

# NASPL Legal, Warehouse, PR/Communications & Sales/Marketing Subcommittee Combined Agenda

**June 23 - Monday**

3:00 pm - 6:00 pm

REGISTRATION

6:00 pm - 6:45 pm

NASPL RECEPTION - Ballroom Foyer & Balcony

7:00 pm - 8:30 pm

NASPL Dinner - Calvert Ballroom/ Salon C

**June 24 - Tuesday**

LEGAL

WAREHOUSE

PUBLIC RELATIONS  
COMMUNICATIONS

SALES/MARKETING

PRODUCT MANAGERS

7:30 am - 9:00 am

BREAKFAST BUFFET - Calvert Ballroom/ Salon C

8:00 am - 4:00 pm

REGISTRATION

9:00 am - 10:30 am

Welcome Introductions

Roundtable Discussion

Trends in Product  
Development: Instant &  
On-line  
Advertising &

PDF 417

Alternatives in Marketing

Shipping of New Games

Player Awareness

Promotions: Engaging  
Customers

Economic Issues

*Salon E*

*Salon D*

*Royale Board Room*

*Baltimore A/V Theatre*

*Salon A*

10:30 am - 10:45 am

BREAK

10:45 am - Noon

Americans w/ Disability  
(ADA) Update

Pack Selection

Case Study: Blogs

Corporate Challenge,  
Research & Special  
Events

Game Profitability

*Salon E*

*Salon D*

*Royale Board Room*

*Baltimore A/V Theatre*

*Salon A*

Noon - 1:00 pm

LUNCH BUFFET - Calvert Ballroom/ Salon C

## June 24 - Tuesday - continued

	LEGAL	WAREHOUSE	PUBLIC RELATIONS COMMUNICATIONS	SALES/MARKETING	PRODUCT MANAGERS
1:00 pm - 3:00 pm	Intellectual Property Issues <i>Salon E</i>	UPS Customer Solution <i>Salon D</i>	Effective Beneficiary Messaging <i>Royale Board Room</i>	Field Incentive Programs, Trends in Merchandising <i>Baltimore A/V Theatre</i>	Emerging Market <i>Salon A</i>

3:00 pm - 3:15 pm

BREAK

3:15 pm - 5:00 pm	Advertising Liability - Review of Advertising <i>Salon E</i>	Safety in the Warehouse <i>Salon D</i>	Case Study: Mega Jackpot <i>Royale Board Room</i>	Web-site & Point of Sale <i>Baltimore A/V Theatre</i>	Game Planning Tools <i>Salon A</i>
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## June 25 - Wednesday

7:30 am - 9:00 am

BREAKFAST BUFFET - Calvert Ballroom/ Salon C

9:00 am - 10:30 am

General Session - Versailles Room

10:30 am - 10:45 an

BREAK

10:45 am - Noon	Legal Ethics <i>Salon E</i>	Cole Systems Barcoding <i>Salon D</i>	Communicating the Benefits of Lotteries <i>Royale Board Room</i>	Trends in Product Development, Advertising & Promotions <i>Baltimore A/V Theatre</i>	Strategic Plans <i>Salon A</i>
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Noon - 1:00 pm

LUNCH BUFFET - Calvert Ballroom/ Salon C

## June 25 - Wednesday - continued

	LEGAL	WAREHOUSE	PUBLIC RELATIONS COMMUNICATIONS	SALES/MARKETING	PRODUCT MANAGERS
1:00 pm - 3:00 pm	Internet Lottery Sales <i>Salon E</i>	Maryland Warehouse Tour <i>Salon D</i>	How to Exemplify Integrity of Drawings <i>Royale Board Room</i>	Roundtable Discussions <i>Baltimore A/V Theatre</i>	Roundtable Discussions <i>Salon A</i>
3:00 pm - 3:15 pm	BREAK				
3:15 pm - 5:00 pm	Problem Gambling Issues <i>Salon E</i>	Maryland Warehouse Tour <i>Salon D</i>	Promoting Old Games to New Players <i>Royale Board Room</i>	Roundtable Discussion <i>Baltimore A/V Theatre</i>	Fast Play/ Easy Play Games <i>Salon A</i>
5:00 pm - 6:30 pm	NASPL Reception <i>Balcony</i>				

## June 26 - Thursday

7:30 am - 9:00 am	BREAKFAST BUFFET - Calvert Ballroom/ Salon C				
9:00am - 9:30 am	Current Legal Issues Roundtable: Retailer Fraud, Mergers & <i>Salon E</i>	Steering Committee Election <i>Salon D</i>	Presentation <i>Royale Board Room</i>	Corporate Initiatives <i>Baltimore A/V Theatre</i>	

June 26 - Thursday - continued

	LEGAL	WAREHOUSE	PUBLIC RELATIONS COMMUNICATIONS	SALES/MARKETING	PRODUCT MANAGERS
9:30 am -10:30 am	<p>Current Legal Issues Roundtable: Procurement, Lottery Privatization, Vending Machine Liability</p> <p><i>Salon E</i></p>	<p>2009 Meeting Planning</p> <p><i>Salon D</i></p>	<p>2009 Meeting Planning</p> <p><i>Royale Board Room</i></p>	<p>Roundtable Discussions</p> <p><i>Baltimore A/V Theatre</i></p>	
10:30 am -11:00 am	<p>Roundtable: Prize Validation &amp; Ticket Ownership</p> <p><i>Salon E</i></p>	<p>UPS Support</p> <p><i>Salon D</i></p>		<p>2009 Meeting Planning</p> <p><i>Baltimore A/V Theatre</i></p>	