- Use History Time Group:** A checkbox that is currently unchecked.
- Evaluation Start Date:** 7/2/2010
- Evaluation End Date:** 12/28/2010
- Days:** 180
- Time Range:** "All Day" with Start Time 12:00:00 AM and End Time 11:59:00 PM.

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.

Simple Promotion

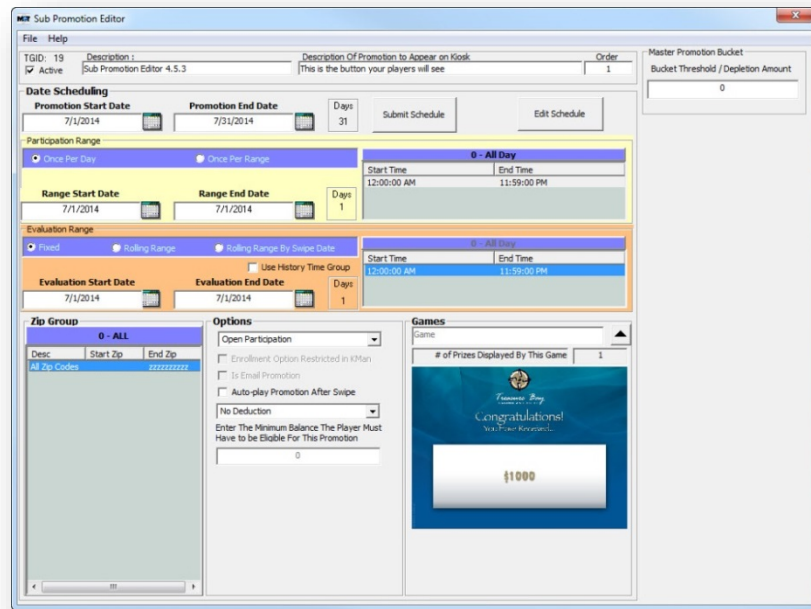
Participation Range= Once Per Day

Purpose: to provide an opportunity to drive trips.

For this: Range Start Date = Promotion Start Date

Range End Date = Promotion End Date

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

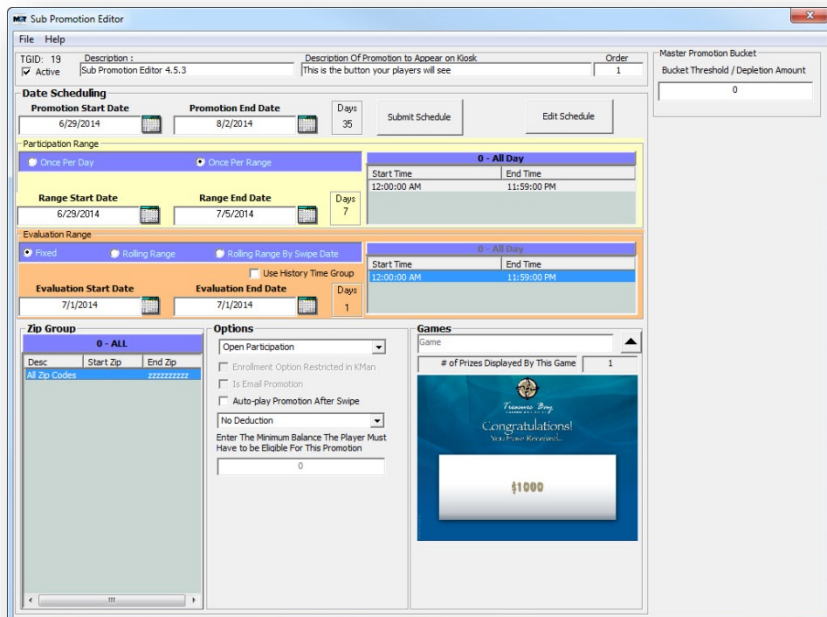


Once a Week, Once per Promotion

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.



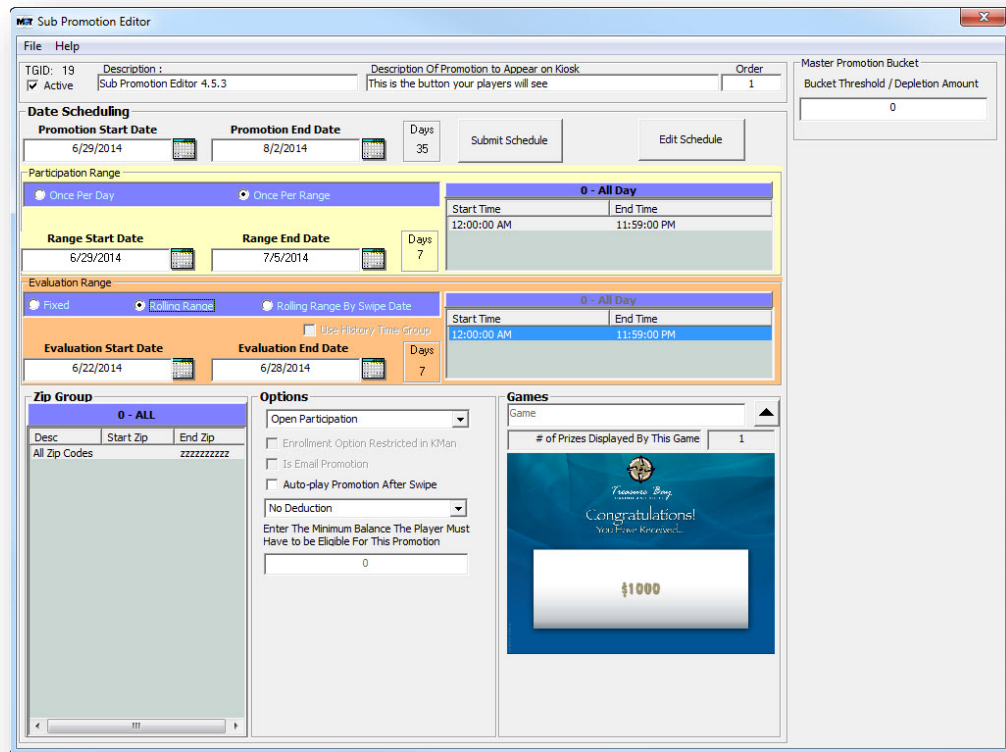
Ex: Monthly Mailer

Promotion: 6/1 – 6/28

Range: Once per Day

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.



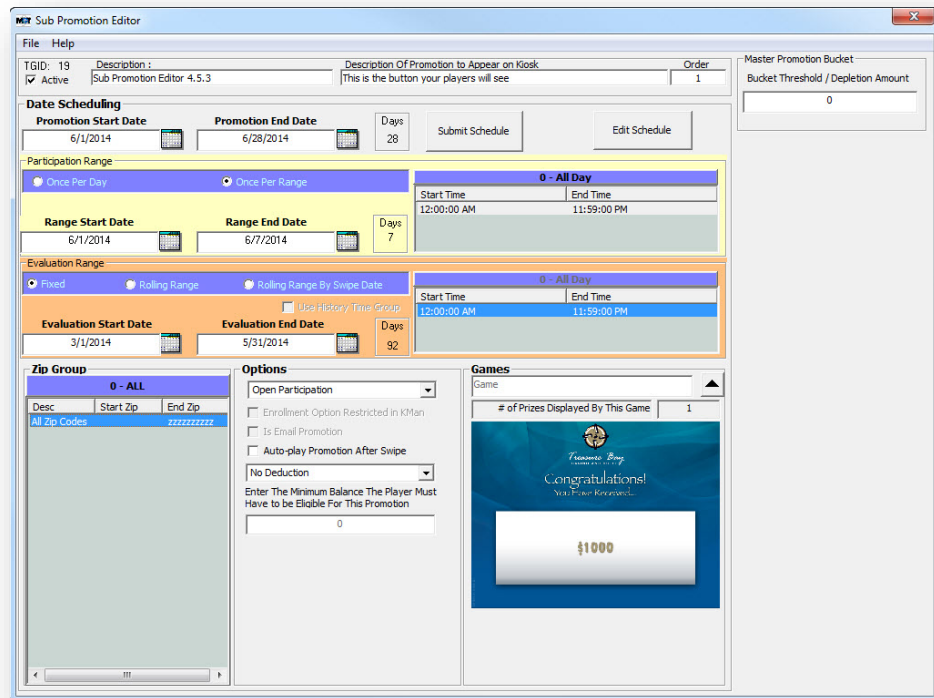
The screenshot shows the 'Sub Promotion Editor' window. The 'Date Scheduling' section has 'Promotion Start Date' set to 6/29/2014 and 'Promotion End Date' set to 6/2/2014, with 'Days' set to 35. The 'Participation Range' section has 'Range Start Date' set to 6/29/2014 and 'Range End Date' set to 7/5/2014, with 'Days' set to 7. The 'Evaluation Range' section has 'Evaluation Start Date' set to 6/22/2014 and 'Evaluation End Date' set to 6/28/2014, with 'Days' set to 7. The 'Options' section has 'Open Participation' checked. The 'Games' section shows a game with a prize of \$1000. The 'Master Promotion Bucket' section shows a bucket threshold of 0.

Simple Bounce-Back

Rolling Participation is Once Per Range (Sun – Sat)

Evaluation Range:
Kiosk Promo Runs 6/29 – 8/2
Player begins qualifying play based on Evaluation Start/End: 6/22 – 6/28 (the past week)
This range rolls 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 previous week.

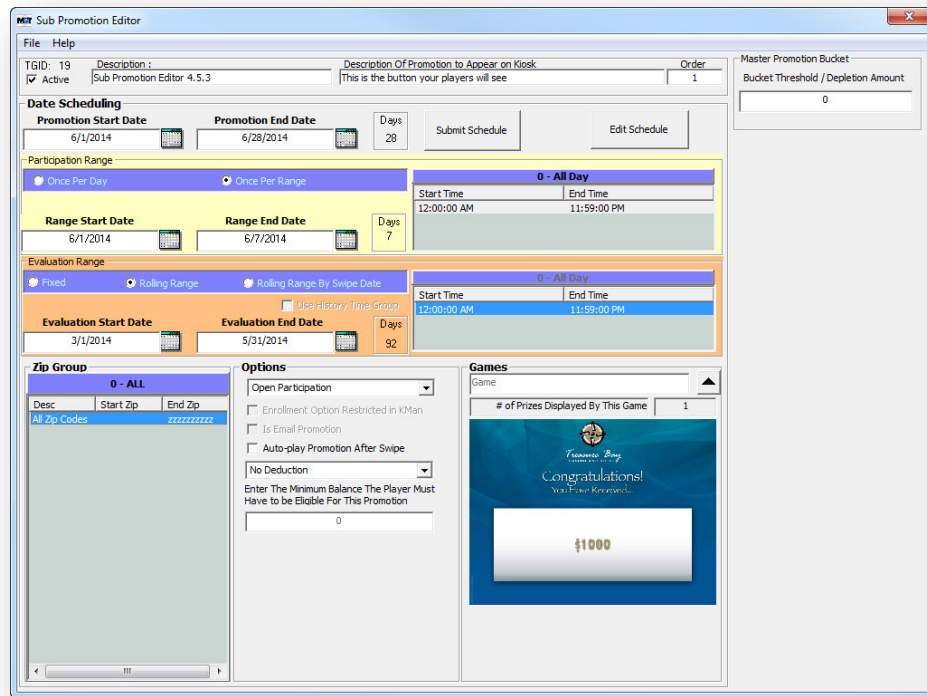


The screenshot shows the 'Sub Promotion Editor' window. The 'Date Scheduling' section has 'Promotion Start Date' set to 6/1/2014 and 'Promotion End Date' set to 6/28/2014, with 'Days' set to 28. The 'Participation Range' section has 'Range Start Date' set to 6/1/2014 and 'Range End Date' set to 6/7/2014, with 'Days' set to 7. The 'Evaluation Range' section has 'Evaluation Start Date' set to 3/1/2014 and 'Evaluation End Date' set to 5/31/2014, with 'Days' set to 92. The 'Options' section has 'Open Participation' checked. The 'Games' section shows a game with a prize of \$1000. The 'Master Promotion Bucket' section shows a bucket threshold of 0.

Rolling Evaluation Period

The Evaluation Period is set to look at a 92 day period 3/1 – 5/31. 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: 6/1 – 6/7) and 7 days are dropped from the evaluation (3/1 – 3/7), while maintaining a 92 day eval period.



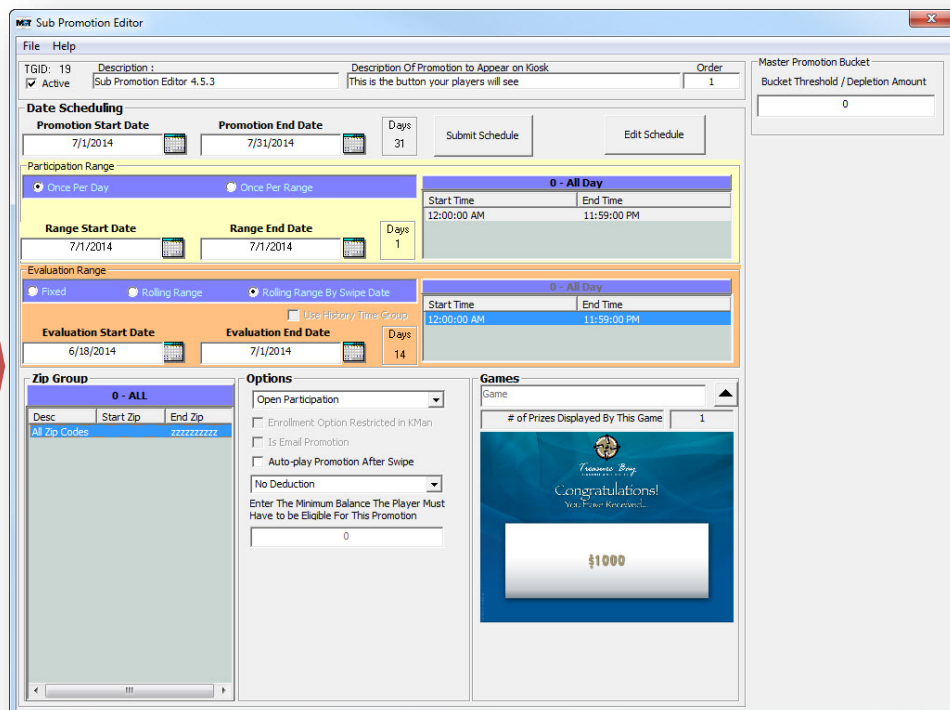
The screenshot shows the 'Sub Promotion Editor' window. The 'Date Scheduling' section has 'Promotion Start Date' set to 6/1/2014 and 'Promotion End Date' set to 6/28/2014, with 'Days' set to 28. The 'Participation Range' section has 'Range Start Date' set to 6/1/2014 and 'Range End Date' set to 6/7/2014, with 'Days' set to 7. The 'Evaluation Range' section has 'Evaluation Start Date' set to 3/1/2014 and 'Evaluation End Date' set to 5/31/2014, with 'Days' set to 92. The 'Options' section has 'Open Participation' checked. The 'Games' section shows a game with a prize of \$1000.

‘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 7/1 and the Evaluation END of 7/1, the kiosk will look at TODAY and then go back 14 days.

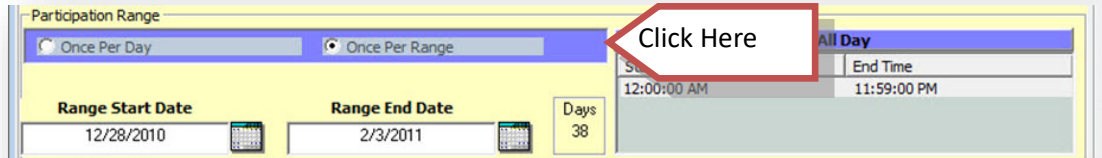
Each day when a player swipes, the kiosk evaluates from TODAY and the past 14 days.



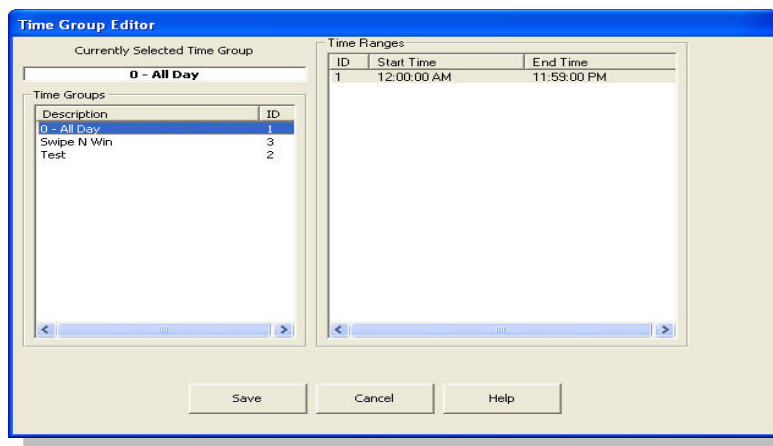
The screenshot shows the 'Sub Promotion Editor' window. The 'Date Scheduling' section has 'Promotion Start Date' set to 7/1/2014 and 'Promotion End Date' set to 7/31/2014, with 'Days' set to 31. The 'Participation Range' section has 'Range Start Date' set to 7/1/2014 and 'Range End Date' set to 7/1/2014, with 'Days' set to 1. The 'Evaluation Range' section has 'Evaluation Start Date' set to 6/18/2014 and 'Evaluation End Date' set to 7/1/2014, with 'Days' set to 14. The 'Options' section has 'Open Participation' checked. The 'Games' section shows a game with a prize of \$1000.

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.



ID	Start Time	End Time
1	12:00:00 AM	11:59:00 PM

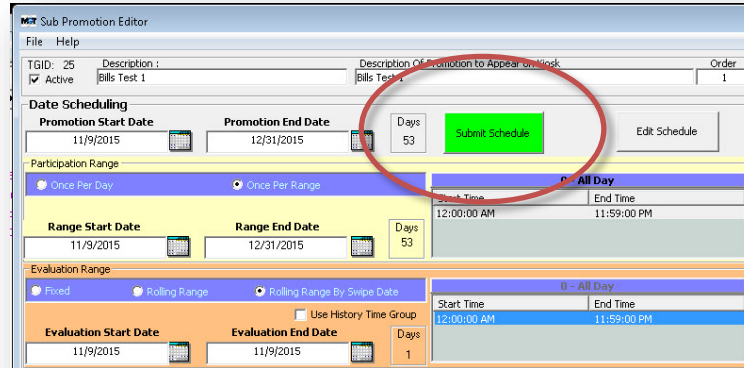
5. Select a Time Group for your promotion. This will be the time that the promotion is scheduled to appear on the kiosk each day. Be sure that the correct Time Range appears in the Time Ranges window. Select "Save" to close.
6. ***The MGT Software "day" is from 12:00AM to 11:59PM. There is no feature at this time to make the software the same as your local casino "day."***
7. ***A Time Range within a Time Group is for THE Calendar Day Only and does not apply to Gaming Day, save where the Gaming Day is a part of that day's Calendar Day.***
8. ***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.***

Submitting the Schedule

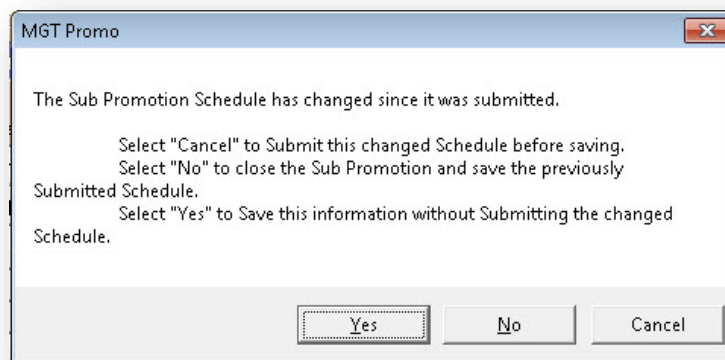
When Should You Submit the Schedule for the Sub Promotion?

1. When you have correctly configured the following:
 - a. Promotion Start and End Dates
 - b. Participation Start and End Date
 - 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. Before 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 GREEN



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



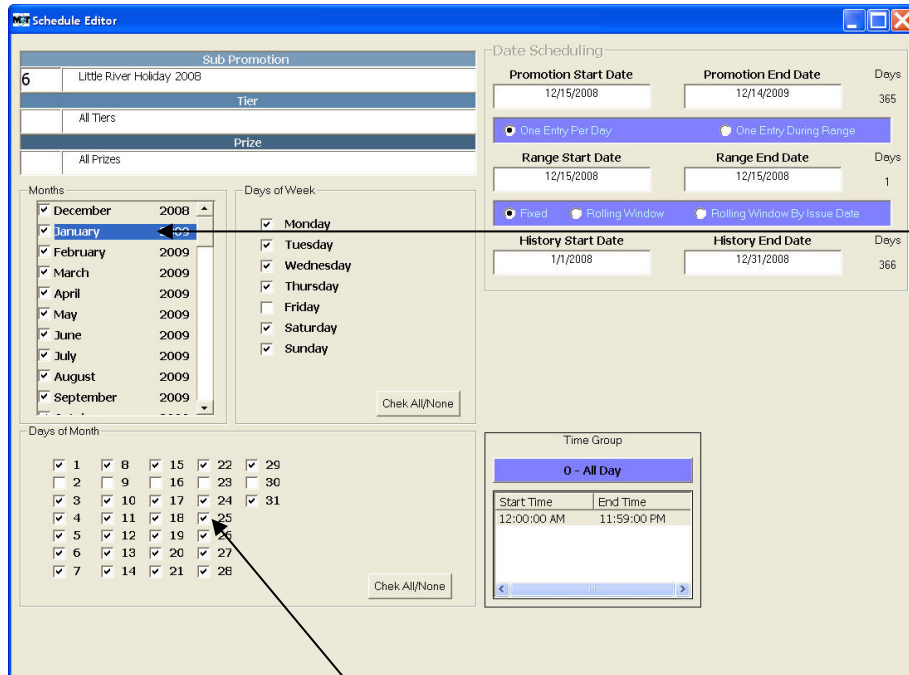
When Do You Re-Submit the Schedule?

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.

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

Configuring Custom Sub-Promotion Schedule in Schedule Editor

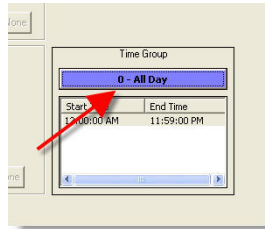
1. The Schedule Editor allow you to create a custom schedule according to:
 - a. Months
 - b. Days of the week
 - c. Specific Dates within the Month, or
 - d. Custom Time Schedules for any of the above



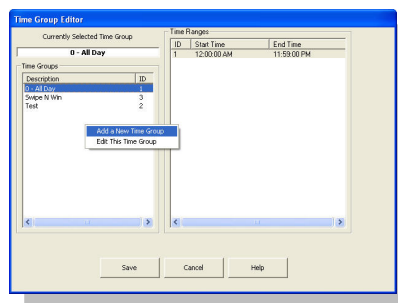
2. Two main functions in the Schedule Editor:
 - a. The Check Box allows you to Select or Deselect: a month, the day(s) of a week, or the date(s) of a month.
 - b. Left-clicking on the text (January, Friday, or the 16th, for example, highlights that information and allows to configure a custom time group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

Creating a Custom Sub-Promotion Time Group

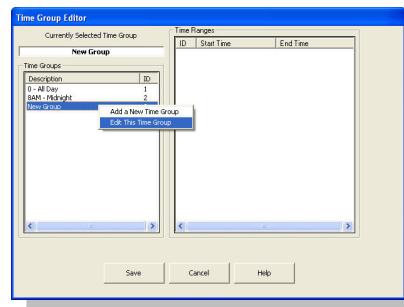
1. In the Time Group window, left-click on the blue text box.



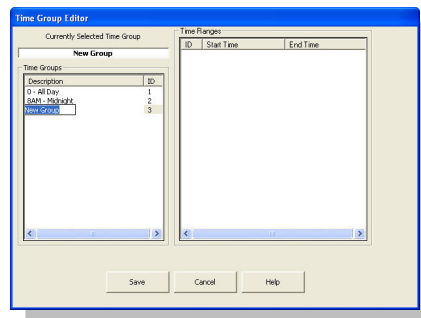
2. The Time Group Editor will open.
3. Right click in the Time Groups window and select Add a New Time Group.



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



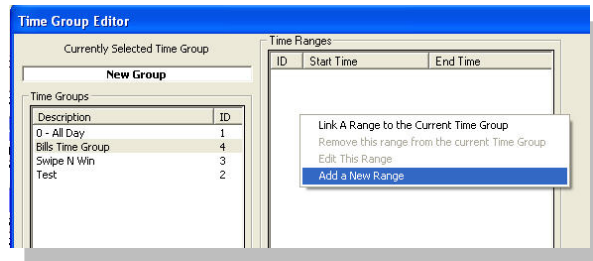
5. Enter a new name for this group.



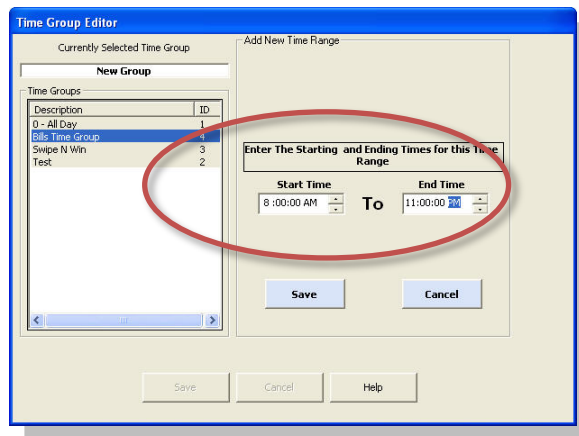
Adding a New Time Range

1. Click on your new group in the Time Groups window to highlight the name.

2. Right-click in the Time Ranges window and select Add a New Range.



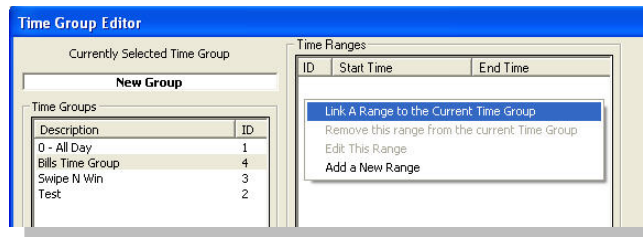
3. The Time Group Editor screen will change.
4. Using the scrolling arrows, enter the Starting and Ending Times for this Time Range. Highlight the hour or minutes for the Start Time and End Time, and use the scrolling arrows until the correct times for this prize show in the window. In the example, the prize might be a Free Buffet coupon that is only available from 8:00 AM - 11:00 AM



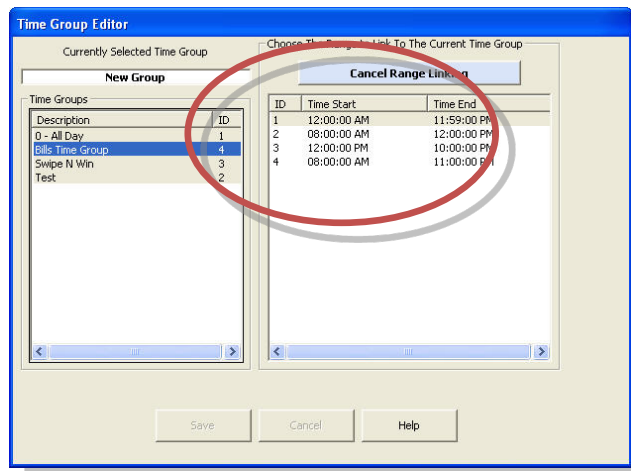
5. When the information is correct, click on the blue Save button to save, or cancel to return to previous screen.

Linking the New Time Range to the New Time Group

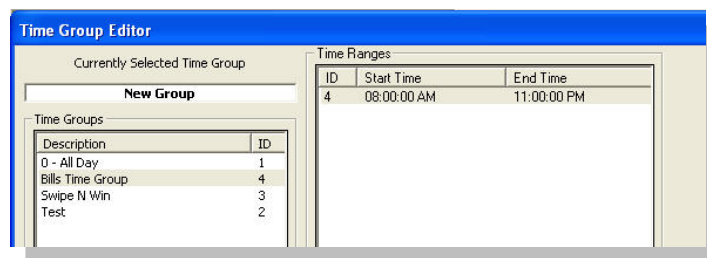
1. Click on your new group in the Time Groups window.
2. Right-click in the Time Ranges window. Select Link a Range to the Current Time Group.



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.



4. When you click on the new range, it will now 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.



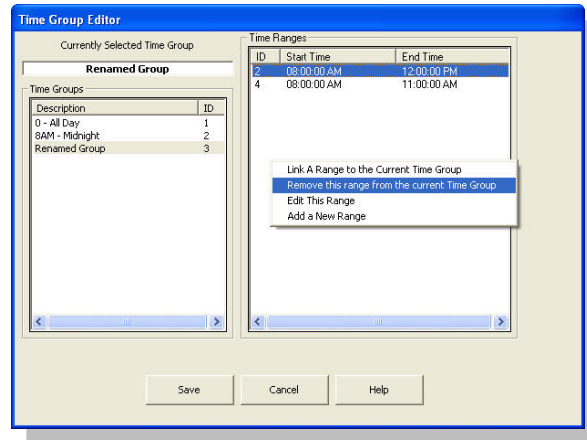
5. If the information is correct, select Save.
6. The left window should show the correct Currently Selected Time Group, and the correct Time Range in the right window.
7. You can create multiple Time Groups for a prize, i.e., you can “turn a prize off and on” throughout the day. Repeat the above steps to Link additional Time Groups.

Check for Conflicting Time Ranges

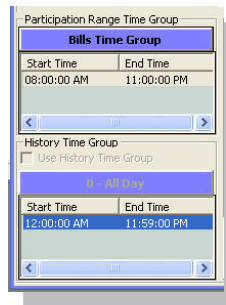
1. Review the Time Groups carefully.
2. If you have TWO Groups in the window that conflict, you will need to remove the incorrect range.

Deleting a Conflicting Time Range

1. If you find conflicting Time Groups for the same promotion then click on the incorrect Time Group to highlight it.
2. Select Remove this range from the current Time Group.



3. When only the correct Time Group(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.



Select **File/Exit**. Select **Yes** at the “Save Changes?” prompt.

Customizable Items in the Schedule Editor

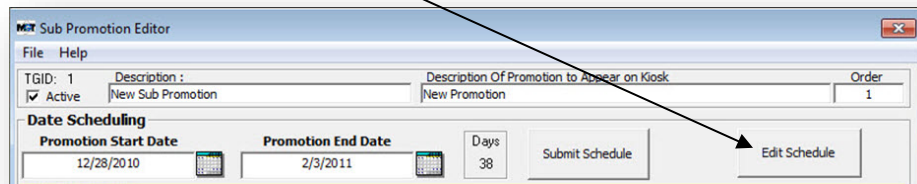
- The days of the month(s) for your Sub Promotion(s)
- The days of the month(s) for participation for each Tier Group
- The days of the month(s) of availability for each Prize
- The days of the week for participation for each Sub Promotion
- The days of the week for participation for each Tier Group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

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

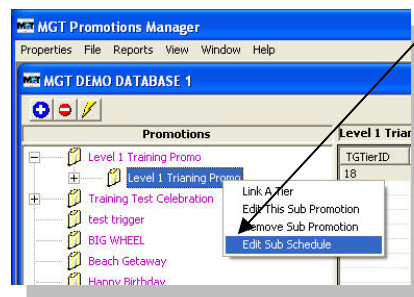
The Schedule Editor: Sub Promotion Level

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:

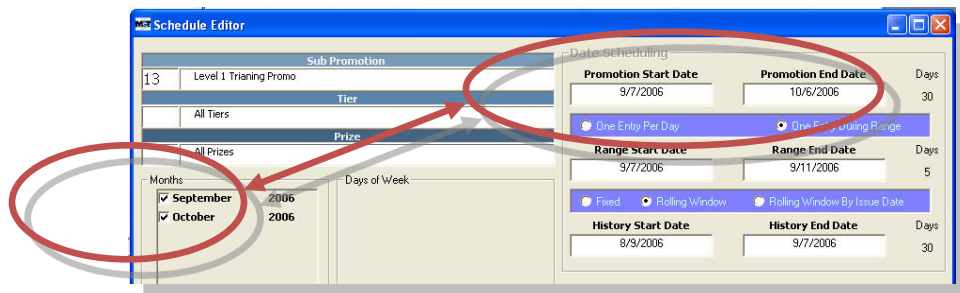
- a. By *right-clicking* on the Sub Promotion and selecting Edit This Sub Promotion, and choosing **Edit Schedule** in the Sub Promotion Editor window.



- 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: 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.



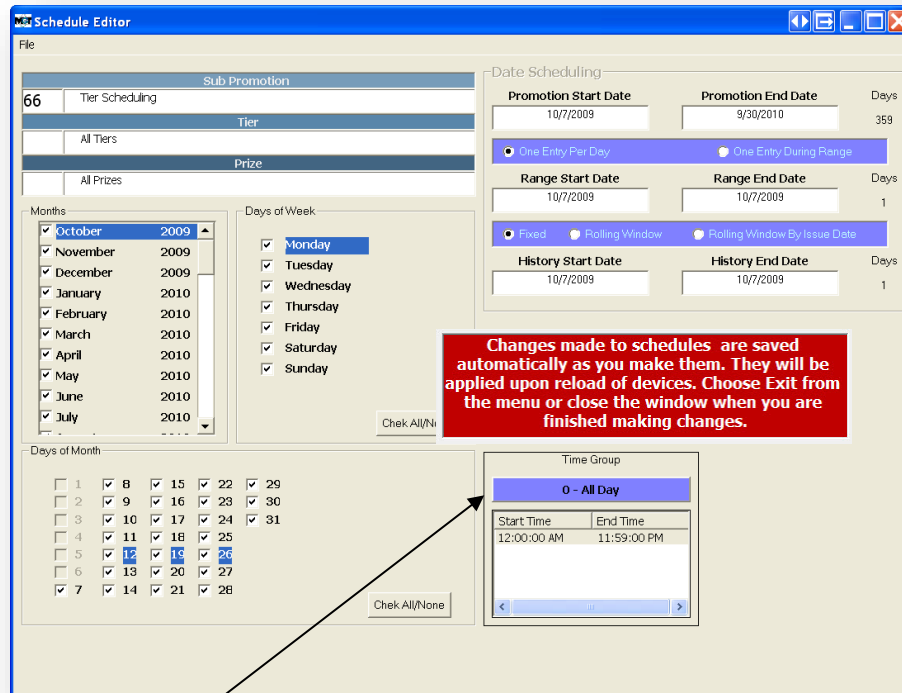
Selecting Custom Days of the Week/Month for Your Sub Promotion

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, you must left click on the month to deselect it, and return to the previous screen.
4. Repeat Steps 1 – 3 for each month of the Sub Promo that you wish to edit.
5. When you are finished setting the days for your Sub Promotion, you can close the Schedule Editor Window.

Changes made to schedules are saved automatically as you make them. They will be applied upon reload of devices. Choose Exit from the menu or close the window when you are finished making changes.

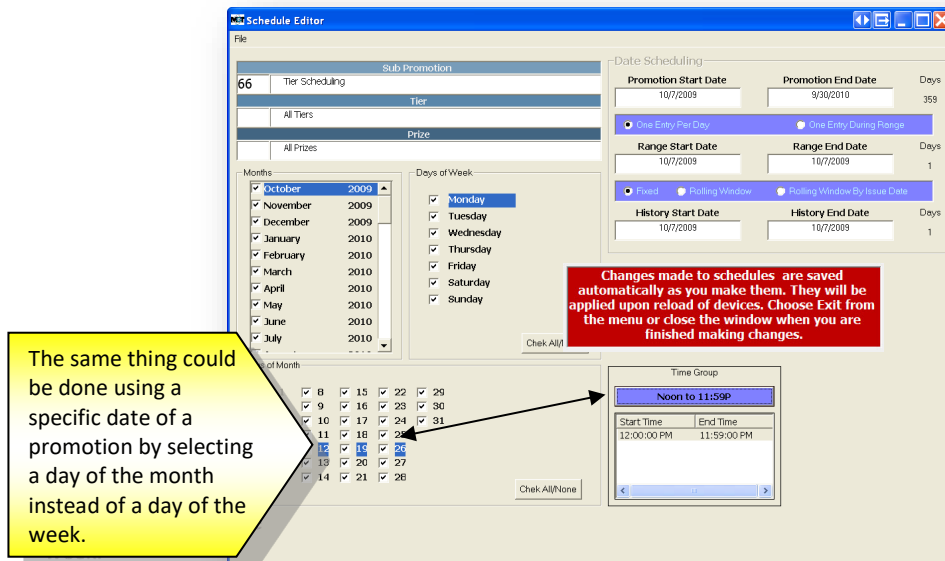
Selecting Custom Times for Days with the Schedule Editor

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



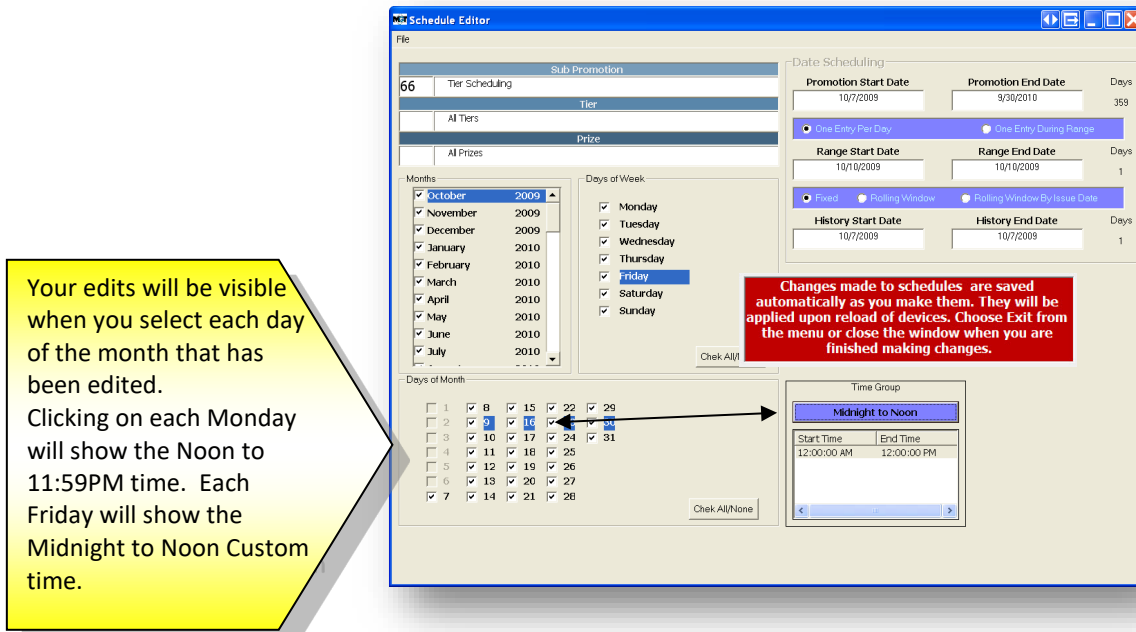
7. Click on the blue box in the Time Group window on the Schedule Editor.
8. Create a new Time Group from Noon to 11:59PM. Refer to the instructions for Creating and Linking a Time Group in Chapter 8 of this manual.
9. When finished creating and linking the Time Group to Mondays, the window should look like this:
10. BEFORE CLICKING TO HIGHLIGHT FRIDAY, deselect Monday to remove the highlight.

- Repeat the steps selecting Friday, creating and linking a custom time group from 12AM-NOON



Verify Your Edits

- 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.
- Repeat to view Friday's Days of the Month



- 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 and Friday.

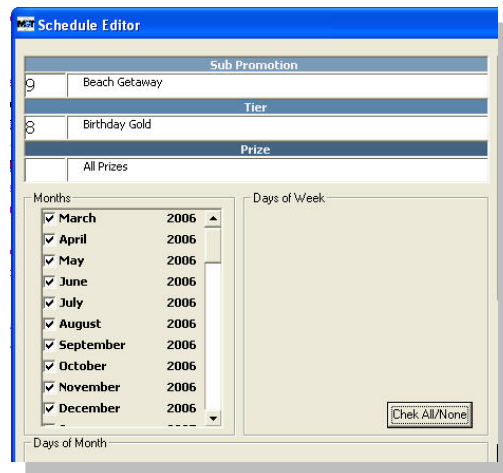
Selecting and Customizing Days of the Week or Month for Tiers

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.



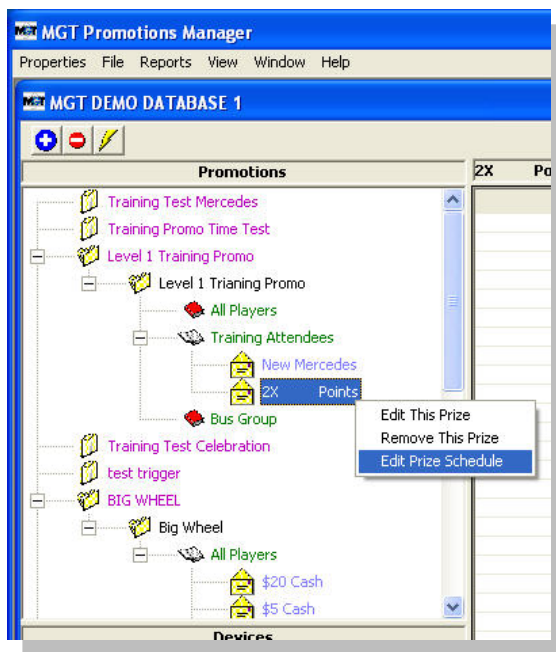
2. Note: the Tier you selected (In this case “Birthday Gold”) appears in the Tier window of the Schedule Editor.
3. Repeat Steps 1 – 5 under Scheduling Days of the Week and Days of the Month to customize promotion days for the Tier, to include only Wednesday.
4. Remember to do this for each month listed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



Selecting Days of the Week or Month for Prizes

If your promotion has Multiple Tiers, with MGT Promo, you can also customize Days of the Week or Days of the Month for a prize linked to a Tier. For example: your promotion lasts for a month, and you want a 2X Prize Multiplier.

1. *Right-click* on the prize linked to the Tier Group. Select **Edit Prize Schedule**.



2. Note that **2x Points** is visible in the Prize window of the **Schedule Editor**.



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.

HISTORY TIME GROUP

Currently available only to ATI Oasis and some Bally's CMP users!

1. In Promo 4.5, 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. Because the kiosk can only use information that it receives from the property player tracking system, at this time this option is only available for customers using the Bally's CMP or Aristocrat Oasis player tracking system. This option instructs the kiosk to look at Gaming Action Detail for that day's play information.
3. 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.
4. The Promotion Start and End can be set for an extended length.
5. The Participation can be One Entry per Day or One Entry During Range.
6. The Evaluation can be Fixed, Rolling, or Rolling Range By Swipe Date, BUT MUST BE CONFIGURED to only look at ONE DAY
7. 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.

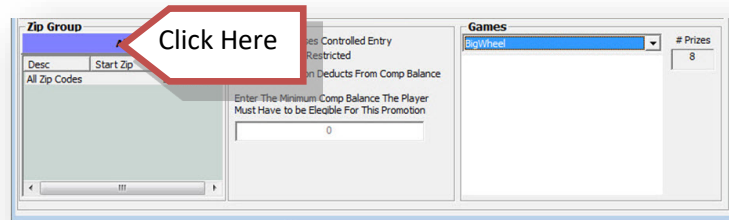
ASSIGNING A ZIP GROUP

Purpose of Zip Groups

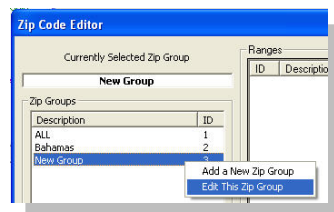
1. A Sub Promotion can be configured to target a specific geographic population or exclude a population.
2. For example: if your property experiences a large 'snowbird' population in the cooler seasons, you can create one Sub Promotion to target only the local zip codes or to exclude the locals by targeting 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

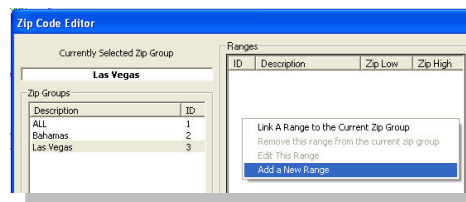
1. Open the **Zip Code Editor** by clicking on the blue box in the **Zip Group** window of the **Sub Promotion Editor**.



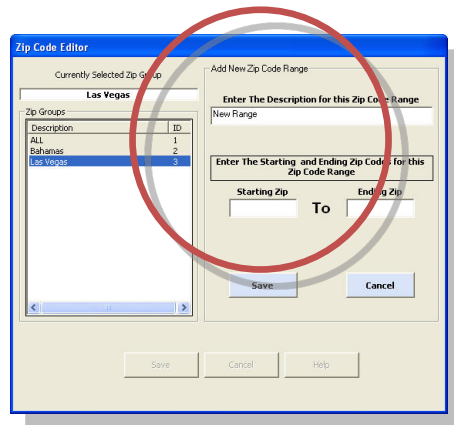
2. *Right click* inside the white **Zip Group** box and select **Add a New Zip Group**.



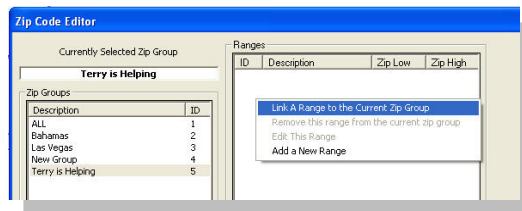
3. *Right click* on the New Group and select **Edit This Zip Group**
4. Enter a Name for the New Group. This name should identify the area of the Zip Ranges, for example: Las Vegas SW, or Kansas City North.
5. To setup a new **Range** for your new **Zip Group** *right click* in the **Ranges** window then select **Add a New Range**.



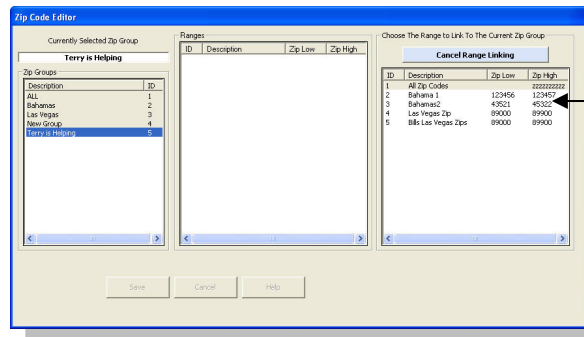
6. A new **Zip Code Editor** window will open.



7. Enter identifying name in Enter the **Description** for this Zip Code Range.
8. 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.
9. *Right-click* in the Ranges window and select **Link a Range to the Selected Zip Group**.



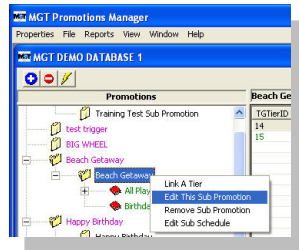
10. The **Zip Code Editor** will open a new panel.



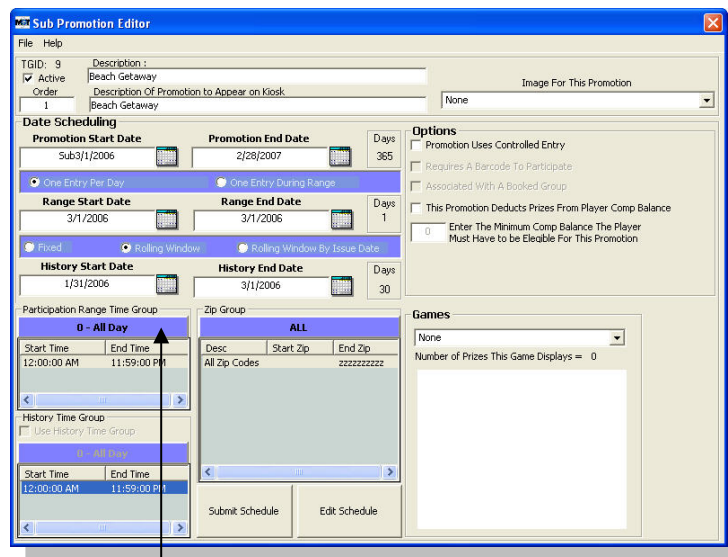
11. In **Choose The Range to Link to the Current Zip Group** window, select the Range you wish to link. The window will revert to the previous screen and the Zip Code range will now appear in the **Ranges** window.
12. The initial **Zip Code Editor** window is still open. Choose Save to save and close; Cancel to close without saving.
13. The **Zip Code Range(s)** that you selected will now appear in the **Zip Group** window of the Sub Promotion Editor.
14. To add additional Zip Code ranges, repeat the above steps until completed.
15. **It is NOT necessary** to re-submit the Sub Promotion schedule after creating a Zip Group.
16. Choose File/Save to save and File/Exit to close; Cancel to close without saving.

Linking an Existing Zip Group

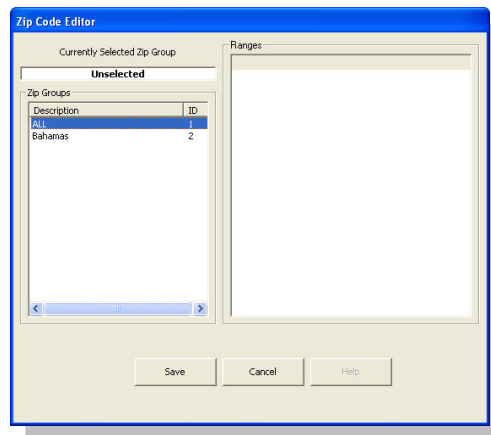
1. Zip Groups are Created and Assigned within the Sub Promotion Editor.
2. *Right-click* on the Sub Promotion in which you wish to edit the Zip Group.
3. Select Edit This Sub Promotion from the popup screen.



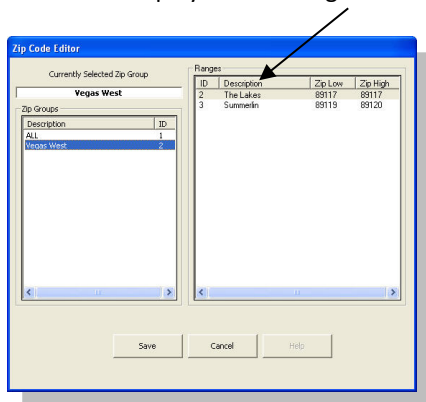
4. The **Sub Promotion Editor** will open.



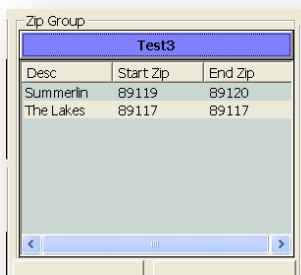
5. *Right-click* on the blue **Zip Group** button.
6. The Zip Group Editor will open.
7. Select the **Zip Group** to which you wish to link from the left hand side.



8. The details 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.



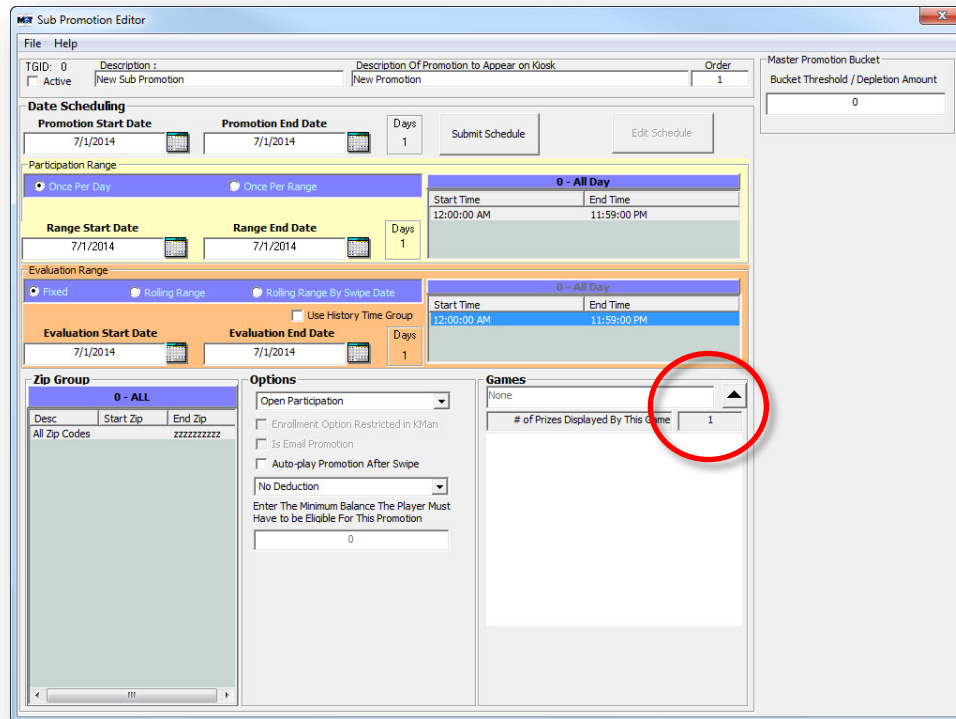
SELECTING AND TESTING A GAME TO DISPLAY AT THE KIOSK

Notes about Selecting a Game

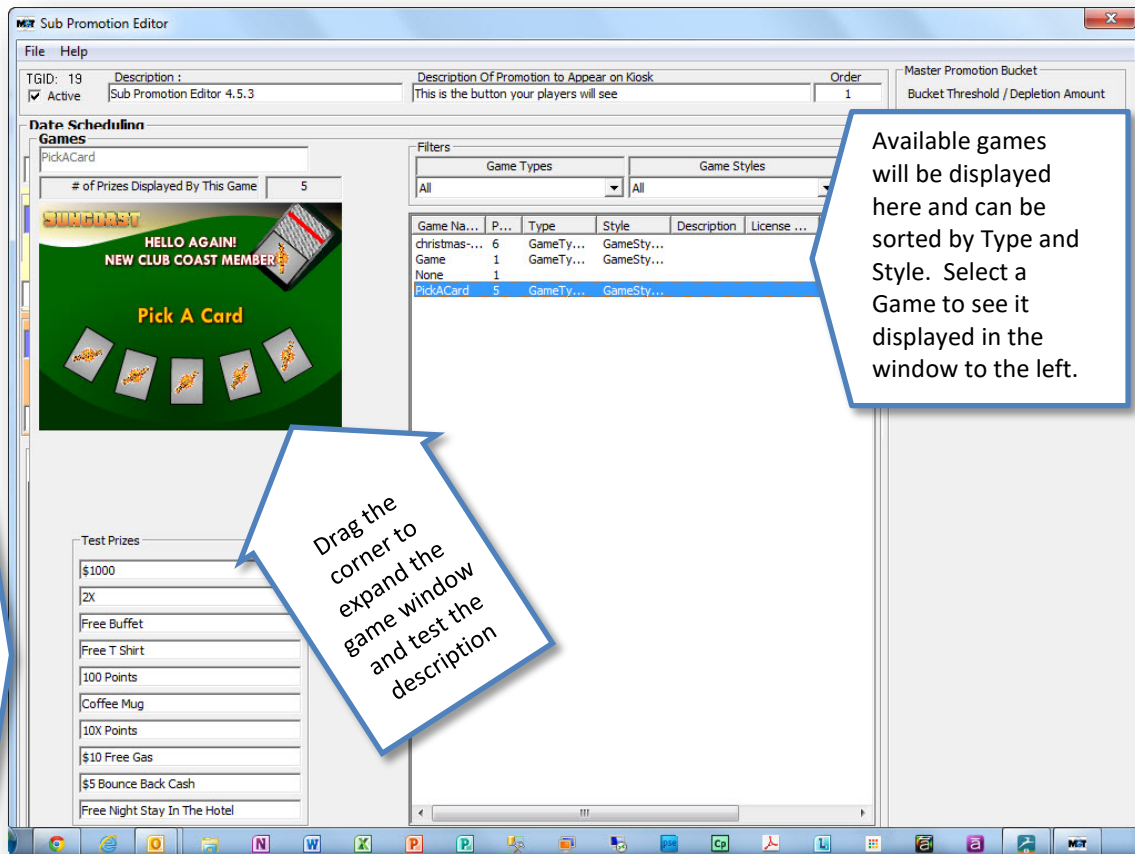
1. As an Best Practice, if the player will not be participating in the promotion by using some type of interactive game, you should generally use the game called, "Game."
2. 'Game' is a simple revealer-type, which will show the player's prize or offer in a simple message using the Prize Description from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



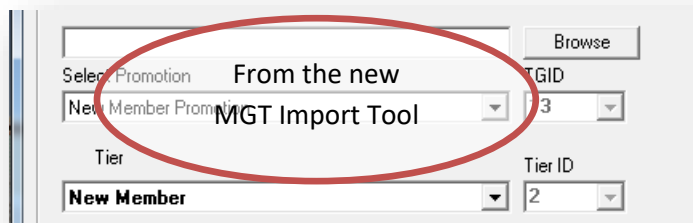
2. The Games window will open.
3. The available Games will be displayed.



OPTIONS

Controlled Entry Promotions

One of the significant changes introduced back in Promo 4.5.3, is the ability to configure a Controlled Entry Promotion for multiple levels of player values with the use of just one Sub Promotion! The new Controlled Entry tool offers the option. You will be able to choose to import people into a Sub Promotion OR into a specified Tier of that Sub Promotion. (MGT Import Tool 4.5.3 User Manual)

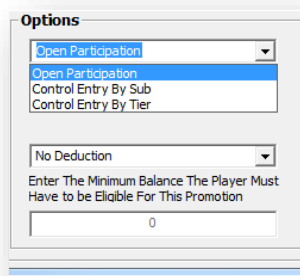


1. Does your new Sub Promotion Use **Controlled Entry**?
 - a. In other words, is there a list of people who will be the only ones able to participate in the promo?
 - b. For Example: Does the customer have to be enrolled before they can participate in this promotion?
 - c. Are they part of a bus group 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?

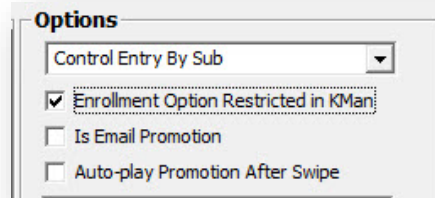
1. Under Options the following choices appear
 - a. **Open Participation:** this option is used when the promotion is NOT controlled entry.
 - b. **Control Entry By Sub:** This option is used when the Sub Promotion uses a single Tier or multiple Tiers in combination with the Evaluation Start and End 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.**
2. **NOTE: When Linking a Tier that is either:**
 - a. **A Card Level Tier, and/or**
 - b. **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.

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



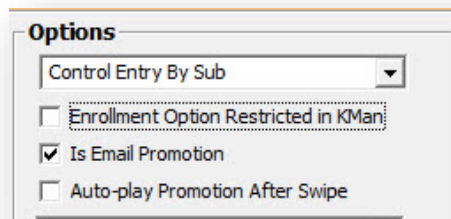
Controlled Entry by Sub: Enrollment Option is Restricted in KMan



The screenshot shows a dialog box titled "Options". It contains a dropdown menu labeled "Control Entry By Sub" with a downward arrow. Below the dropdown are three checkboxes: "Enrollment Option Restricted in KMan" (checked), "Is Email Promotion" (unchecked), and "Auto-play Promotion After Swipe" (unchecked).

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.

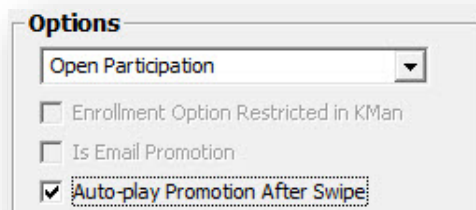
Controlled Entry by Sub: Is Email Promotion



The screenshot shows a dialog box titled "Options". It contains a dropdown menu labeled "Control Entry By Sub" with a downward arrow. Below the dropdown are three checkboxes: "Enrollment Option Restricted in KMan" (unchecked), "Is Email Promotion" (checked), and "Auto-play Promotion After Swipe" (unchecked).

2. 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.

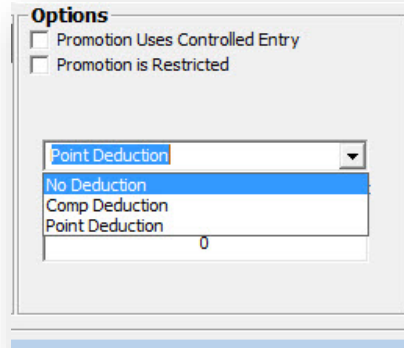
Auto-Play Promotion After Swipe



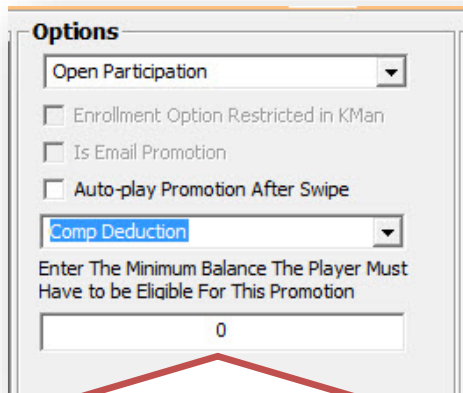
The screenshot shows a dialog box titled "Options". It contains a dropdown menu labeled "Open Participation" with a downward arrow. Below the dropdown are three checkboxes: "Enrollment Option Restricted in KMan" (unchecked), "Is Email Promotion" (unchecked), and "Auto-play Promotion After Swipe" (checked).

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.

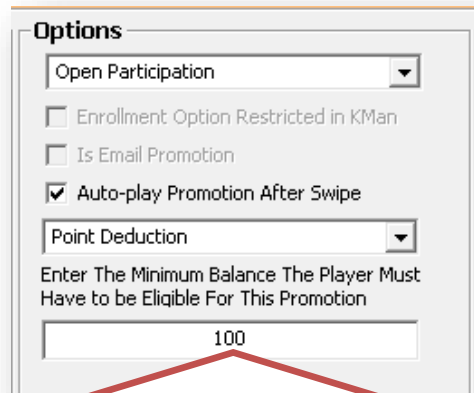
Comp or Point Deduction Promotion



1. This Option in Promo 4.5.3 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.



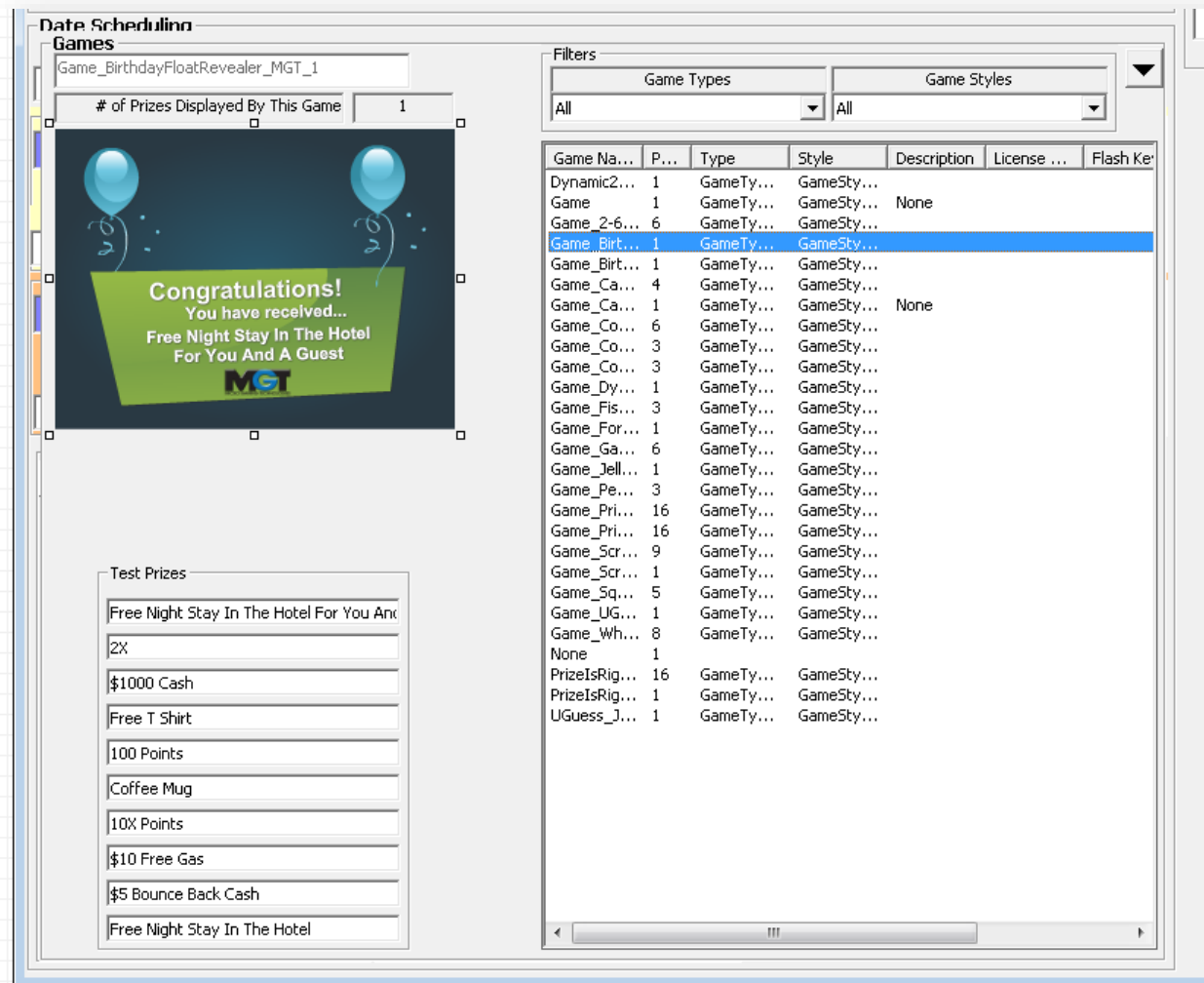
A player must have _____ amount in available Comp Balance in order for this promotion to show as available at a kiosk. The deduction takes place at the time the prize is awarded at the kiosk.



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.

Selection of Flash Game and Promotion Image

1. The use of .swf animation for interactive customer games is an amazing way to add a lot of WOW to your kiosk promotion. See Chapter 11 for more reasons to use FLASH® animation.
2. If this promotion uses a .swf game to interact with the players at the KIOSK, choose an available game from the Games drop down menu, by clicking on the arrow at the right side of the smaller window.



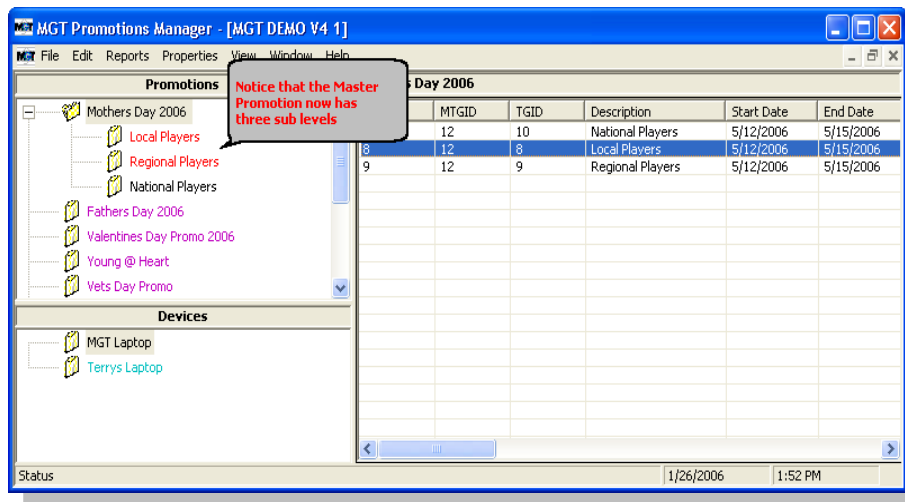
3. The game animation will function in the Sub Promotion screen.
4. **When you are satisfied with all of your Promotion Scheduling choices**, choose **File/Save** to save your new Sub Promotion or Choose cancel to exit without saving.
5. As a reminder, new Flash Games can be added to become available by using the Editors and Add a New Game. See the Menu option in the Intro for steps to add a new game.

Using Multiple Sub Promotions

There are several reasons that you would use multiple Sub Promotions for the same Master Promotion. Below are just a couple of the basic examples:

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.

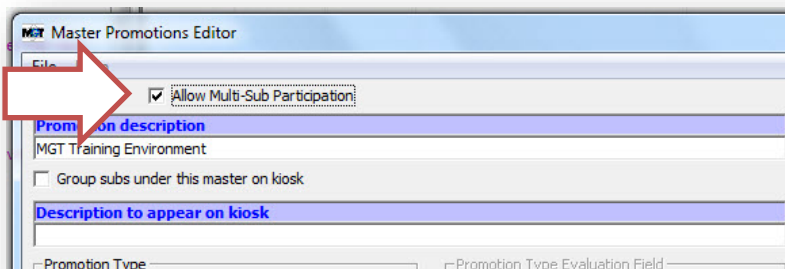
For example:

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 = 500-999999999 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.



Master Promotions Editor

File

☒ Allow Multi-Sub Participation

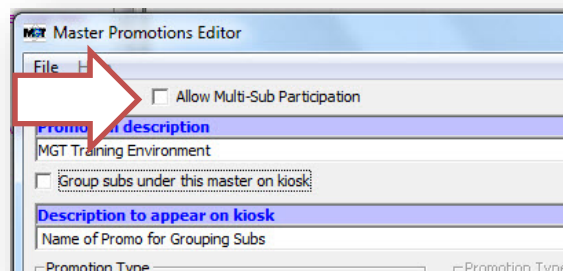
Promotion description
MGT Training Environment

☐ Group subs under this master on kiosk

Description to appear on kiosk

Promotion Type Promotion Type Evaluation Field

2. **BOX IS NOT CHECKED:** This option will only allow a player to participate in A SINGLE Sub Promotion under that Master Promotion.



Master Promotions Editor

File

☐ Allow Multi-Sub Participation

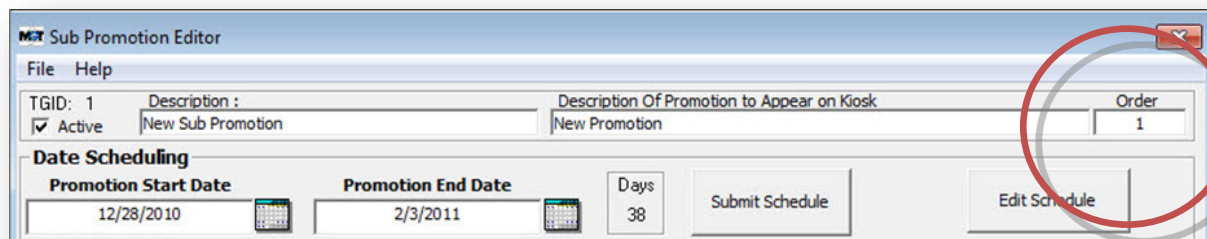
Promotion description
MGT Training Environment

☐ Group subs under this master on kiosk

Description to appear on kiosk
Name of Promo for Grouping Subs

Promotion Type Promotion Type

- a. When the box is NOT checked, the participation is determined by using the Order field in the Sub Promotion Editor.



Sub Promotion Editor

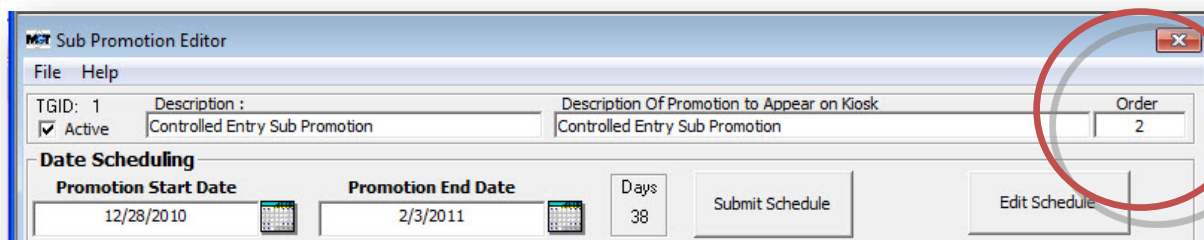
File Help

TGID: 1 Description : New Sub Promotion Description Of Promotion to Appear on Kiosk New Promotion Order 1

☒ Active

Date Scheduling

Promotion Start Date 12/28/2010 Promotion End Date 2/3/2011 Days 38 Submit Schedule Edit Schedule



Sub Promotion Editor

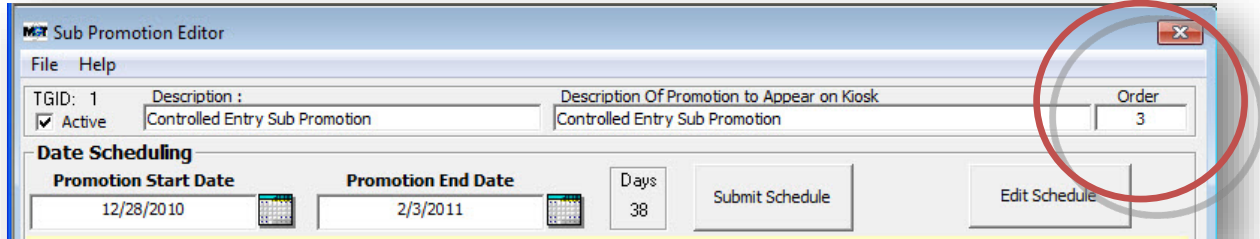
File Help

TGID: 1 Description : Controlled Entry Sub Promotion Description Of Promotion to Appear on Kiosk Controlled Entry Sub Promotion Order 2

☒ Active

Date Scheduling

Promotion Start Date 12/28/2010 Promotion End Date 2/3/2011 Days 38 Submit Schedule Edit Schedule



- b. The function of the Order: A player may participate in ONE Sub Promotion in this Master Promotion according to the following rules:
- 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.
 - 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.
 - 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.

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 (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.

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. Use the Tier information that is already defined by your Player Tracking System. (In the illustration above, these are Diamond, Platinum, Gold, Silver, and Bronze. In MGT Promo, these are configured as the names that your casino uses to identify the levels (Tiers) of players in your Player's Club.)
 - b. Create an unlimited number of NEW Tiers for a promotion based on database criteria and low and high values that you select.
 - c. 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

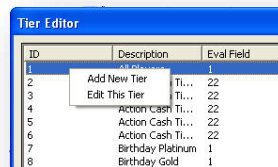
DO NOT select "Controlled Entry by Tier" under Options on the Sub-Promotion window. 'Controlled Entry by Tier' assumes that you will be importing a list of specific players into a tier linked to the promotion. A Card Level Tier does not use a list of imported players.

Selecting the All Players Tier

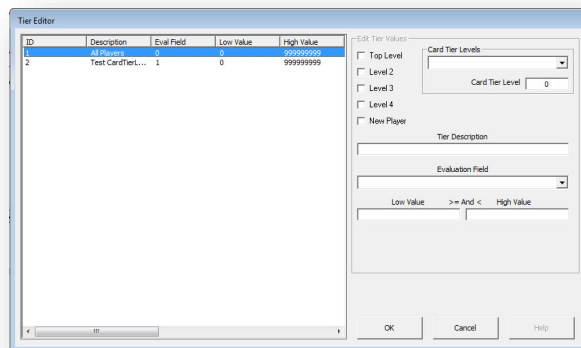
1. It is important to understand the name of the All Players Tier. It is **ALL** Players. This means that everyone is qualified to participate in this promotion, providing they meet any additional qualifications configured in the promotion. i.e., gender, age, birthday, play from today, zip code, etc.
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**

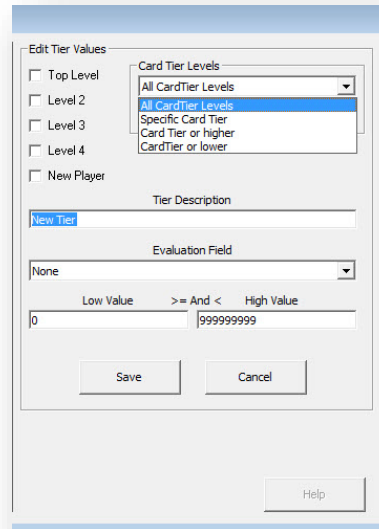


3. Selecting **Add New Tier** will allow you to **Add Tier Values and/or Card Tier Levels** and create a New Tier **Description** on the right side of the **Tier Editor**.



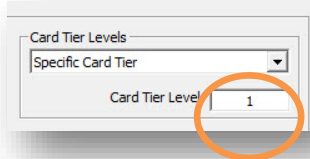
Card Tier Levels

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:



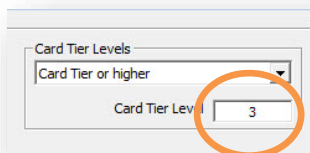
You must know how the Tier Ranking is ordered in your player tracking system. In some, the Highest Tier Card Level = 1, in others, the Lowest Tier Card Level is 1. The numeric value is used in the MGT Tier Editor.

Specific Card Tier



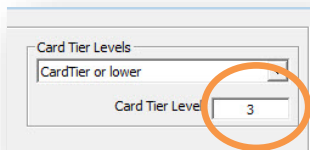
Selection for a Specific Card Tier, Card Tier Level 1 in this illustration.

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

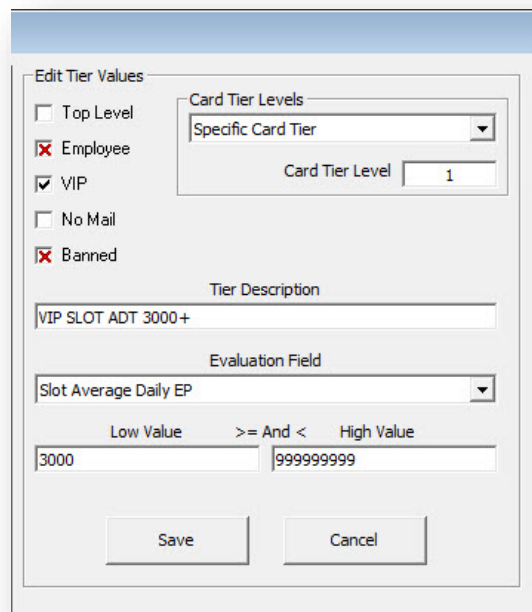


Selection for Card Tier or Lower, Card Tier Level 3 or lower (numeric value) in this illustration.

Edit Tier Values

1. The “**Edit Tier Values**”, however they are defined, are set to correspond with database values used by ONLY by the Oasis (Aristocrat) player tracking system or the CMS (Bally’s) player tracking system.
2. The text Displayed next to the check boxes can be edited by the MGT Tech Support to match Tier names for your property.
3. 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.
4. 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.



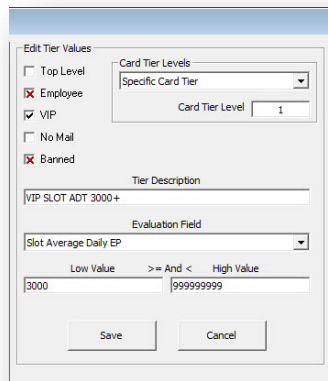
5. NOTE: When these Custom Flag boxes are used in multiples, the CHECK MARK requires that this player be flagged in your player tracking system. Therefore, if you check MULTIPLE boxes, a qualified player MUST BE flagged as ALL of these in your player tracking system. For example, Gold AND Snowbird.

Important Note Regarding the Edit Tier Values Window

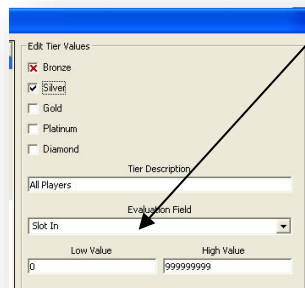
1. **For users of the IGT Player Tracking system.** The Edit Tier Values options, Bronze, Silver, Gold, etc., currently will not function with MGT Promo. Leave these boxes blank. Checking any of these boxes might cause your promotion to function incorrectly.

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:



4. 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.
5. Enter a **Tier** description. (Birthday Low Tier, Birthday Mid-Tier, etc.)
6. What qualifies a player for this Tier? From the drop down menu choose an **Evaluation** field.
7. Refer to the Evaluation Field table on page 2-32



8. Enter the **Low Value** (the value is \geq) 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 NOT BE A CORRECT** 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.

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

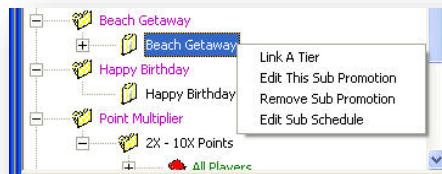
LOW VALUE	HIGH VALUE
0	200
200	300
300	400
400	500
500	999999999

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

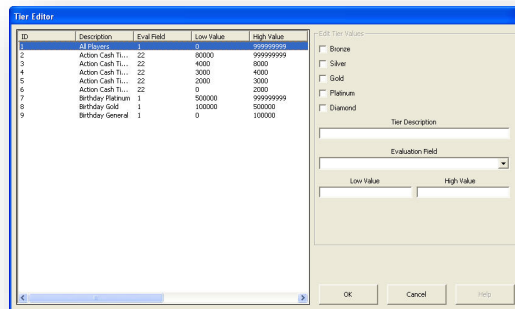
Using an Existing Tier

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.

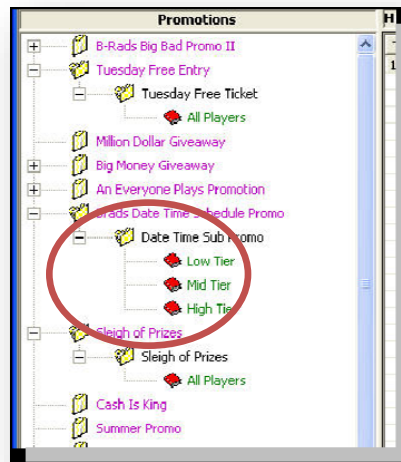


2. The Tier Editor should now be displayed.



3. Select that tier by *left clicking* the mouse on that Tier and then select **OK**.

4. 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.

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

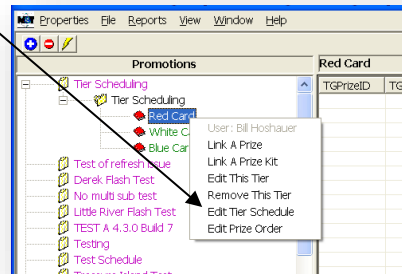
And on it goes up to the point the Low Value = -100

- 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 [<]

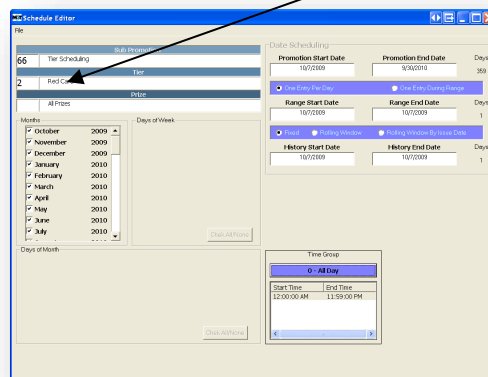
4. Prize would be: carefully evaluate, remembering that in this case, the 'larger' the negative numbers actually represents more casino money that this player walked out the door keeping in his pocket!
- c. So, in this case, you might want to award more drawing tickets to those who WON LESS (smaller 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. In our example, we want the Red Card Tier portion of the promotion to only be available on Tuesdays and Wednesdays, and the White and Blue Tier portions to be available only on Mondays, Wednesdays and Fridays.
3. Right click on the Tier that has been linked to the desired Sub Promotion.
4. Select Edit Tier Schedule

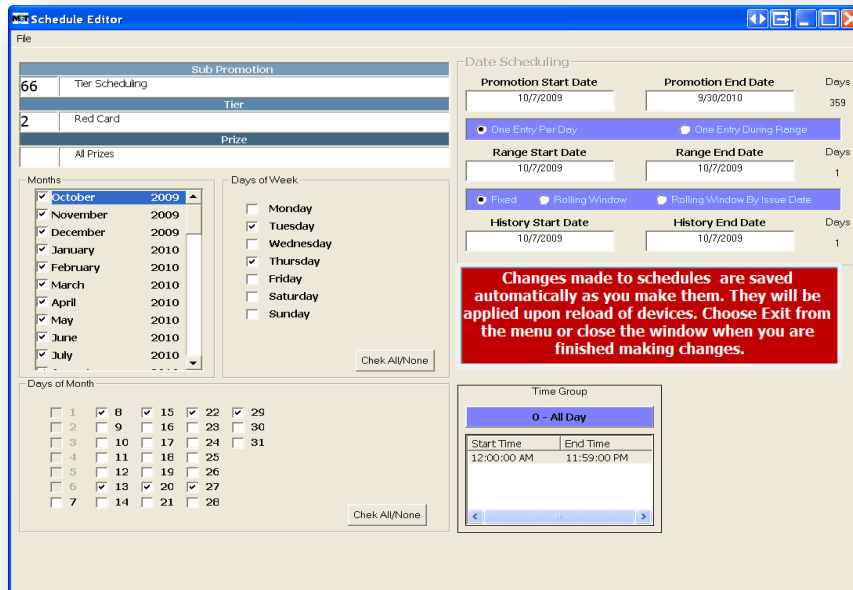


5. The Tier Schedule Editor will open displaying the selected Tier (Red Card) in the Tier window.



6. Click on the text of the desired month (not the check box). It will highlight and new selections will appear.
7. Deselect every day except for Tuesday and Thursday.
8. The same type of Schedule Edit for this Tier could be done for selected days in the Days of the Month box.

9. Repeat this step for each month of the promotion, first clicking on the highlighted month to deselect it, then selecting the next month.



10. When finished, select File/Save.

11. **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 the White Tier and the Blue Tier for each month, this time selecting only Monday, Wednesday and Friday.

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 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

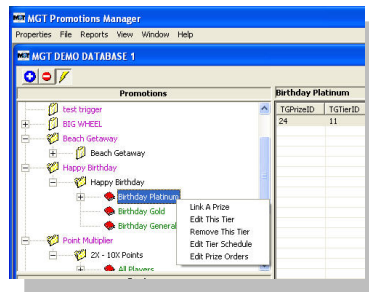
Any promotion does not have to be linked to every kiosk on the casino floor. For example: PIT only promotions can be linked to the kiosks in that area; VIP promos can be linked only to the kiosks in the VIP Lounge; bus promos can be linked to the kiosks near the bus drop-off area.

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

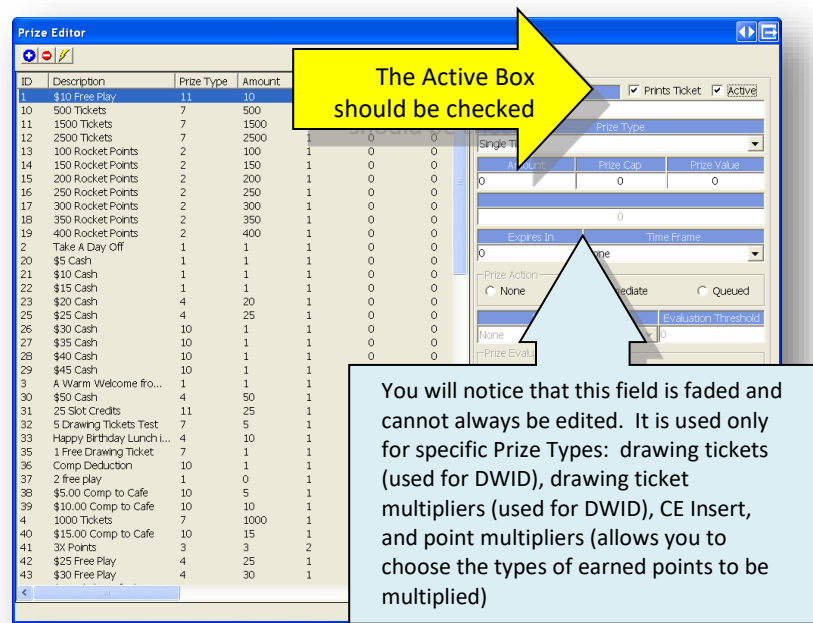
1. When a player swipes at a kiosk and participates in a promotion, the kiosk does exactly what you configure it to do: Give the right prize to the right player. Par values for each prize for each Tier determine how this happens.
2. When this player swipes, the configuration in the software for this 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 manner 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.

Linking a Prize to the Tier

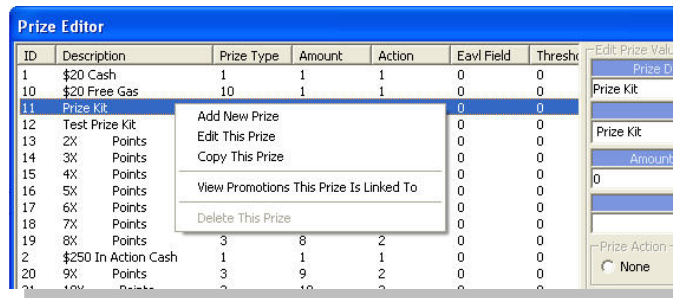
1. In the Promotions window, locate the promotion you've been configuring. Using the 'tree' boxes, open the Master Promotion and the Sub Promotion.
2. *Right-click* on a Tier to which you wish to **Link A Prize** under the Sub Promotion.
3. Select Link A Prize.



4. The Prize Editor should now be displayed.

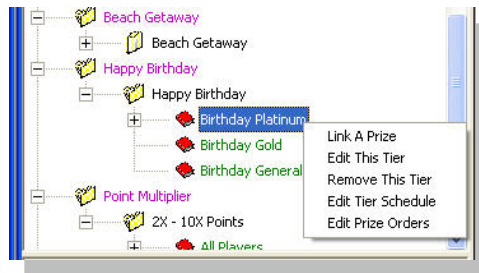


5. *Right click* anywhere in the left window to show the options:

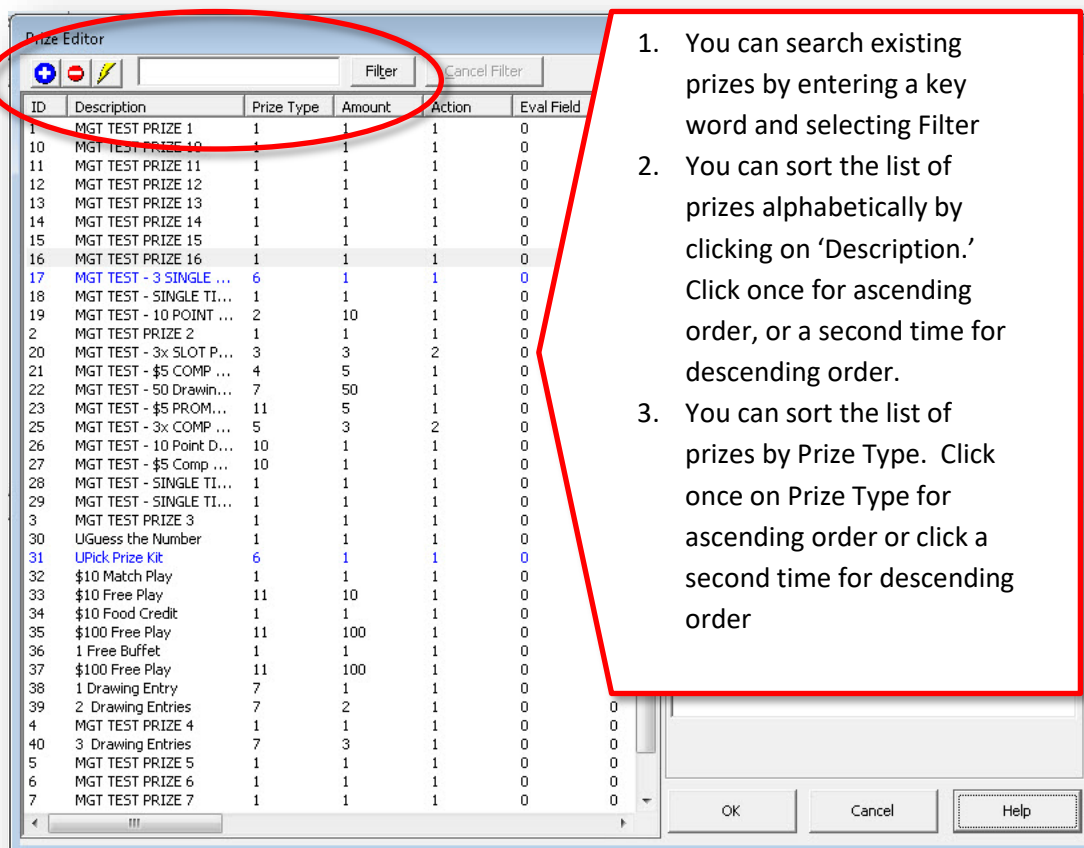


Linking an Existing Prize

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



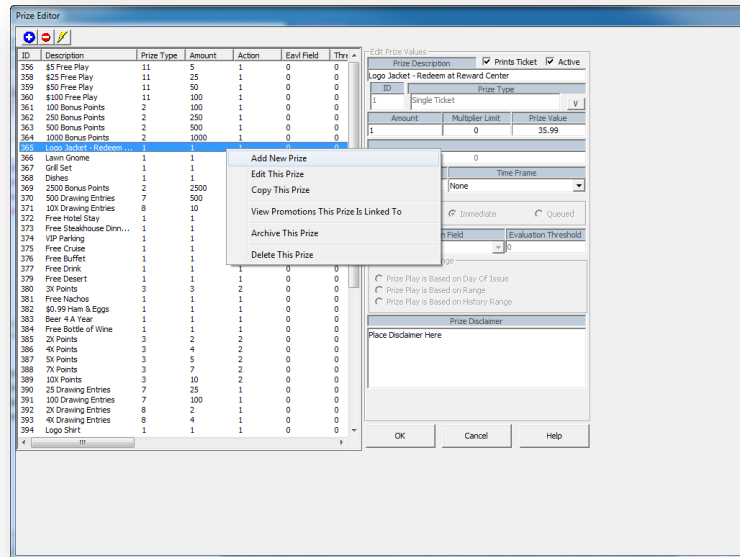
2. The **Prize Editor** should now be displayed.



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

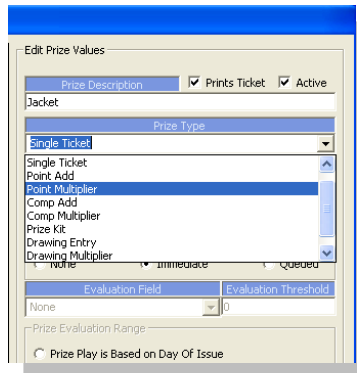
Adding a New Prize to Be Linked

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.
 - 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 Everi Support.
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)

Understanding Prize Types



QUICK OVERVIEW OF PRIZE TYPE “AMOUNT” FIELDS

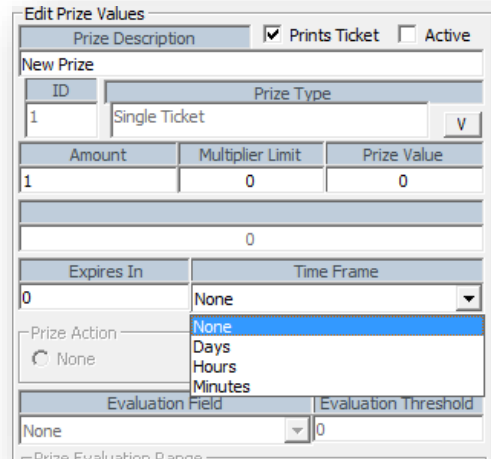
- #1 Single Ticket – AMOUNT WILL ALWAYS BE 1 (one)
- #2 Point Add – The Amount of the Points to be Added/Adjusted
- #3 Point Multiplier – The Amount of the Multiplier (i.e., ‘3’ for 3X points) ALSO NOTE: will ask for the type of Points to be multiplied: Slots, Pit, Other, Total
- #4 Comp Add – the dollar 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 – see notes on Prize Type 11
- #13 Controlled Entry Insert – performs and automatic Controlled Entry 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

UNDERSTANDING Prize Types

- #1. Single Ticket:** For this prize type the ticket itself is the prize. For example: a hat, a key chain or a Printed ticket that is going to be placed in a physical drawing drum. 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. Multiplier Limit = blank
 - 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.

Setting Single Tickets to Expire

- 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.
- When the Single Ticket Prize Type is chosen, a set of configuration windows become active in the Prize Editor window:



Edit Prize Values

Prize Description ☒ Prints Ticket ☐ Active

New Prize

ID	Prize Type
1	Single Ticket

Amount	Multiplier Limit	Prize Value
1	0	0

Expires In: 0 Time Frame: None

Prize Action: None

Evaluation Field: None Evaluation Threshold: 0

- Function: using this option allows a prize only to be valid for redemption within a time frame. The start of the time frame is Issue Date. The Expires Date is set from that point. For example: 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.” 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. 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.
- NOTE: The Expiration rules should also be included in the Prize Disclaimer information that prints on these tickets.
- If no expiration setting is configured, the default setting for the ticket to expire is 30 days from the IssueDate. If the ticket needs to be valid for a longer time be sure to set a longer expiration period.

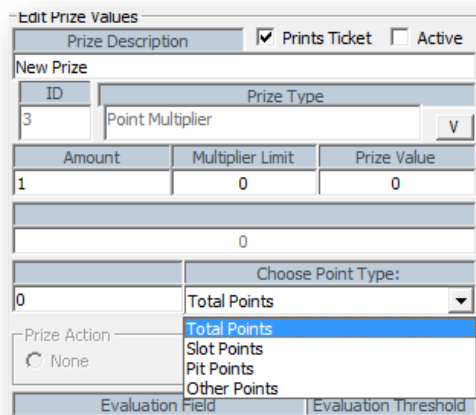
#2. Point Add: This prize type causes the MGT system to immediately post the number of points specified in the amount field to a players account.

- Amount= the numerical value of the points to be awarded. These points are immediately sent and the SM instructs the player tracking system to make a manual point adjustment for this amount. This process is completed by a message from the PTS that these points have been awarded.
- Multiplier Limit= blank
- 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.

- The points earned from beginning to ending of the property gaming date will be multiplied. **THE POINTS WILL BE POSTED WHEN THE SYSTEM MANAGER PROCESSES THE QUEUED TABLE AFTER THE END OF GAMING DAY WHERE GAMING DAY = THE CALENDAR DAY.**
 - FOR EXAMPLE: POINT MULTIPLIER ISSUED AT 11:55P ON CALENDAR DAY 3/17 (GAMING DAY 3/17). THE PONT MULTIPLIER WILL BE PROCESSED 3/18 AFTER THE END OF GAMING DAY 3/17. CALENDAR DAY 3/17 = GAMING DAY 3/17.**

- ii. **POINT MULTIPLIER ISSUED 1205A ON CALENDAR DAY 3/18 (GAMING DAY 3/17). POINT 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.**
 - b. 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 multiplies the same way your player tracking multiplier works. MGT does the math prior to the multiplication.
 - c. 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.
 - d. This adjustment appears in your PTS in the same way it would if you made a manual point adjustment and will be described: @MGTkiosk.
 - e. When you select Point Multiplier as the Prize Type, options of what types of points you wish to have multiplied become available:



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

- f. Enter the **Amount** = How many points do you want to award when someone wins that prize
- g. Enter the **Prize Cap** = The max points available 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** = What is the value of the prize? Put the cost of the item (\$2.50 = 2.50; \$25.00 = 25)
 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 Point Multiplier Promotion, see # 12, Exportable Values*

#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.

- a. Amount= amount of Comp to be adjusted on the Player's account
- b. Multiplier Limit = blank
- c. Prize Value= adjusted amount, for reporting

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

- a. Amount= amount of multiplier
- b. Multiplier Limit = blank
- c. Prize Value= blank

#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)

- a. Amount= 1 (1 Prize Kit)
- b. Multiplier Limit = blank
- c. 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.	
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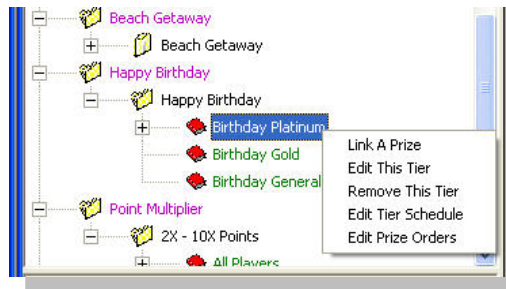
ABOUT PRIZE KITS

NOTE:

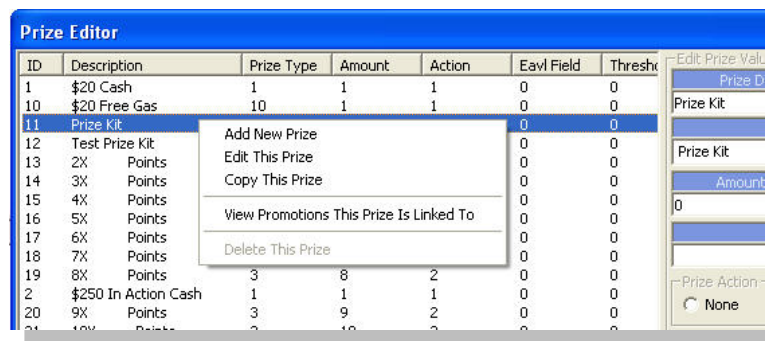
1. Prize Kits are also used in the creation of prizes for a UPick (PickAPrize) kiosk game. In this case the # of prizes in the Kit and the # of spaces in the UPick game MUST be the same.
2. Multiple Prize Kits can be linked and assigned distribution Par Values in any type of kiosk promotion configured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

Creating and Using Prize Kits

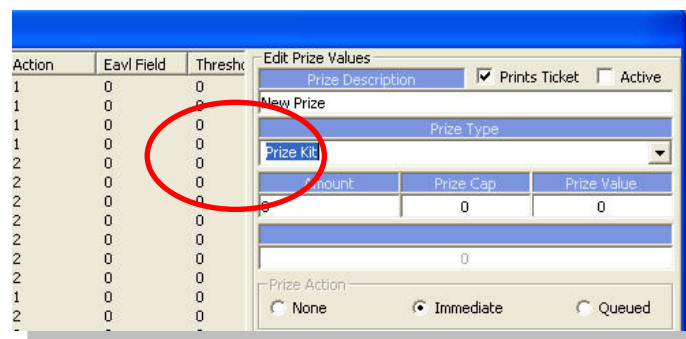
1. Right click on the **Tier** to which you wish to add a **Prize Kit**.
2. You will be presented with a popup menu with the following choices:
3. **Select Link a Prize.**



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



5. Check the **ACTIVE** box.
6. Name the New Prize in **Prize Description**.
7. From the **Prize Type** drop-down Menu, select **"Prize Kit"**.



8. Choose **Save** to save and close.
9. Select **OK**.
10. The Prize Kit takes the Par Value for the Promotion.
11. Set a Time for the Prize Kit.
12. Now the Prize Kit is linked to the Tier of your Promotion.
13. 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.
14. Prize Kits do NOT appear in the Issued table, only the Prizes within the Kit.

#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.

- 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'.
- Multiplier Limit = blank
- Prize Value= blank. Drawing Tickets only have "perceived value."
- 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: If you have decided to use the kiosk for printing paper tickets for a ticket drum, the Prize Type would be SINGLE TICKET, not Drawing Entry. The amount= 1. In order to print multiple tickets, use a Prize Kit with the number of single tickets. To provide this function the configuration must create and use a new single ticket for each drawing ticket to be printed from a Prize Kit.

NOTE: Everi does not support using the kiosk for printing tickets for a paper ticket drawing. Please refer to Four Reasons Everi Does Not Support Paper Ticket Drawings

#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.

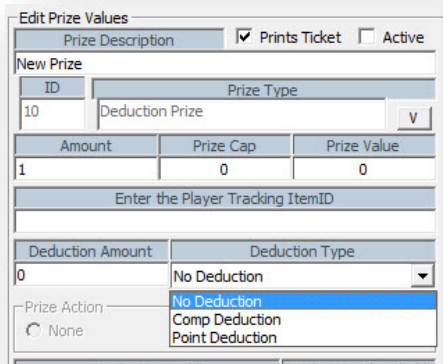
- The Multiplier is specified in the Amount field. The result of a Player being issued this type of prize is that the total of all entries a player has received or earned ON THAT DAY will be multiplied by this number.
- In the event that a player has received more than one multiplier then the highest single multiplier is used as the multiplying value.
- Amount= the amount of the multiplier. Real amount is Amount – 1 (3-1, for example)
- Multiplier Limit = blank
- Prize Value= drawing tickets have "perceived" value
- 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.

- 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**
- ESSENTIAL TO NOTE: THIS PROCESS TAKES PLACE AFTER THE END OF GAMING DAY WHERE GAMING DAY = THE CALENDAR DAY.**
 - FOR EXAMPLE: FOR A DRAWING TICKET MULTIPLIER ISSUED AT 11:55P ON CALENDAR DAY 3/17 (GAMING DAY 3/17):**
 - 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.**
 - FOR A DRAWING TICKET MULTIPLIER ISSUED 1205A ON CALENDAR DAY 3/18 (GAMING DAY 3/17).**
 - 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.**
- 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).
 - 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.

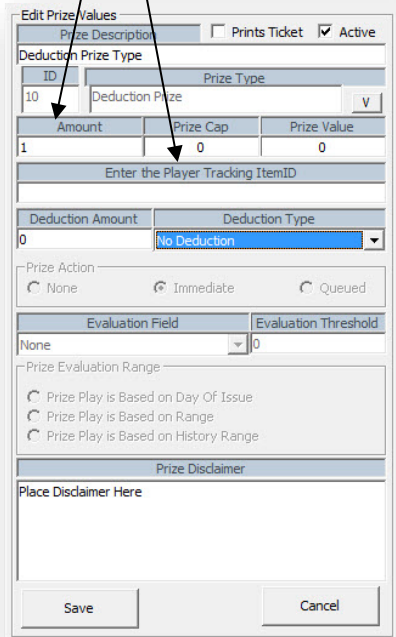
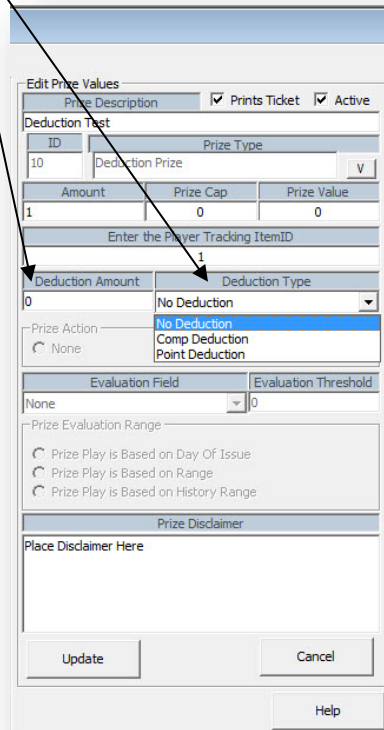
#9. Deduction Prize Deduction Prize Types allow the property to make real-time Point or Comp adjustments based on the amount of the prize.

- 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.
- 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.
- Select the deduction type.



The screenshot shows the 'Edit Prize Values' window. At the top, there are checkboxes for 'Prints Ticket' (checked) and 'Active' (unchecked). Below this is a 'New Prize' section with an 'ID' field containing '10' and a 'Prize Type' dropdown menu set to 'Deduction Prize'. Underneath is a table with three columns: 'Amount' (value 1), 'Prize Cap' (value 0), and 'Prize Value' (value 0). Below the table is a text field labeled 'Enter the Player Tracking ItemID'. At the bottom, there is a 'Deduction Amount' field with the value '0' and a 'Deduction Type' dropdown menu. The dropdown menu is open, showing three options: 'No Deduction', 'Comp Deduction', and 'Point Deduction'. The 'Comp Deduction' option is currently selected.

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

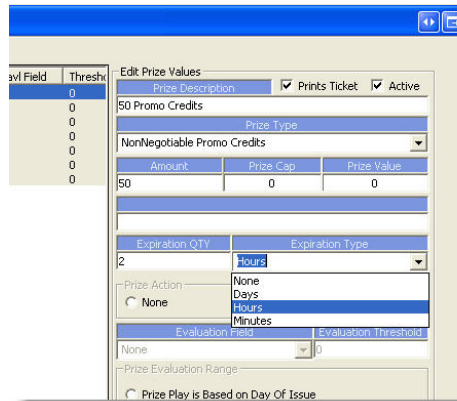
#10. **Non-Negotiable Promo Credits** **NOTE: This prize type subject to approval by local or state gaming jurisdictions before use is permitted.**

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



The screenshot shows the 'Edit Prize Values' window. On the left is a table with 'svl Field' and 'Thresh' columns, containing several rows of '0'. The main form contains the following fields:

- Prize Description:** \$50 Promo Credits
- Prints Ticket:** ☒ **Active:** ☒
- Prize Type:** NonNegotiable Promo Credits (dropdown)
- Amount:** 50
- Price Cap:** 0
- Prize Value:** 0
- Expiration QTY:** 2
- Expiration Type:** Hours (dropdown)
- Prize Action:** None (radio button)
- Evaluation field:** None (dropdown)
- Evaluation Threshold:** 0
- Prize Evaluation Range:** (empty field)
- Prize Play is Based on Day Of Issue:** ☐

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
8. Enter the Expiration Quantity
9. In the example above, 50 Non-Negotiable Promo Credits are being awarded. These expire 2 Hours after being awarded.

#11. Exportable Value

- a. This prize type (formerly ACI Point Multiplier) 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 MGT Promo database. A property can then access that single value to import to use on the player tracking system side. 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.
- b. Everi cannot create this function for a property as it would require the MGT system to write directly to the PTS.
- c. Amount= the amount (value) to be exported
- d. Prize Cap = 0 (does not apply)
- e. Prize Value= 0 (does not apply)

FUNCTION

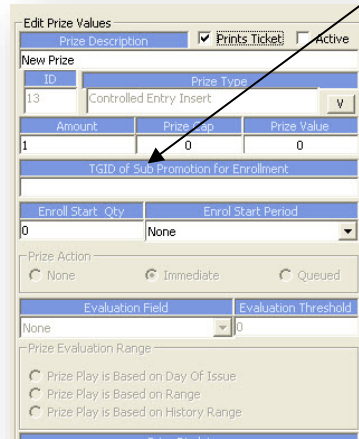
1. When a player swipes their card and enters an **Exportable Value** promotion, MGT Promo records their account number and pertinent fields to the K_SWIPE table. As a player continues to play and earn points, a job created by IT in the PTS frequently reviews the K_SWIPE table, tracks those points and immediately adds the multiplied points to the player's account.
2. 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.

#12. Controlled Entry Insert

This new 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 Entry promotion.



- 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 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.
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

Edit Prize Values

☐ Prints Ticket
☒ Active

Prize Description
Controlled Entry Insert Prize

ID	Prize Type
13	Controlled Entry Insert

Amount	Multiplier Limit	Prize Value
1	0	0

TGID of Sub Promotion for Enrollment
35

Start Time	Qty	Start Time (None = Now)
0		None

Prize Action
☐ None
☐ Days
☐ Hours
☐ Minutes

Evaluation Field	Evaluation Threshold
None	0

Prize Evaluation Range
☐ Prize Play is Based on Day Of Issue
☐ Prize Play is Based on Range
☐ Prize Play is Based on History Range

Prize Disclaimer
Place Disclaimer Here

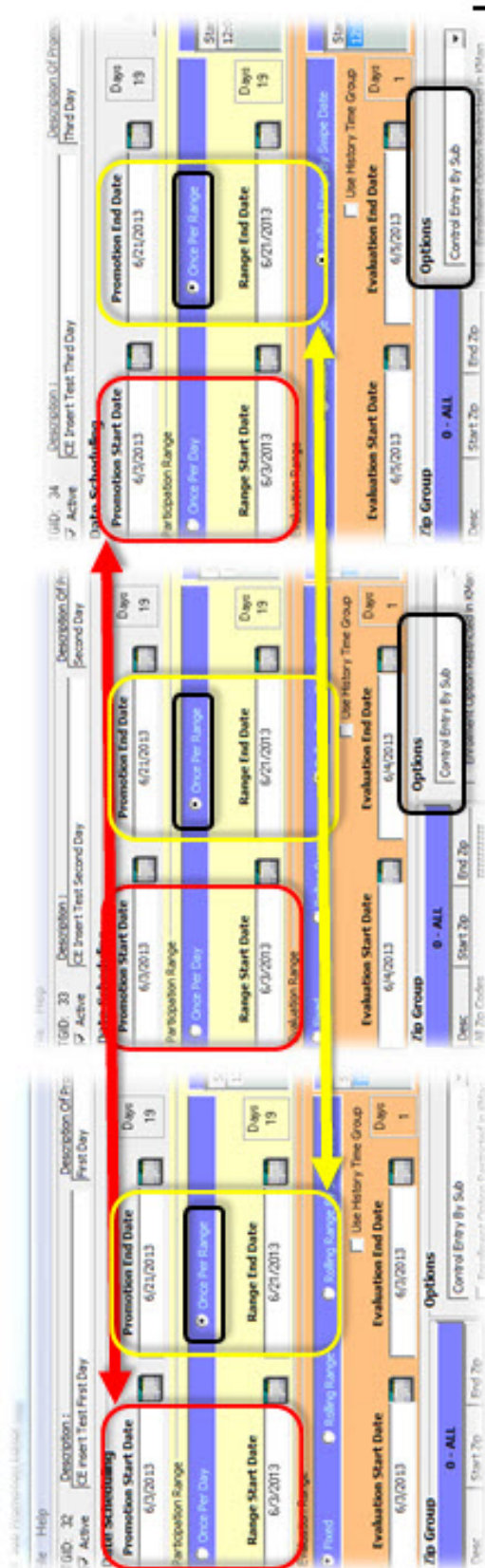
Save

Cancel

Help

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.



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...."

#13. 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.
- e. **You must check the 'Other Modules' box in the Prize Editor for CCPromo to be able to use this prize.**

Continue Entering Information About the New Prize

Prize Action:

- i. Enter the Prize Count – (this field is currently disabled.)
- ii. The Prize Action shows the choice made when creating this prize.
- iii. The Evaluation Field shows the choice made when creating this prize. = Will a particular database field be used as criteria for issuance of this prize to the customer?
- iv. The Evaluation Threshold shows the choice made when creating this prize = the amount at which the player qualifies.
- v. The Prize Evaluation Range shows the choice made when creating this prize.
- vi. Prize Play is Based on Day of Issue
- vii. Prize Play is Based on Range
- viii. Prize Play is Based on History Range

These sections of the Prize Editor window are currently disabled.

- a. Enter the **Prize Disclaimer**. This the legal requirements 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:
 1. Choose Save to Save the new prize;
 2. Choose Cancel to close without saving.
5. Select OK.
6. Before you can actually Link a Prize to a Tier, the **Prize Index Editor** will now open. This is where the prize par will be entered

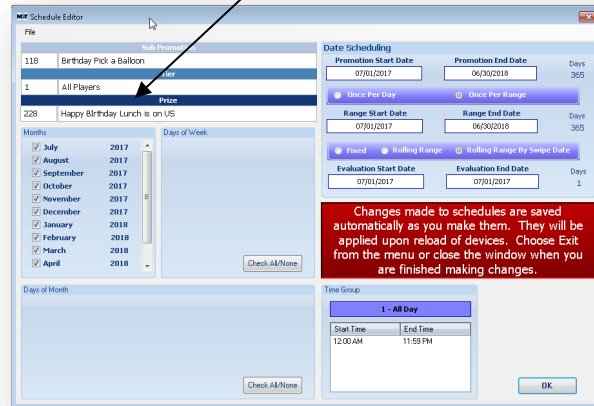
Scheduling Custom Prize Times

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.

The Prize Scheduler

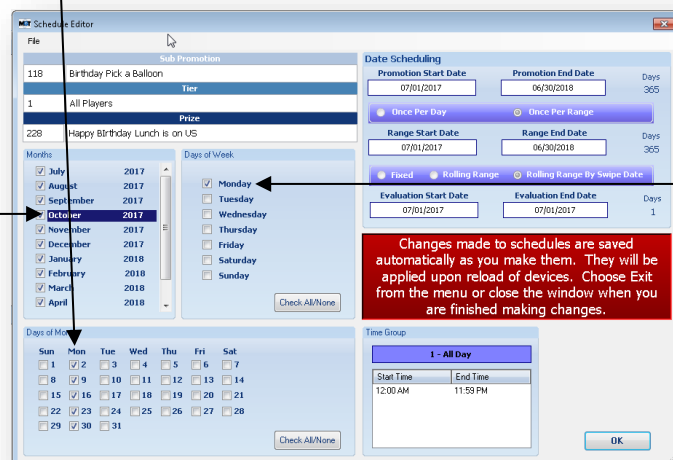
1. Prizes can be scheduled to only be available on certain days.
2. For example, the MGT Birthday Promotion is only set to run Monday through Friday each week
 - a. On Monday, players should get Lunch Is On Us
 - b. On Tuesdays, they should get a \$5.00 comp to the Café
 - c. On Wednesday, they get a \$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

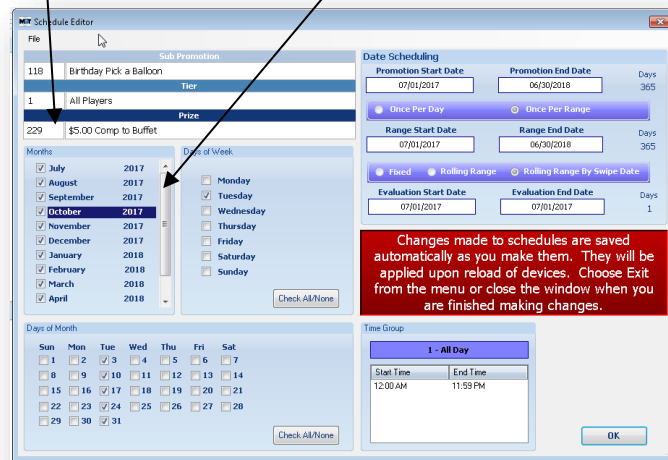


6. For each month of the Birthday Promotion, we only want the Lunch is On Us prize to show up on the kiosk on Mondays.

- 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.



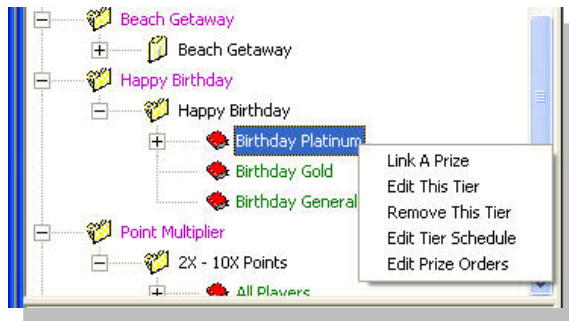
7. The \$5.00 Comp to the Café will only be available on Tuesdays during October.



8. Repeat for each prize and for each month of the promotion.
9. **IMPORTANT: When using a Schedule Editor, DO NOT 'Submit the Schedule' again from the Sub Promotion window. 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 again for the entire promotion!!**

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**.



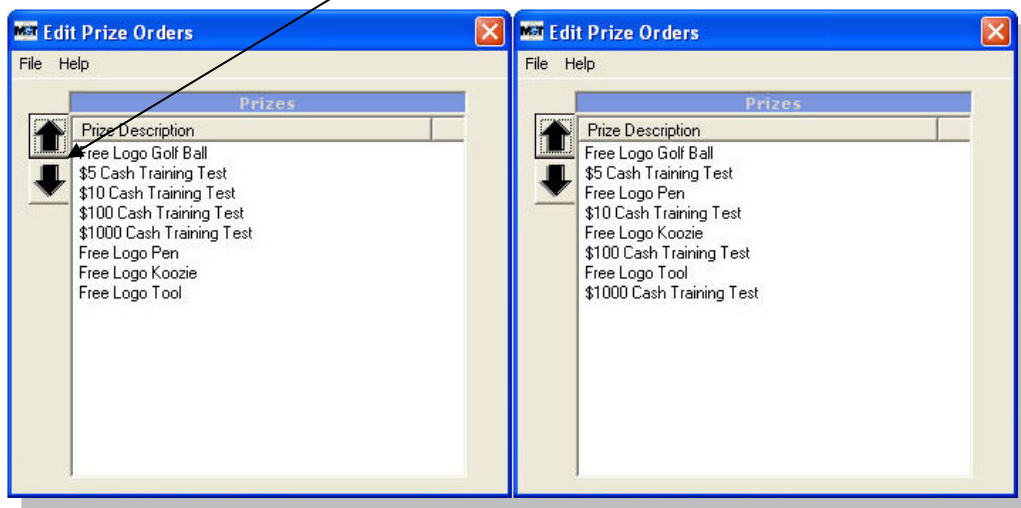
10. The **Edit Prize Orders** window will open.

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

12. Repeat for each prize you wish to move.

BEFORE

AFTER



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 Everi 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.

****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

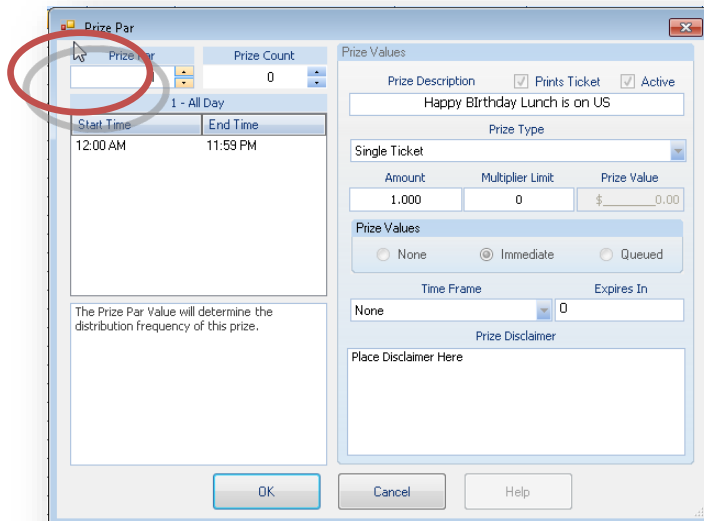
The Prize Index Editor: HOW PAR WORKS

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.

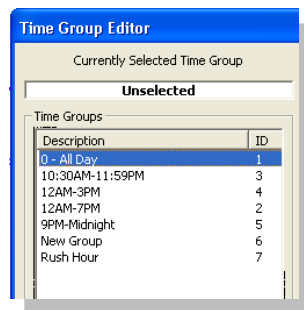
TIERS	Tier 1 CI > 250,000 in past 3 months	\$1000 Cash	1	1 in 1101 chance of getting \$1,000.00 cash prize for players in this group
		20,000 Points	100	
		Free Drink	1000	
	Tier 2 CI < 250,000 & > 100,000 in past 3 months	\$100 Cash	1	1 in 2,001 chance of getting \$100.00 cash prize for players in this group
		10,000 Points	1000	
		Free Drink	1000	
	Tier 3 CI < 100,000 & > 50,000 in past 3 months	\$10 Cash	10	10 in 3,510 chance of getting \$10.00 cash prize for players in this group
		500 Points	2500	
		Free Drink	1000	
	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

Configuring the Par Values of a Prize

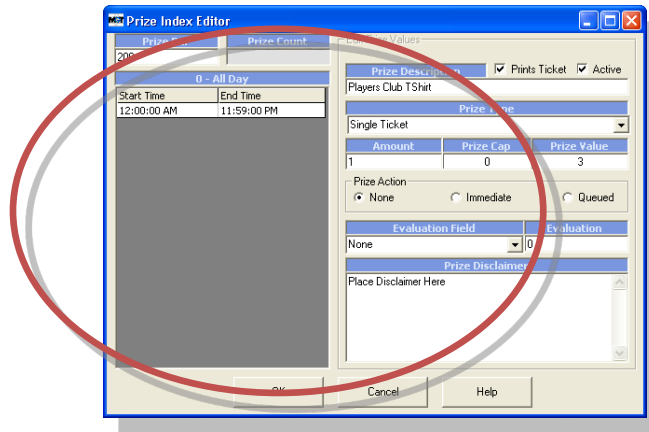
1. Enter the Prize Par* in the Prize Par window.
 - a. If your promotion has a single prize, or only one prize per Tier, enter “1”.
 - b. A numerical value of “1” or greater **MUST** be entered in this field in order for this prize to become active.
 - c. A spreadsheet is provided for calculating the “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 this window 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.

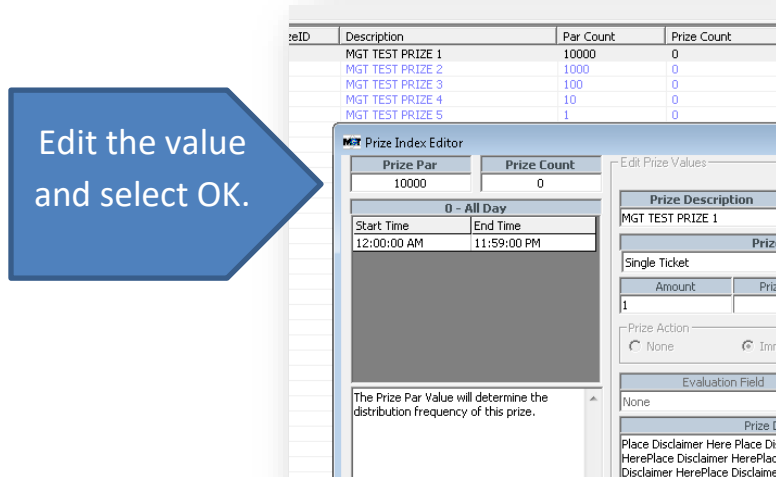


7. Verify that all the information is correct and click **OK** to save and close the **Prize Index Editor**.

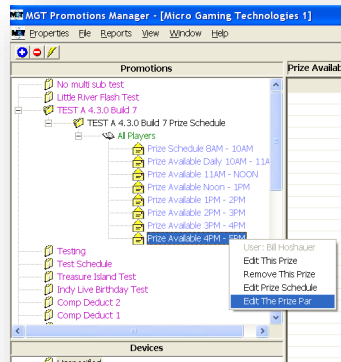
Editing Par Values

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.

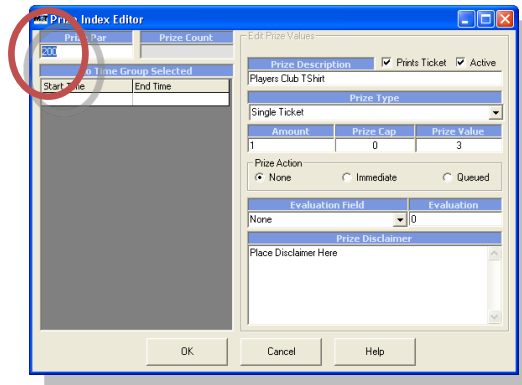
TGPrizeID	TGTierID	PrizeID	Description	Par Count	Prize Count	Prize Type
247	88	1	MGT TEST PRIZE 1	10000	0	
248	88	2	MGT TEST PRIZE 2	1000	0	
249	88	3	MGT TEST PRIZE 3	100	0	Single Ticket
250	88	4	MGT TEST PRIZE 4	10	0	Single Ticket
251	88	5	MGT TEST PRIZE 5	1	0	Single Ticket



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.



3. Enter the reconfigured Prize Par value.

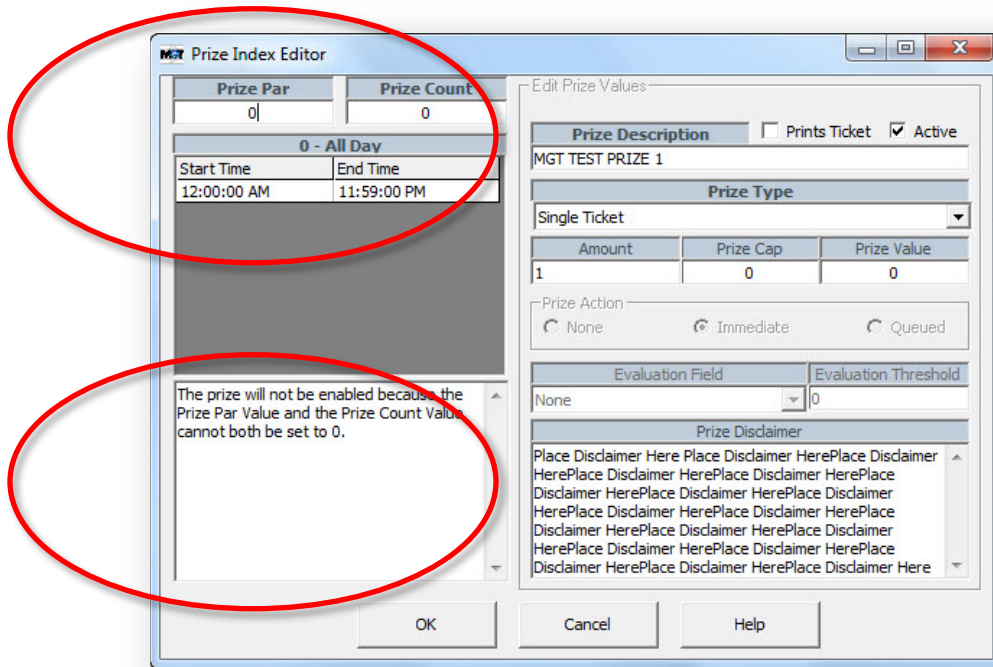


4. Verify your information is correct.
5. Select **Save** to close and return to the **Time Group Editor** window.

Configuring the Prize Countdown (Inventory Control)

When using prize count first link the prize to the promotion then Edit Prize Par to Add the Prize Count.

Configuration: Prize Par = 0, Prize Count = 0



Prize Index Editor

Prize Par	Prize Count
0	0

0 - All Day

Start Time	End Time
12:00:00 AM	11:59:00 PM

The prize will not be enabled because the Prize Par Value and the Prize Count Value cannot both be set to 0.

Edit Prize Values

Prize Description ☐ Prints Ticket ☒ Active

MGT TEST PRIZE 1

Prize Type

Single Ticket

Amount	Prize Cap	Prize Value
1	0	0

Prize Action

☐ None ☒ Immediate ☐ Queued

Evaluation Field **Evaluation Threshold**

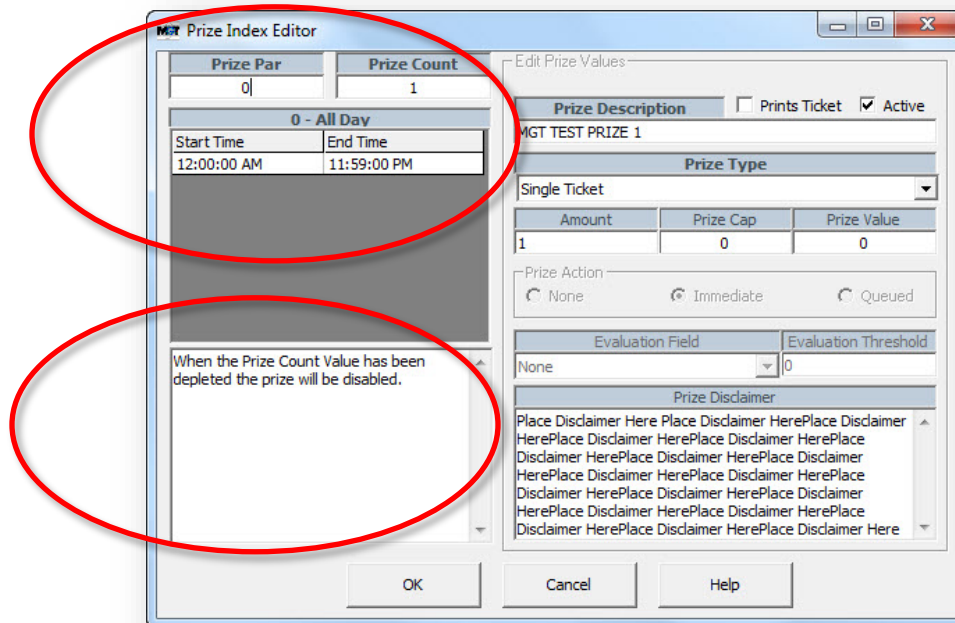
None 0

Prize Disclaimer

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OK Cancel Help

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



Prize Index Editor

Prize Par	Prize Count
0	1

0 - All Day

Start Time	End Time
12:00:00 AM	11:59:00 PM

When the Prize Count Value has been depleted the prize will be disabled.

Edit Prize Values

Prize Description ☐ Prints Ticket ☒ Active

MGT TEST PRIZE 1

Prize Type

Single Ticket

Amount	Prize Cap	Prize Value
1	0	0

Prize Action

☐ None ☒ Immediate ☐ Queued

Evaluation Field **Evaluation Threshold**

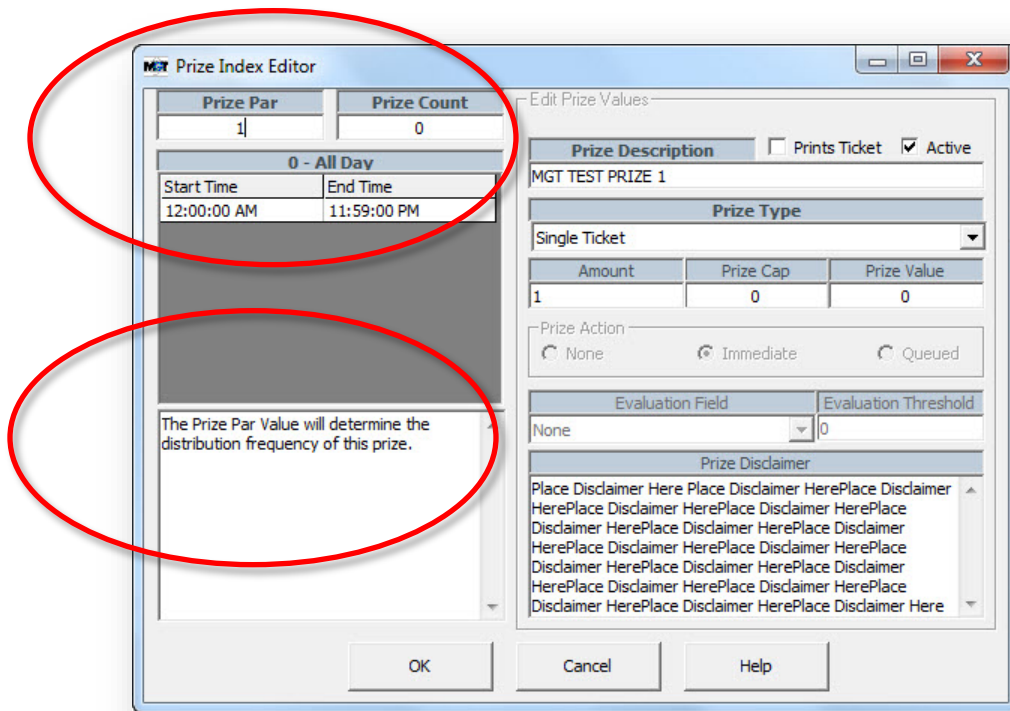
None 0

Prize Disclaimer

Place Disclaimer Here Place Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer Here

OK Cancel Help

Configuration: Prize Par \geq 1, Prize Count = 0



MGT Prize Index Editor

Prize Par	Prize Count
1	0

0 - All Day

Start Time	End Time
12:00:00 AM	11:59:00 PM

The Prize Par Value will determine the distribution frequency of this prize.

Edit Prize Values

Prize Description ☐ Prints Ticket ☒ Active

MGT TEST PRIZE 1

Prize Type

Single Ticket

Amount	Prize Cap	Prize Value
1	0	0

Prize Action

☐ None ☒ Immediate ☐ Queued

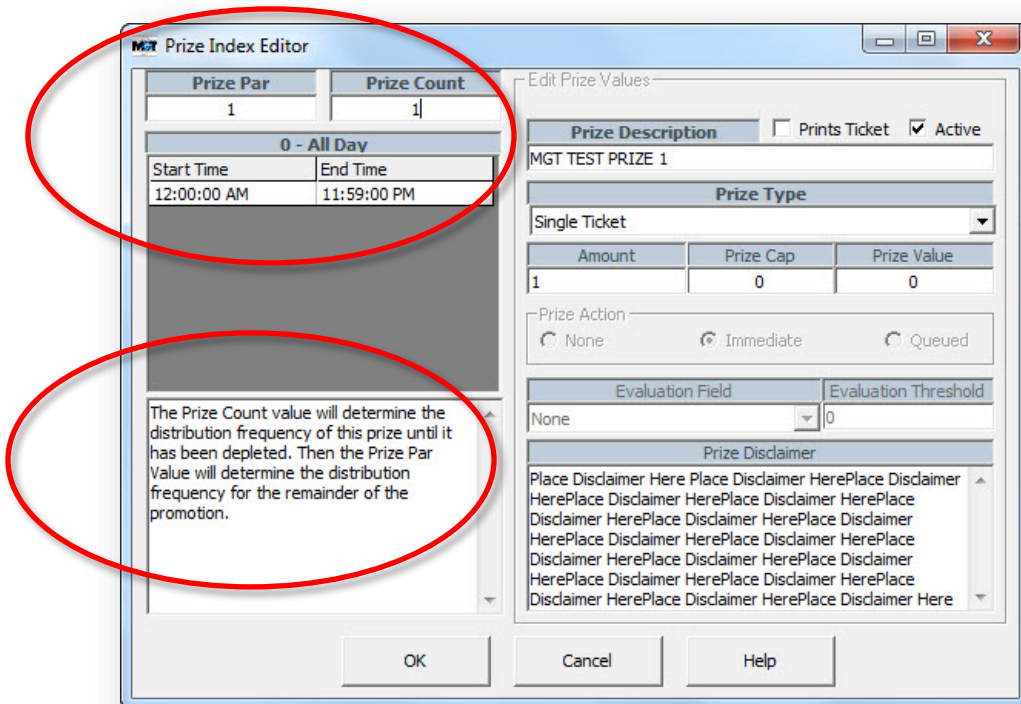
Evaluation Field	Evaluation Threshold
None	0

Prize Disclaimer

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OK Cancel Help

Configuration: Prize Par \geq 1, Prize Count \geq 1



MGT Prize Index Editor

Prize Par	Prize Count
1	1

0 - All Day

Start Time	End Time
12:00:00 AM	11:59:00 PM

The Prize Count value will determine the distribution frequency of this prize until it has been depleted. Then the Prize Par Value will determine the distribution frequency for the remainder of the promotion.

Edit Prize Values

Prize Description ☐ Prints Ticket ☒ Active

MGT TEST PRIZE 1

Prize Type

Single Ticket

Amount	Prize Cap	Prize Value
1	0	0

Prize Action

☐ None ☒ Immediate ☐ Queued

Evaluation Field	Evaluation Threshold
None	0

Prize Disclaimer

Place Disclaimer Here Place Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer HerePlace Disclaimer Here

OK Cancel Help

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

Let's go back to your days in elementary school...

1. 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.
2. Among the carnival booths would always be a wading pool full of yellow rubber ducks.



3. 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.
4. As this section goes through the process of calculating Par Values, it will return to the 'ducks in the pond' illustration.
5. 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
6. 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."

What Par Values 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.

Four Steps to Correctly Calculate Par Values

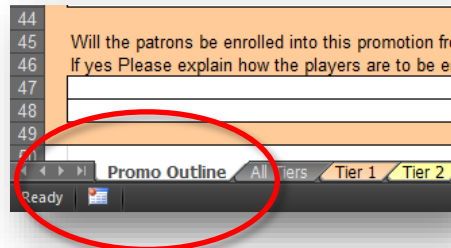
1. **A Preliminary Step:** Listing the prizes and their per-unit cost.
2. **Step One:** Everyone has a prize (a duck).
3. **Step Two:** How many total ducks (prizes) do I need in the pool to protect the distribution of my highest value prizes?
4. **Step Three:** Do I need to trade one type of duck (increase 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 Everi office during normal working hours, M-F, 8:00A – 5:00P, PST, and we'll be happy to assist you

The MGT Prize Par Calculator

Instructions for Using the Prize Par Spreadsheet

Locate the Tab at the Bottom: Promo Outline



Promotion Overview

This 4-week promotion is targeted to our general population. It's purposes are: 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 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 (28) the first day, we want to give away 25 Logo shirts (\$15.00), 20% should receive a Logo Cap/Logo Bag, with Logo items or Logo Koozie.

Master Promotion

Choose one of the following criteria

☐ Promotion is based on players Birth Date

☐ Promotion is based on players Enrollment Date

☐ Promotion is based on players Wedding Date

☒ None of the Above

Does this promotion require gaming activity?

If yes what is the play field to be used?

What quantity of gaming activity is required?

Sub Promotion

Name to Appear On Kiosk: _____

Promotion Start Date: _____ Promotion End Date: _____

How frequently can a player participate? _____ (Once Per Day)

When evaluating a player's eligibility, should be used? _____

Describe the game that patrons will play: _____

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 ☒ No

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.
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. Its purposes are: 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 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 <input type="text" value="Logo or Cash Promotion"/>									
Choose one of the following criteria									
<input type="checkbox"/>	Promotion is based on players Birthday			<input type="checkbox"/>	Days	<input type="checkbox"/>	Month	<input type="checkbox"/>	Years
<input type="checkbox"/>	Promotion is based on players Enrollment Date			<input type="checkbox"/>	Days	<input type="checkbox"/>	Month	<input type="checkbox"/>	Years <input type="checkbox"/> New Members
<input type="checkbox"/>	Promotion is based on players Wedding Anniversary			<input type="checkbox"/>	Days	<input type="checkbox"/>	Month	<input type="checkbox"/>	Years
<input checked="" type="checkbox"/>	None of the Above			Low : <input type="text"/>		High : <input type="text"/>			
Gender				<input type="checkbox"/>	All	<input type="checkbox"/>	Male	<input type="checkbox"/>	Female
Does this promotion require gaming activity on participation day? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No									
If yes what is the play field to be used? <input type="text"/>									
What quantity of gaming activity is required to qualify? <input type="text"/>									
Sub Promotion									
Name to Appear On Kiosk <input type="text" value="Spin the Wheel for Cash or Logo Merch"/>									
Promotion Start Date <input type="text"/>									
Promotion End Date <input type="text"/>									
How frequently can a player participate in this promotion? <input type="text" value="Once Per Day"/>									
When evaluating a player's gaming activity to determine the player tier, what window of time should be used?									
<input type="text" value="none"/>									
Promotion Start Time:		<input type="text" value="12:00 AM"/>		Zip Codes to Include In Promotion		<input type="text" value="All Zip Codes"/>			
Promotion End Time:		<input type="text" value="11:59 PM"/>							
Will patrons play a game at the kiosk? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No									
Describe the game that patrons will play. <input type="text" value="The players will see an 8 prize Spin the Wheel game."/>									
<input type="text"/>									
<input type="text"/>									
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 <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No									
<input type="text"/>									
<input type="text"/>									

Select Page Tabs at the Bottom: Tier 1

Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value
Tier							
PrizeID	PrizeDesc	Prize Cost	Par	# of Swipes Before Prize Issued	Breakage	Daily Cost	Monthly Cost
1		\$ -	-	0.0000%	-	0%	\$ -
2		\$ -	-	0.0000%	-	0%	\$ -
3		\$ -	-	0.0000%	-	0%	\$ -
4		\$ -	-	0.0000%	-	0%	\$ -
5		\$ -	-	0.0000%	-	0%	\$ -
6		\$ -	-	0.0000%	-	0%	\$ -
7		\$ -	-	0.0000%	-	0%	\$ -
8		\$ -	-	0.0000%	-	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%	\$ -
19		\$ -	-	0.0000%	-	0%	\$ -
20		\$ -	-	0.0000%	-	0%	\$ -
21		\$ -	-	0.0000%	-	0%	\$ -
22		\$ -	-	0.0000%	-	0%	\$ -
23	Totals	\$ -	-	0%	-	0%	\$ -

Prizes		Per Event	Per Week	Per Month	Per Year
Quantity Of Individual Prizes Issued During		# Issued	Cost	# Issued	Cost
1		-	\$ -	-	\$ -
2		-	\$ -	-	\$ -
3		-	\$ -	-	\$ -
4		-	\$ -	-	\$ -
5		-	\$ -	-	\$ -
6		-	\$ -	-	\$ -
7		-	\$ -	-	\$ -
8		-	\$ -	-	\$ -
9		-	\$ -	-	\$ -
10		-	\$ -	-	\$ -
11		-	\$ -	-	\$ -
12		-	\$ -	-	\$ -
13		-	\$ -	-	\$ -
14		-	\$ -	-	\$ -
15		-	\$ -	-	\$ -
16		-	\$ -	-	\$ -
17		-	\$ -	-	\$ -
18		-	\$ -	-	\$ -
19		-	\$ -	-	\$ -
20		-	\$ -	-	\$ -
21		-	\$ -	-	\$ -
22		-	\$ -	-	\$ -
23	Totals	-	\$ -	-	\$ -

TWO CRITICAL NUMBERS REQUIRED FOR PAR VALUE CONFIGURATION

- 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.**
 - This is a critically essential number. The calculator uses the number of players for par probability calculations.
 - You can calculate this number on past participation, or you can base this number on a percentage of participation from a particular Tier.
- Enter the **number of times this promo will be available per month**. 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.

Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value
Tier							
PrizeID	PrizeDesc	Prize Cost	Par	# of Swipes Before Prize Issued	Breakage	Daily Cost	Monthly Cost
1		\$ -	-	0.0000%	-	0%	\$ -
2		\$ -	-	0.0000%	-	0%	\$ -
3		\$ -	-	0.0000%	-	0%	\$ -
4		\$ -	-	0.0000%	-	0%	\$ -
5		\$ -	-	0.0000%	-	0%	\$ -
6		\$ -	-	0.0000%	-	0%	\$ -
7		\$ -	-	0.0000%	-	0%	\$ -
8		\$ -	-	0.0000%	-	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%	\$ -
19		\$ -	-	0.0000%	-	0%	\$ -
20		\$ -	-	0.0000%	-	0%	\$ -
21		\$ -	-	0.0000%	-	0%	\$ -
22		\$ -	-	0.0000%	-	0%	\$ -
23	Totals	\$ -	-	0%	-	0%	\$ -

Prizes		Per Event	Per Week	Per Month	Per Year
Quantity Of Individual Prizes Issued During		# Issued	Cost	# Issued	Cost
1		-	\$ -	-	\$ -
2		-	\$ -	-	\$ -
3		-	\$ -	-	\$ -
4		-	\$ -	-	\$ -
5		-	\$ -	-	\$ -
6		-	\$ -	-	\$ -
7		-	\$ -	-	\$ -
8		-	\$ -	-	\$ -
9		-	\$ -	-	\$ -
10		-	\$ -	-	\$ -
11		-	\$ -	-	\$ -
12		-	\$ -	-	\$ -
13		-	\$ -	-	\$ -
14		-	\$ -	-	\$ -
15		-	\$ -	-	\$ -
16		-	\$ -	-	\$ -
17		-	\$ -	-	\$ -
18		-	\$ -	-	\$ -
19		-	\$ -	-	\$ -
20		-	\$ -	-	\$ -
21		-	\$ -	-	\$ -
22		-	\$ -	-	\$ -
23	Totals	-	\$ -	-	\$ -

Preliminary Steps in Completing the Prize Par Calculator

- Enter a Detailed Description of the Prizes you intend to distribute to your players

- This should be the same description you will use in 'Prize Description' field in the Promo Manager Prize Editor.
- As you enter the Prize Description, enter the Prize Cost (actual property cost, not the retail value) in the Prize Cost column.

Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value			
Tier	All Players	4,800	300	16	None	0	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	\$ 177	\$ 2,828	\$ 33,936		
2	Free Logo Koozie	\$ 0.85	100	33.3333%	3.00	\$ 85	\$ 1,360	\$ 16,320		
3	Free Logo Cap	\$ 4.75	60	20.0000%	5.00	\$ 285	\$ 4,560	\$ 54,720		
4	Free Logo Camp Shirt	\$ 15.00	25	8.3333%	12.00	\$ 375	\$ 6,000	\$ 72,000		
5	\$5 Cash	\$ 5.00	8	2.6667%	37.50	\$ 40	\$ 640	\$ 7,680		
6	\$10 Cash	\$ 10.00	4	1.3333%	75.00	\$ 40	\$ 640	\$ 7,680		
7	\$100 Cash	\$ 100.00	1	0.3333%	300.00	\$ 100	\$ 1,600	\$ 19,200		
8	\$1,000 Cash	\$ 1,000.00	1	0.3333%	300.00	\$ 1,000	\$ 16,000	\$ 192,000		
9		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
10		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
11		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
12		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
13		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
14		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
15		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
16		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
17		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
18		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
19		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
20		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
21		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
22		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
23	Totals	\$ 1,137.35	300	100%	735.47	\$ 2,102	\$ 33,628	\$ 403,536		
		Per Event	\$ 2,102	Per Week	\$ 7,760	Per Month	\$ 33,628	Per Year	\$ 403,536	
		# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost	
26	Prizes	101.0	\$ 177	372.92	\$ 653	1,616	\$ 2,828	19,392	\$ 33,936	Monthly Budget \$ 33,628
27	Quantity Of	100.0	\$ 85	369.23	\$ 314	1,600	\$ 1,360	19,200	\$ 16,320	Yearly \$ 403,536
28	Individual	60.0	\$ 285	221.54	\$ 1,052	960	\$ 4,560	11,520	\$ 54,720	Semi - Annual \$ 201,768
29	Prizes	25.0	\$ 375	92.31	\$ 1,385	400	\$ 6,000	4,800	\$ 72,000	Quarterly \$ 100,884
30	Issued	8.0	\$ 40	29.54	\$ 148	128	\$ 640	1,536	\$ 7,680	Monthly \$ 33,628
31	During	4.0	\$ 40	14.77	\$ 148	64	\$ 640	768	\$ 7,680	Bi - Weekly \$ 16,814
32	A	1.0	\$ 100	3.69	\$ 369	16	\$ 1,600	192	\$ 19,200	Weekly \$ 7,760
33	Period	1.0	\$ 1,000	3.69	\$ 3,692	16	\$ 16,000	192	\$ 192,000	Daily \$ 1,106

PAR CALCULATION: STEP ONE (Everyone Has a Duck)

- 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?
- When this step is done, Average # of Participants and the Total of the white Par column should be the same.

Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value			
Tier	All Players	4,800	300	16	None	0	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	\$ 177	\$ 2,828	\$ 33,936		
2	Free Logo Koozie	\$ 0.85	100	33.3333%	3.00	\$ 85	\$ 1,360	\$ 16,320		
3	Free Logo Cap	\$ 4.75	60	20.0000%	5.00	\$ 285	\$ 4,560	\$ 54,720		
4	Free Logo Camp Shirt	\$ 15.00	25	8.3333%	12.00	\$ 375	\$ 6,000	\$ 72,000		
5	\$5 Cash	\$ 5.00	8	2.6667%	37.50	\$ 40	\$ 640	\$ 7,680		
6	\$10 Cash	\$ 10.00	4	1.3333%	75.00	\$ 40	\$ 640	\$ 7,680		
7	\$100 Cash	\$ 100.00	1	0.3333%	300.00	\$ 100	\$ 1,600	\$ 19,200		
8	\$1,000 Cash	\$ 1,000.00	1	0.3333%	300.00	\$ 1,000	\$ 16,000	\$ 192,000		
9		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
10		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
11		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
12		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
13		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
14		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
15		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
16		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
17		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
18		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
19		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
20		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
21		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
22		\$ -	-	0.0000%	-	\$ -	\$ -	\$ -		
23	Totals	\$ 1,137.35	300	100%	735.47	\$ 2,102	\$ 33,628	\$ 403,536		
		Per Event	\$ 2,102	Per Week	\$ 7,760	Per Month	\$ 33,628	Per Year	\$ 403,536	
		# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost	
26	Prizes	101.0	\$ 177	372.92	\$ 653	1,616	\$ 2,828	19,392	\$ 33,936	Monthly Budget \$ 33,628
27	Quantity Of	100.0	\$ 85	369.23	\$ 314	1,600	\$ 1,360	19,200	\$ 16,320	Yearly \$ 403,536
28	Individual	60.0	\$ 285	221.54	\$ 1,052	960	\$ 4,560	11,520	\$ 54,720	Semi - Annual \$ 201,768
29	Prizes	25.0	\$ 375	92.31	\$ 1,385	400	\$ 6,000	4,800	\$ 72,000	Quarterly \$ 100,884
30	Issued	8.0	\$ 40	29.54	\$ 148	128	\$ 640	1,536	\$ 7,680	Monthly \$ 33,628
31	During	4.0	\$ 40	14.77	\$ 148	64	\$ 640	768	\$ 7,680	Bi - Weekly \$ 16,814
32	A	1.0	\$ 100	3.69	\$ 369	16	\$ 1,600	192	\$ 19,200	Weekly \$ 7,760
33	Period	1.0	\$ 1,000	3.69	\$ 3,692	16	\$ 16,000	192	\$ 192,000	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.

Let's Return to Our Pro Forma from the Promo Outline Page

- 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.

1	A	B	C	D	E
2	Tier	Promotion Worksheet All Players	Total Members	Average # of Participants	# of Promos Per Month
3			4,800	300	16
4	PrizeID	PrizeDesc	Prize Cost	Par	
5	1	Free Logo Pen	\$ 1.75	101	33.667%
6	2	Free Logo Koozie	\$ 0.85	100	33.333%
7	3	Free Logo Cap	\$ 4.75	60	20.000%
8	4	Free Logo Camp Shirt	\$ 15.00	25	8.333%
9	5	\$5 Cash	\$ 5.00	8	2.667%
10	6	\$10 Cash	\$ 10.00	4	1.333%
11	7	\$100 Cash	\$ 100.00	1	0.333%
12	8	\$1,000 Cash	\$ 1,000.00	1	0.333%
13	9		\$ -	-	0.000%
14	10		\$ -	-	0.000%
15	11		\$ -	-	0.000%
16	12		\$ -	-	0.000%
17	13		\$ -	-	0.000%
18	14		\$ -	-	0.000%
19	15		\$ -	-	0.000%
20	16		\$ -	-	0.000%
21	17		\$ -	-	0.000%
22	18		\$ -	-	0.000%
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	Individual	Free Logo Koozie	100.0	\$ 85	369.23
29		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

That gives us a total par of 300. but there's a problem.

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.'

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

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?

Promotion Worksheet		Total Members	Average # of Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value		
Tier	All Players	4,800	300	16	None	0	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%	\$ -	\$ -	\$ -
19		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
20		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
21		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
22		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
23	Totals	\$ 1,137.35	300	100%	735.47	0%	\$ 2,102	\$ 33,628	\$ 403,536
		Per Event	\$ 2,102	Per Week	\$ 7,760	Per Month	\$ 33,628	Per Year	\$ 403,536
Quantity	Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost
27	Free Logo Pen	101.0	\$ 177	372.92	\$ 653	1,616	\$ 2,828	19,392	\$ 33,936
28	Free Logo Koozie	100.0	\$ 85	369.23	\$ 314	1,600	\$ 1,360	19,200	\$ 16,320
29	Free Logo Cap	60.0	\$ 285	221.54	\$ 1,052	960	\$ 4,560	11,520	\$ 54,720
30	Free Logo Camp Shirt	25.0	\$ 375	92.31	\$ 1,385	400	\$ 6,000	4,800	\$ 72,000
31	\$5 Cash	8.0	\$ 40	29.54	\$ 148	128	\$ 640	1,536	\$ 7,680
32	\$10 Cash	4.0	\$ 40	14.77	\$ 148	64	\$ 640	768	\$ 7,680
33	\$100 Cash	1.0	\$ 100	3.69	\$ 369	16	\$ 1,600	192	\$ 19,200
34	\$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 our multiplier and see what happens. Multiply each of the current Par Values x 4.

A	B	C	D	E	F	G	H	I	J
Tier	Promotion Worksheet	Total Members	Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value		
		15000	300	16					
PrizeID	PrizeDesc	Price Cost	Par	# of Swipes Before Prize Issued	Breakage	Event Cost	Monthly Cost	Annual Cost	
1	Logo Koozie	\$ 0.85	404	33.6667%	2.97	0%	\$ 86	\$ 1,374	\$ 16,483
2	Logo Pen	\$ 1.45	400	33.3333%	3.00	0%	\$ 145	\$ 2,320	\$ 27,840
3	Logo Cap or Tote Bag	\$ 4.95	240	20.0000%	5.00	0%	\$ 297	\$ 4,752	\$ 57,024
4	Logo Safari Shirt	\$ 15.00	100	8.3333%	12.00	0%	\$ 375	\$ 6,000	\$ 72,000
5	\$5 Cash	\$ 5.00	32	2.6667%	37.50	0%	\$ 40	\$ 640	\$ 7,680
6	\$10 Cash	\$ 10.00	16	1.3333%	75.00	0%	\$ 40	\$ 640	\$ 7,680
7	\$100 Cash	\$ 100.00	4	0.3333%	300.00	0%	\$ 100	\$ 1,600	\$ 19,200
8	\$1000 Cash	\$ 1,000.00	4	0.3333%	300.00	0%	\$ 1,000	\$ 16,000	\$ 192,000
9		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
28		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
Totals		\$ 1,137.25	1,200	100%	735.47	0%	\$ 2,083	\$ 33,326	\$ 399,907
		Per Event	\$ 2,083	Per Week	\$ 7,691	Per Month	\$ 33,326	Per Year	\$ 399,907
	Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost
Quantity	Logo Koozie	101.0	\$ 86	372.92	\$ 317	1,616	\$ 1,374	19,392	\$ 16,483
Of	Logo Pen	100.0	\$ 145	369.23	\$ 535	1,600	\$ 2,320	19,200	\$ 27,840
Individual	Logo Cap or Tote Bag	60.0	\$ 297	221.54	\$ 1,097	960	\$ 4,752	11,520	\$ 57,024
Prizes	Logo Safari 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	\$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
Tier	Promotion Worksheet	Total Members	Participants	# of Promos Per Month	Eval Field	Eval Low Value	Eval High Value		
		15000	300	16					
PrizeID	PrizeDesc	Price Cost	Par	# of Swipes Before Prize Issued	Breakage	Event Cost	Monthly Cost	Annual Cost	
1	Logo Koozie	\$ 0.85	404	33.7510%	2.96	0%	\$ 86	\$ 1,377	\$ 16,525
2	Logo Pen	\$ 1.45	400	33.4169%	2.99	0%	\$ 145	\$ 2,326	\$ 27,910
3	Logo Cap or Tote Bag	\$ 4.95	240	20.0501%	4.99	0%	\$ 298	\$ 4,764	\$ 57,167
4	Logo Safari Shirt	\$ 15.00	100	8.3542%	11.97	0%	\$ 376	\$ 6,015	\$ 72,180
5	\$5 Cash	\$ 5.00	32	2.6734%	37.41	0%	\$ 40	\$ 642	\$ 7,699
6	\$10 Cash	\$ 10.00	16	1.3367%	74.81	0%	\$ 40	\$ 642	\$ 7,699
7	\$100 Cash	\$ 100.00	4	0.3342%	299.25	0%	\$ 100	\$ 1,604	\$ 19,248
8	\$1000 Cash	\$ 1,000.00	1	0.0835%	1,197.00	0%	\$ 251	\$ 4,010	\$ 48,120
9		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
28		\$ -	-	0.0000%	-	0%	\$ -	\$ -	\$ -
Totals		\$ 1,137.25	1,197	100%	1,631.38	0%	\$ 4,336	\$ 21,379	\$ 256,549
		Per Event	\$ 1,336	Per Week	\$ 4,834	Per Month	\$ 21,379	Per Year	\$ 256,549
	Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost	# Issued	Cost
Quantity	Logo Koozie	101.3	\$ 86	373.86	\$ 318	1,620	\$ 1,377	19,441	\$ 16,525
Of	Logo Pen	100.3	\$ 145	370.16	\$ 537	1,604	\$ 2,326	19,248	\$ 27,910
Individual	Logo Cap or Tote Bag	60.2	\$ 298	222.09	\$ 1,099	962	\$ 4,764	11,549	\$ 57,167
Prizes	Logo Safari Shirt	25.1	\$ 376	92.54	\$ 1,388	401	\$ 6,015	4,812	\$ 72,180
Issued	\$5 Cash	8.0	\$ 40	29.61	\$ 148	128	\$ 642	1,540	\$ 7,699
During	\$10 Cash	4.0	\$ 40	14.81	\$ 148	64	\$ 642	770	\$ 7,699
A	\$100 Cash	1.0	\$ 100	3.70	\$ 370	16	\$ 1,604	192	\$ 19,248
Period	\$1000 Cash	0.3	\$ 251	0.93	\$ 925	4	\$ 4,010	48	\$ 48,120

	0%	\$	-	\$
38	0%	\$	1,355	\$
34	Per Month	\$	21,682	Pe
	# Issued	Cost		# Iss
54	1,620	\$	2,835	
15	1,884	\$	1,363	
35	962	\$	1,571	
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, $4 \times 1000 = 4000$. 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 ($4 \times 1000 = 4000$)
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.
 - 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		Per Event		Per Week		Per Month	
300		\$ 1,324		\$ 4,888		\$ 21,183	
Quantity Of	Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost
424	Free Logo Pen	102.8	\$ 180	379.68	\$ 664	1,645	\$ 2,879
420	Free Logo Koozie	101.9	\$ 87	376.10	\$ 320	1,630	\$ 1,385
420	Free Logo Cap	58.2	\$ 276	214.91	\$ 1,021	931	\$ 4,424
240	Free Logo Camp Shirt	24.3	\$ 364	89.55	\$ 1,343	388	\$ 5,821
100	\$5 Cash	7.8	\$ 39	28.65	\$ 143	124	\$ 621
32	\$10 Cash	3.9	\$ 39	14.33	\$ 143	62	\$ 621
16	\$100 Cash	1.0	\$ 97	3.58	\$ 358	16	\$ 1,552
4	\$1,000 Cash	0.2	\$ 243	0.90	\$ 895	4	\$ 3,880
1							

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

STEP THREE: Budget Time – I Might Need to Exchange ‘DUCKS’, Par Values to Control Player Reinvestment

- 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.
- There are two options:
 - Add another prize and set the par values to bring the total to \$25,000.
 - Adjust the types of ducks to adjust the reinvestment
 - Trade cheaper ducks for more expensive ducks if you're UNDER budget, or
 - Trade expensive ducks for cheaper ducks if you're OVER budget.
 - By the way: what's the cheapest duck available to you? DRAWING ENTRIES!!
- 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.
- 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.
 - In other words, you might take 100 koozie ducks and add 100 \$5.00 Cash ducks.
 - But the TOTAL PAR will always stay the same: in this case 1237 Total Par.
- 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.
 - 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	\$ 0.85	400	32.3363%	3.09	0%	\$ 82
6	2	Logo Pen	\$ 1.35	390	35.279%	3.17	0%	\$ 137
7	3	Logo Cap or Tote Bag	\$ 1.95	230	18.6934%	5.38	0%	\$ 276
8	4	Logo Safari Shirt	\$ 5.00	140	11.3177%	8.84	0%	\$ 509
9	5	\$5 Cash	\$ 5.00	38	3.019%	32.55	0%	\$ 46
10	6	\$10 Cash	\$ 10.00	30	2.452%	41.23	0%	\$ 73
11	7	\$100 Cash	\$ 100.00	8	0.667%	154.63	0%	\$ 194
12	8	\$1000 Cash	\$ 1,000.00	1	0.0808%	1,237.00	0%	\$ 243
13	9		\$ -	-	0.0000%	-	0%	\$ -
14	28		\$ -	-	0.0000%	-	0%	\$ -
15	Totals		\$ 1,137.25	1,237	100%	1,485.89	0%	\$ 1,560
16								
17			Per Event	\$ 1,560	Per Week	\$ 5,761	Per Month	\$ 24,966
18		Prizes	# Issued	Cost	# Issued	Cost	# Issued	Cost
19	Quantity	Logo Koozie	97.0	\$ 82	358.19	\$ 304	1,552	\$ 1,319
20	Of	Logo Pen	94.6	\$ 137	349.23	\$ 506	1,513	\$ 2,194
21	Individual	Logo Cap or Tote Bag	55.8	\$ 276	205.96	\$ 1,019	892	\$ 4,418
22	Prizes	Logo Safari Shirt	34.0	\$ 509	125.37	\$ 1,880	543	\$ 8,149
23	Issued	\$5 Cash	9.2	\$ 46	34.03	\$ 170	147	\$ 737
24	During	\$10 Cash	7.3	\$ 73	26.86	\$ 269	116	\$ 1,164
25	A	\$100 Cash	1.9	\$ 194	7.16	\$ 716	31	\$ 3,104
26	Period	\$1000 Cash	0.2	\$ 243	0.90	\$ 895	4	\$ 3,880

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	0%	\$ 1,560
34								
35			Per Event	\$ 1,560	Per Week	\$ 7,761	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
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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
45								

Configuring Par Values for a Point Multiplier

In this example there is no ‘high value’ prize to protect by adjusting the Par Values.

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. 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. 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.
2. 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:

- First Step: Enter the Participation and # of Promos
 - Average Number of Participants (Daily)= 400
 - Number of Promos per Month (# of Wednesdays this month) = 4
- Second Step: Create the Prizes in the Prize List:
- 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	Average # of	# of Promos
Tier	Total ADT 0 - 200	Members	Participants			Per Month
			400		4	
PrizeID	PrizeDesc	Prize Cost	Par			
1	3x	\$ -	0.0000%			
2	4x	\$ -	0.0000%			
3	5x	\$ -	0.0000%			
4	6x	\$ -	0.0000%			
5	7x	\$ -	0.0000%			
6	8x	\$ -	0.0000%			
7	9x	\$ -	0.0000%			
8	10x	\$ -	0.0000%			
9		\$ -	0.0000%			
10		\$ -	0.0000%			

- 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	Average # of	# of Promos
Tier	Total ADT 0 - 200	Members	Participants			Per Month
			400		4	
PrizeID	PrizeDesc	Prize Cost	Par			
1	3x	\$ -	200	50.0000%		
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		\$ -		0.0000%		
10		\$ -		0.0000%		

VARIATIONS

- 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.
- 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...
- 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:

- 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	Average # of	# of Promos
Tier	Total ADT 0 - 200			Members	Participants	Per Month
					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%	

Tier 2

- 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.
- 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.

Promotion Worksheet				Total	Average # of	# of Events	Eval Field	Eval Low	Eval High
Tier	Tier 2			Members	Participants	Per Month		Value	Value
				400	100	4	TADT	200	99999999
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%	\$ -		
Prizes				Per Event	Per Week	Per Month			
		# Issued	Cost	# Issued	Cost	# Issued	Cost		
Quantity Of Individual Prizes Issued During A Period	3X Points	28.3	\$ -	26.11	\$ -	113	\$ -		
	4X Points	28.3	\$ -	26.11	\$ -	113	\$ -		
	5X Points	28.3	\$ -	26.11	\$ -	113	\$ -		
	6X Points	3.0	\$ -	2.80	\$ -	12	\$ -		
	7X Points	3.0	\$ -	2.80	\$ -	12	\$ -		
	8X Points	3.0	\$ -	2.80	\$ -	12	\$ -		
	9X Points	3.0	\$ -	2.80	\$ -	12	\$ -		
	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.

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 Everi!) the kiosk step must not be missed.

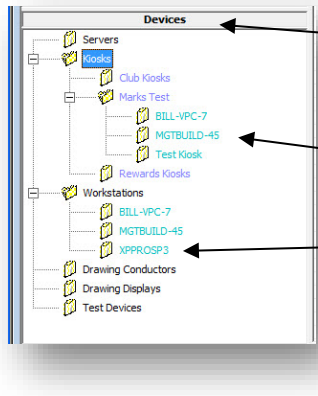
Prerequisite

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 4.5, the kiosk configuration settings have been moved from the OK (Offer Kiosk) application. These were stored locally on each kiosk, meaning that to change a kiosk configuration, or to update a flash or image file from the MGT Shared folder required going to each kiosk or device and reconfiguring or re-synching each device individually. These include:
 - a. Flash Changes
 - b. Setting the Ticket Path for each type of ticket
 - c. Setting the Kiosk File Sync options
2. This is now done completely through MGT Promo, meaning that IT can facilitate these configuration changes from one desk.
3. **ALSO NEW:** Previously, Master Promotions could only be linked to one promotion at a time, meaning that a property with 10 kiosks had to repeat the linking process 10 times.
 - a. In MGT Promo 4.5, groups of kiosks can be created, and a promotion only needs to be linked to the Kiosk Group.
 - b. These groups can be created and/or deleted as needed.

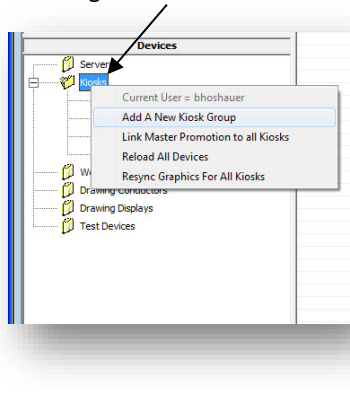
Viewing Devices in the Devices Tree



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.

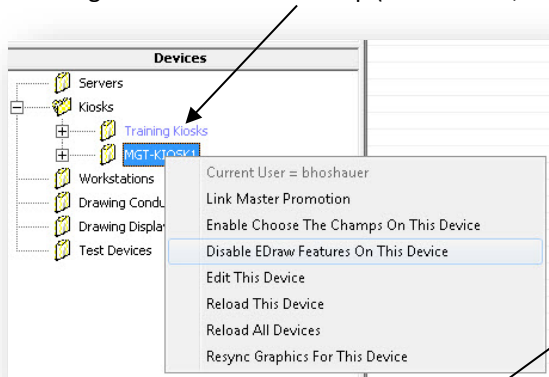
Device Configuration Options

1. Right-click on Kiosks in the Devices Tree

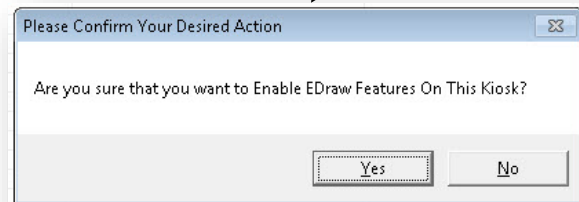
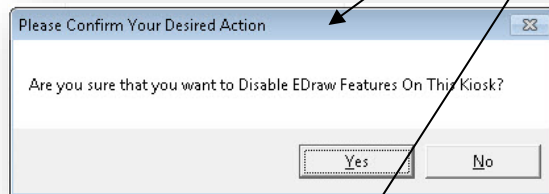


1. **Add a New Kiosk Group:** allows for kiosks to be put into a special purpose or designation (by area, for example) group.
2. **Link Master Promotion to all Kiosks:** will assign a Promotion to appear at all the kiosks.
3. **Reload All Devices:** tells the kiosks that changes have been made to a promotion.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

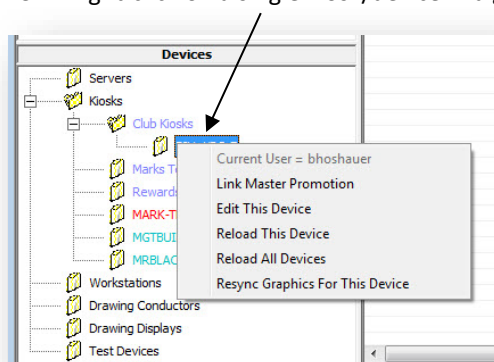
2. Right-click on a Kiosk Group (workstation, Drawing Conductors, etc.)



1. This option allows for configuration choices to be made that apply only to the selected kiosk group. These will not apply to other kiosk groups.
2. **Link a Master Promotion to This Group:** only these kiosks will display the promotion
3. **Disable Choose the Champs on this Device**
4. **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.
5. **Edit This Kiosk Group:** allows for each kiosk in the group to have specific configuration values
6. **Delete This Kiosk Group:** a Kiosk Group that was created for a specific function that is no longer needed may be deleted
7. **Reload All Devices:** sends a message to the kiosks to check promotion configuration
8. **Re-sync Graphics for This Kiosk Group:** refreshes the locally-stored flash folder with the MGT Share flash folder

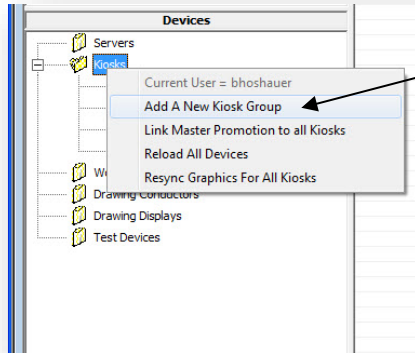


3. Right-click on a single kiosk/device in a group

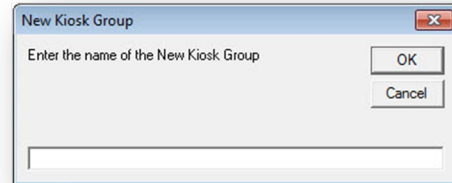


1. **Link a Master Promotion:** to this kiosk alone
2. **Edit this Device:** opens the configuration screen for this device
3. **Reload this Device:** tells the kiosk that changes have been made to the settings or promotion affecting this kiosk
4. **Reload all Devices:** tells all the kiosks that changes have been made
5. **Re-sync Graphics for This Device:** updates the flash graphics on this device alone

Adding a New Kiosk Group



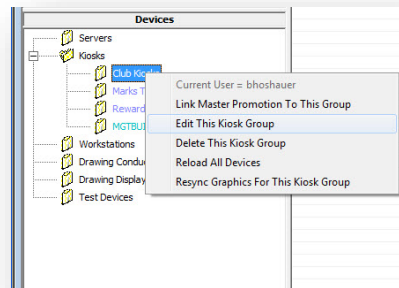
1. In the MGT 4.5 software suite, kiosks can be configured into groups. Any promotion can be linked to All Kiosks, Any Group of Kiosks or individual kiosks.
2. To create a Kiosk Group, right-click on 'Kiosks', and select 'Add A New Kiosk Group'.



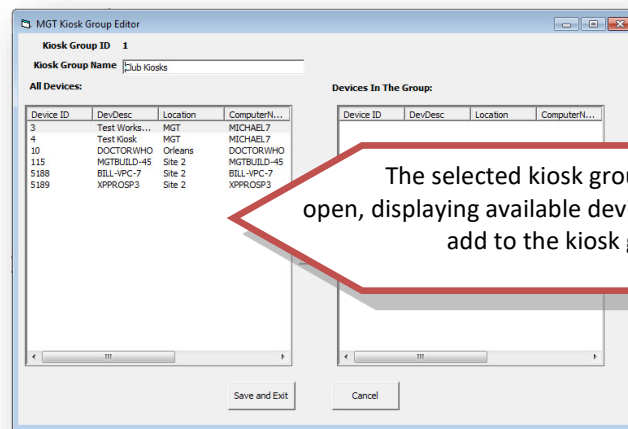
3. Enter the name of the New Kiosk Group.
4. The New Group will appear under 'Kiosks.' For example: Club Kiosks.

Adding a New Device to a Kiosk Group

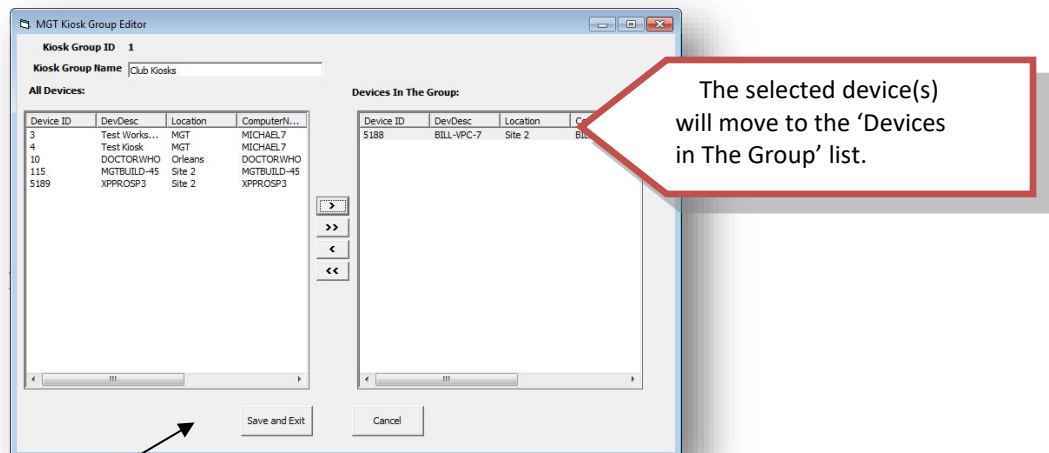
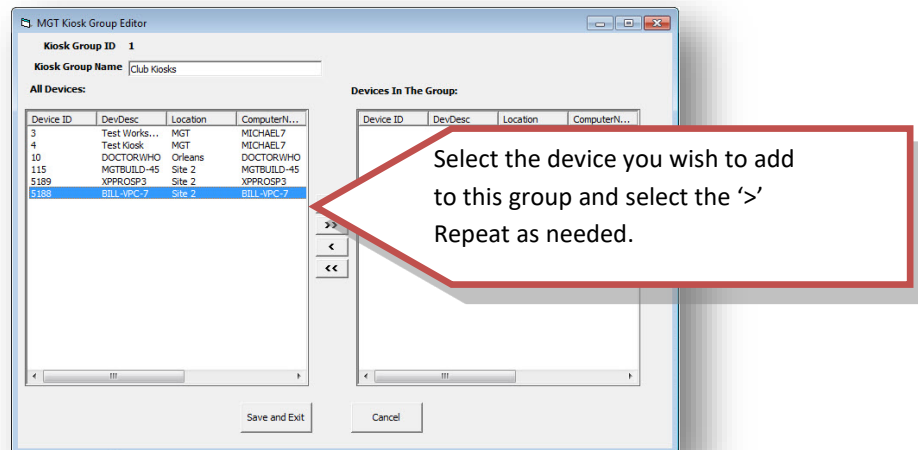
1. Right-click on a Kiosk Group and select Edit This Kiosk Group



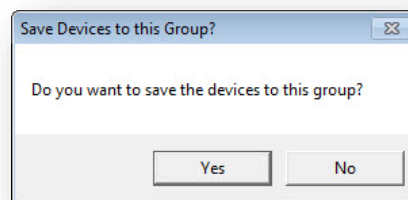
2. The Kiosk Group Editor will open.



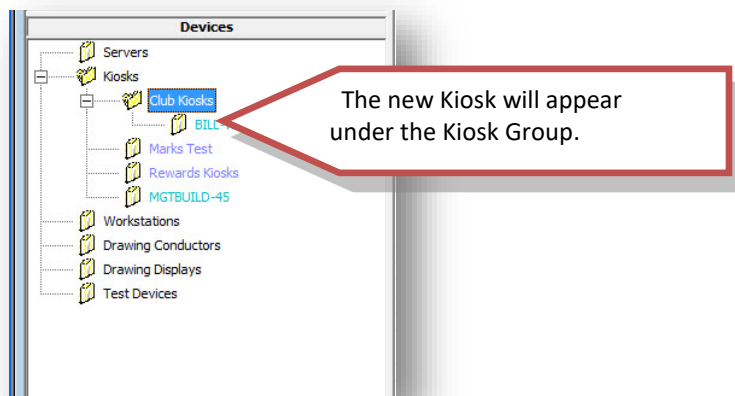
3. Select the Device (in this case, a kiosk) that you wish to add to the group



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

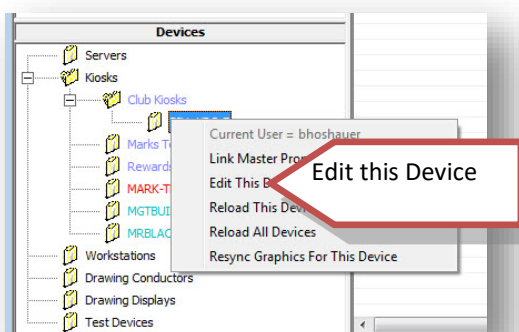


6. The Kiosk Group will now include the added device.

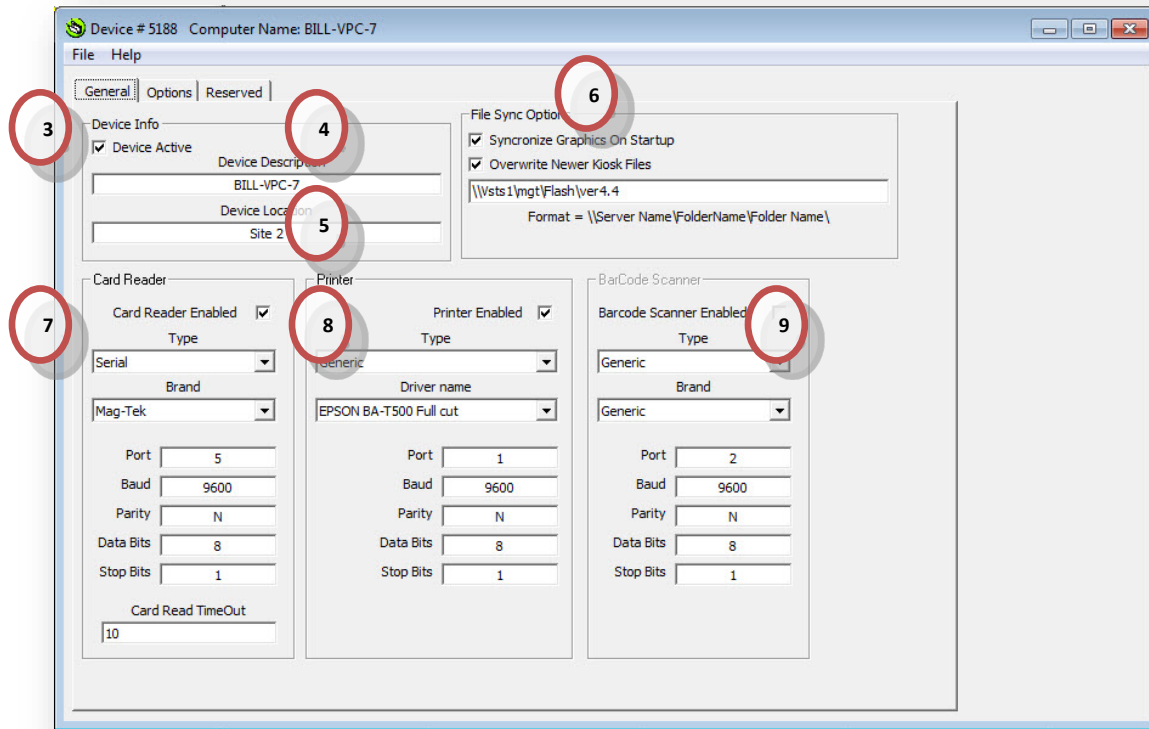


Configuration for Each Kiosk or Workstation in the Devices Tree

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



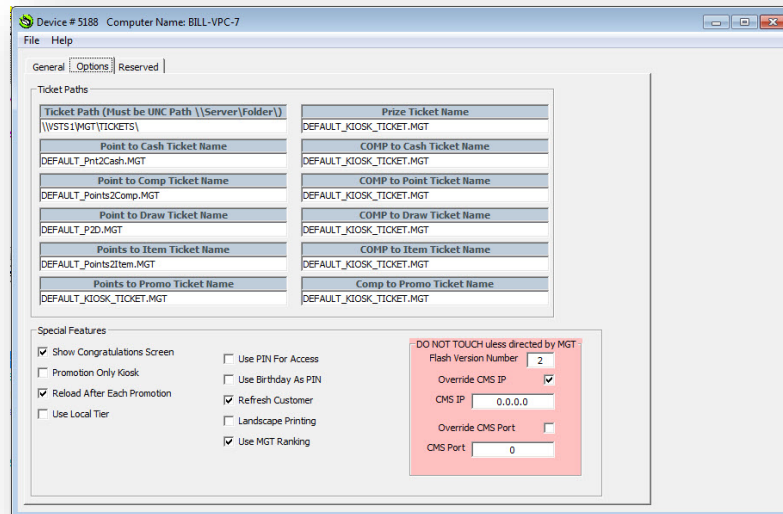
- The configuration screen for this device will open.



- Device Active:** Devices must be made active before they can function. Check this box.
- 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.
- Device Location:** This is the location or property ID used in the MGT software.
- 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.
 - 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.*
 - 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.*
 - Path to Flash Files:** this option should be [\\mgtservername\mgt\flash\propertyname](#)
- 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.
 - KMAN requires that a Keyboard Wedge type of card swipe be used. It does not require a Port setting in order to function.
- Printer Enabled:** this box must be checked if the device is a kiosk or test device that will print tickets.
 - Type** should be Generic
 - Driver Name** should be Default.
- Barcode Scanner Enabled:** this option is only used if the kiosk has a barcode scanner/reader configured at the kiosk. Contact Everi if you have additional questions.

Ticket Paths

- 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.
- Ticket Path: Path to [\\mgtservername\mgt\tickets](#) folder



- Point to Cash Ticket
- Point to Comp Ticket
- Point to Draw Ticket
- Points to Item Ticket
- Points to Promo Ticket
- Prize Ticket (From Promo Manager)
- Comp to Cash Ticket
- Comp to Point Ticket
- Comp to Draw Ticket
- Comp to Item Ticket
- Comp to Promo Ticket

Special Features

- Show Congratulations Screen:** Displays a Congratulations Screen after the Game plays
- 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
- 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
- Use Local Tier:** Displays information from the Local Tier table on the kiosk flash graphic
- Use PIN for Access:** Requires a PIN for access to the promotions screen
- Use Birthday for PIN:** Allows the patron to use MM/DD birthday information as their kiosk PIN
- Refresh Customer:** Refreshes player demographic or play information
- Landscape Printing:** Allows this kiosk printer to print in landscape instead of portrait.
- Use MGT Ranking:** Kiosk graphic displays Tier information as determined by MGT Tier Editor

ADDENDUM 1: HOW CAN I TEST A PROMO BEFORE IT GOES LIVE ON THE FLOOR?

Best Practices

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, Everi 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
 - 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!

**If you need additional assistance,
contact Everi Support at: 888-532-3913, ext. 3, local 702-360-8550**

Or email: support@atrient.zendesk.com or support-mgt@everi.com

ADDENDUM 2: 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?

ADDENDUM 3: Troubleshooting Your Kiosk Promotions

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 *KioskUserGroup* 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.

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

	<p>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.”</p>	<p>restart the TP. The issue should self-correct in about 10 minutes or less.</p> <ol style="list-style-type: none"> 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 Everi Support via phone or by support@atrient.zendesk.com or support-mgt@everi.com
<p>The kiosk is showing an incorrect number of points</p>	<p>The kiosk functions in real-time, meaning it must have instant and constant round-trip communication with the property’s player tracking system.</p> <p>This message is reporting an issue with that communication.</p> <p>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.</p>	<ol style="list-style-type: none"> 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?
<p>When a player selects a particular promotion, the screen goes blank</p>	<p>This indicates the Flash file for the selected game has not been synchronized to the kiosk’s C:\Program Files\MGT\OK\Flash\ folder.</p>	<ol style="list-style-type: none"> 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.
<p>Kiosk screen 'freezes' when a game is selected</p>	<p>Kiosk may have been upgraded to a newer version of Adobe Flash Player.</p>	<ol style="list-style-type: none"> 1. Contact Everi Support. The Flash Player version in the \\mgtserver\mgt\Tools folder may need to be reinstalled.

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.

ADDENDUM 4: Five Reasons Why Everi 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. Everi 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: Starting with the Setup

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 be 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 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.

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 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. When using a Single Ticket Prize Type, the Amount will always be ‘1’. See also Prize Value.

Anniversary Promotion – this is a Master Promotion Type used to create an Anniversary Range for a Master Promotion.

C

Card Reader – located on the front of the kiosk and allows the player cards to be read. Kiosks need to use a Serial 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 activated when a player is required to be present to win.

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. 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 SQL Server and the MGT Kiosk software to function correctly. Only a certified Everi technician should ever make changes to the MGT Database server or TP server configuration. Incorrect or changes to these configuration settings will most likely cause the MGT software to stop working.

Controlled Entry – selected in the Sub Promotion Editor if a player must meet certain criteria to play. For example: a bus group or special invitation or mailing.

Controlled Entry Criteria – see chart, Chapter 2.

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.

E

Enrollment Promotion – promotion based upon the date or time range in which the player enrolled in the players' club.

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 evaluation of a player’s play history 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.

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 playing history is evaluated in a determined calendar range that does not change as the promotion moves forward.

Flash® – interactive graphics using Macromedia Flash.

G

Games – interactive Flash 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.

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 application only used when a sub promotion is a one-day-only promotion. Contact Everi Technical Support for more information

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.

M

Master Promotion – is the top level of a promotion. Its purpose is to disqualify large numbers of people, thereby dramatically reducing trips to the player tracking system for player information.

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.

Multiple Sub Promotions – instead of creating multiple Master promotions, a single Master Promotion can have multiple Sub Promotions.

N

Normal Promotion – little or no criteria is necessary for player evaluation.

P

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 Action – the Prize Action is set by default according to the prize type selected. This window shows the person configuring the promotion what will happen with the prize type selected.

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 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 Time Group 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:

Lightning Bolt - 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 a 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 – are generated from the View tab in the main window menu bar using the Dashboard feature.

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.

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.

SQL TP – the SQL System Manager (SM) -- analyzes, adjusts, and takes action based on what is happening in the MGT Promo software package. The System Manager (SM) MUST be running for the kiosk system to function. (Also called the 'TP')

Sub Promotion – a part of a Master Promotion. 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 files the promotion in the database so that 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)

T

TGID – the Sub Promotion ID.

Tier – a Tier is linked to a Sub Promotion. Tier Groups are created by evaluating a players' play during a given period of time. Multiple Tier groups can be used for any promotion.

Tier Evaluation Values – See Low Value, High Value

Time Group – the Time Range in which the promotion, the Tier, or the Prize is available.

System Manager (SM) (TP) – analyzes, adjusts, and takes action based on what is happening in the MGT Promo software package. The System Manager (SM) MUST be running for the kiosk system to function. (Also called "The SQL TP.")

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 all of the Zip Ranges for a promotion. A Sub Promotion may only have one Zip Group, but that Zip Group may contain more than one Zip Range