



ILLINOIS GAMING BOARD

Pat Quinn • Governor Aaron Jaffe • Chairman Mark Ostrowski • Administrator

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Illinois Gaming Board Policy on Advertising by Video Gaming Licensees As of February, 2014

Illinois Gaming Board (IGB or Board) Adopted Rules 250(n) and 270(e) provide that Licensed Terminal Operators and Licensed Video Gaming Locations, respectively, have an ongoing duty to conduct advertising and promotional activities in a manner that does not reflect adversely on or that would discredit or tend to discredit the Illinois gaming industry or the State of Illinois.

Further, Rule 310(a)(21) provides that licensees are subject to discipline for engaging in, or facilitating, any unfair methods of competition or unfair or deceptive acts or practices, including, but not limited to, the use of employment of any deception, fraud, false pretense, false promise or misrepresentation, or the concealment, suppression or omission of any material fact in the conduct of any video gaming operation.

Advertising is held to the same standards regardless of whether it is done via radio, television, online, in the mail, or on-site at a licensed location. **Please note, the IGB will NOT review and approve requests for advertising in advance of their use.** Licensees must use their best judgment, in connection with the Rules and the guidelines below, when advertising Video Gaming. If the IGB discovers advertising that violates the Rules or guidelines below, disciplinary action may be taken.

Additional guidelines regarding advertising are as follows:

- Advertising must not be false or misleading
- Any claim in an advertisement must be able to be substantiated
- Conditions of qualifying for promotions must be clear and conspicuous
- Licensees may NOT:
 - Advertise that the odds of winning or playing the VGTs are better at one video gaming location versus another video gaming location
 - Advertise that the IGB promotes video gaming at a specific video gaming location versus another video gaming location
 - Use the logo or name of the IGB without prior written consent of the IGB
 - Use the word “casino”
- Licensees MAY:
 - Use the words and terms: “slots,” “VGTs,” or “video gaming terminals”
 - Publicize “video gaming coming soon”
 - Publicize the amount of money won at the location
 - Advertise the number of VGTs available at the location
- Use of “puffery” statements are allowed, for example, “best bar in town,” “best nachos south of I-80.” “Puffery” is a term used to denote the exaggerations reasonably to be expected of a business owner as to the degree of quality of his product, the truth or falsity of which cannot be precisely determined.

In addition, the Office of the Illinois Attorney General Consumer Protection Bureau protects Illinois consumers and businesses victimized by fraud, deception, and unfair business practices. For more information or to contact the Bureau: <http://illinoisattorneygeneral.gov/consumers/index.html>.