



17 June 2010

## Media Release

# BOOK YOUR WLA 2010 TRADE SHOW OR SPONSORSHIP PACKAGE ONLINE NOW!

Tatts Lotteries' Golden Casket and the World Lottery Association (WLA) announce that trade show and sponsorship bookings for the WLA 2010 Convention and Trade Show are now available online.

Tatts Lotteries Chief Executive Mr Bill Thorburn said the convention committee has created an online interactive booking system that enables you to view the trade show floor plan in real time, select a stand or sponsorship package, and book it from the convenience of your office.

"If you wish to order furniture, shelving, or audio-visual equipment for your trade show stand, then this can be done at the same time," he said.

"The trade show will be a focal point of WLA 2010 with the convention program structured to maximize opportunities for delegates to interact with exhibitors and learn about the latest developments in lottery technology."

WLA 2010 will be housed in a 4,800 square meter exhibition hall, situated adjacent to the rooms where the conference sessions will take place. The program will include six trade show sessions, including an extended full afternoon session on Tuesday 2 November.

The convention committee expects to attract around one thousand delegates to WLA 2010, making it a unique platform for lottery industry suppliers to network with international colleagues and promote their latest product developments.

Detailed information about trade show and sponsorship packages, as well as a link to the interactive booking system can be found at [www.wla2010.com](http://www.wla2010.com) under the TRADE SHOW tab.

If you have any other enquiries, please contact the Trade Show and Sponsorship Account Manager for WLA 2010 by emailing [tradeshow@wla2010.com](mailto:tradeshow@wla2010.com).

### About WLA 2010

WLA 2010 will be held from 31 October to 5 November 2010. The convention's theme is 'a bright future', which represents both the bright future that lies ahead for the lottery industry, and the bright features of Brisbane, Queensland, the convention destination, and Golden Casket, the host lottery.

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