

HB4678



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

HB4678

by Rep. Harry Benton

SYNOPSIS AS INTRODUCED:

230 ILCS 40/18

Amends the Video Gaming Act. Replaces provisions concerning restrictions on advertising with language that provides that a licensee may advertise its video gaming operation through permanent physical signage, as long as the signage is securely affixed and not temporary or movable.

LRB104 18365 LNS 31805 b

A BILL FOR

1 AN ACT concerning gaming.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Video Gaming Act is amended by changing
5 Section 18 as follows:

6 (230 ILCS 40/18)

7 Sec. 18. Restrictions on advertising. A licensee under
8 this Act may advertise its video gaming operation through
9 permanent physical signage, as long as the signage is securely
10 affixed and not temporary or movable.

11 Permitted signage includes signage that is:

12 (1) directly and permanently affixed to a building on
13 the licensed video gaming location;

14 (2) mounted on a pole or monument sign permanently
15 affixed to a foundation, whether located on or off the
16 licensed premises; or

17 (3) outdoor advertising structures that are
18 permanently installed on a secured foundation and lawfully
19 permitted under applicable zoning and sign regulations.

20 Temporary, portable, movable, or non-permanent signage is
21 prohibited, including, but not limited to, banners, placards,
22 sandwich boards, yard signs, marquee inserts, or other signage
23 not permanently installed.

1 ~~A licensee under this Act may not advertise its video gaming~~
2 ~~operation using physical advertisements outside the video~~
3 ~~gaming location or on off-premises billboard signs unless the~~
4 ~~advertisement is directly and permanently affixed to a~~
5 ~~building on the video gaming location or on a permanent pole~~
6 ~~sign that is permanently affixed to a foundation.~~ This Section
7 does not apply in the first 90 days after a video gaming
8 location is issued a license.

9 (Source: P.A. 104-185, eff. 8-15-25.)