

**THE WORLD'S LEADING SPORTS BETTING INDUSTRY EVENT**



**3,500**  
Delegates



**120**  
Exhibitors



**300**  
Speakers

## ABOUT EVENT

Betting on Sports is world's leading sports betting industry event, with more than 3,500 delegates from across the world.

The event is taking place at Olympia London 17-20 September, which is the perfect time of the year with the summer holidays coming to an end and a six months lead up to ICE London. It's a great opportunity to do business and network with senior executives from the betting and gaming industries.

This year we introduce no fewer than 7 Conference Rooms and over 300 world-class speakers with a focus on developing the betting and gaming industries. You will also have access to a 6,500 sqm large exhibition area with 120 exhibitors. Each evening we round everything off with networking dinners, drinks and awards at iconic venues like the [Natural History Museum](#).

## WHY ATTEND

- Betting and gaming industry's premium show for operators and key suppliers
- The conference agenda is dominated by the operators with around three quarters of the speakers confirmed
- 300 of the very best industry speakers will share their views of the challenges and opportunities that the industry is facing at the moment
- Network and do business with 3,500 senior executives from industries like sports, sports betting, casinos, affiliates, media, legal, regulation, payments and finance
- World class hospitality for all delegates, including lunch, refreshments, networking drinks and evening parties at top London venues



Visit the event website [here](#)  
You can view the official video from 2018 [here](#)  
You can contact us via email at:  
[sales@sbcgaming.com](mailto:sales@sbcgaming.com)

## WHAT PEOPLE SAY



**Jason Robins**  
CEO, DraftKings

"Betting on Sports has been fantastic. It gets better and better every year. There is obviously a lot of excitement based on the new US regulation. So it seems like it's bigger than ever this year."



**Anthony Werkman**  
CEO, Betway

"The gambling industry is facing uncertain times, and 2019 has only just begun. Technological and regulatory change are rocking the boat on either side of the Atlantic and we will be getting together at Betting on Sports in September to discuss the impact on the betting industry"



**Sean Bratches**  
Managing Director, F1

"Betting on Sports is really ground zero for what is going on in the world of sports betting, our partners like ISG is here, and so it made sense that Formula 1 was here."



**Mark Blandford**  
Founder, Sportingbet

"If you are not here, quite frankly you are missing out, there is just so much happening! You need to see suppliers, you need to check on your competitors and what they are saying. But I really find the quality of the speakers on the panels to be very good, and it's surprising how much valuable information they actually give. For anyone in the industry, or researching the industry you need to be here."



**Paris Smith**  
CEO, Pinnacle

"It's the focus that SBC has, it's the operators they bring to Betting on Sports. There is a lot of C-level people present that you won't see walking around at other conferences."

# WHAT WILL THE CONFERENCE & EXPERT FORUMS COVER

## WEDNESDAY 18 SEP – BETTING ON SPORTS CONFERENCE TRACKS:

**Sport in Focus** – This track looks at the relationship that betting has with the major sports, such as horseracing, football, esports, cricket, golf, tennis and MMA.

**USA in Focus** – Looks at how sports betting in the US has been revolutionised over the year since PASPA, individual state laws and how affiliates can work in non-regulated states.

**Payments Expert Forum** – Delivered by the Payment Expert Forum team, this track discusses the latest developments in the payments world, including a look at frictionless onboarding, payment stacks, AMLD, and the impact of age checks.

**European Markets** – A more intimate setting for the discussion of developments in some of the main betting jurisdictions and the opportunities and threats that each of those markets are facing in the immediate future.

## THURSDAY 19 SEP – BETTING ON SPORTS CONFERENCE TRACKS:

**2020 Vision – The Future in Focus** – invites leadership perspectives on some of the major issues facing the industry today. The sessions include a CEO panel, a discussion on funding of sport and a panel full of Hall of Fame members.

**Emerging Markets** – A more intimate setting for the discussion of opportunities opening up in markets in Europe and beyond, such as India, Eastern Europe and LATAM.

**Technology in Focus** – Covering key aspects of how technology is influencing the future of sports betting with AI, blockchain, cybersecurity, UX, live betting and cash out features.

**Regulation in Focus** – Given the stronger line that regulators are taking on all aspects of the gambling industry, this track tackles questions such as what effect are the new restrictions that are being placed on established markets having on how companies do business?

If you want to view the full agenda, you can find it [here](#).

## PAYMENT EXPERT FORUM

A one-day Forum for payment industry professionals in the betting and gaming industries to discuss and learn the latest trends and opportunities.

## DIGITAL MARKETING FORUM

A one-day Forum for online marketing professionals in the casino and sports betting industry to discuss and learn the latest trends and digital marketing techniques.

## CASINOBEATS SUMMIT

The second edition of the Summit will bring together operators, suppliers and a range of sector visionaries to consider the challenges facing the online casino sector. 75 speakers will offer you industry insight, knowledge sharing and networking opportunities at the heart of the world's largest regulated online gaming market.

### Future of Gaming

Bringing together visionaries from the online casino sector, with a focus on leading operators, the track looks at recent developments in slots, live casino and table games, the value of data in game development, the growing influence of blockchain and lessons in innovation from other verticals.

### New Horizons

The global landscape is ever-changing. Sweden is live, Japan is thinking hard at integrated resorts, Pennsylvania waits while the Netherlands prevaricates. What's next and how can the sector be ready? What has the fall of PASPA meant to the US casino sector? Operators and leading suppliers share their expertise.

### Safer Gambling Forum

Would stakes limitation be a good thing? Just how much 'responsibility' is too much? This track of thought-provoking content looks at the Responsible Gambling agenda and considers the sustainability of the sector in a broader sense; from an examination of CSR best practice to how to manage stress and experiences of executive burn-out.

### Customer Journey & Marketing

Re-activate and retain existing customers is as hard as attracting new ones, particularly the new generation of players that has never been to a casino. These sessions consider the data challenge, the ever-changing restrictions on marketing activities and what the rest of the sector can learn from the ever-resilient poker vertical.

If you want to view the full agenda, you can find it [here](#).

# SPEAKER PREVIEW



**JASON ROBINS**  
CEO  
DraftKings



**JESPER SVENSSON**  
CEO  
Betsson Group



**DOMINIK BEIER**  
CEO  
Interwetten



**PARIS SMITH**  
CEO  
Pinnacle



**JD DUARTE**  
CEO  
Betcris



**LAHCENE MERZOUG**  
CEO  
ComeOn!



**CARMELO MAZZA**  
CEO  
Betaland / EnjoyBets



**FREDRIK WASTENSON**  
CEO  
Svenska Spel  
Sport & Casino



**NORBERT  
TEUFELBERGER**  
Founder & Former CEO  
Bwin



**THANOS RIGAS**  
Sports Betting &  
Trading Director  
OPAP



**ARCHIL KAKHIDZE**  
CEO  
adjarabet.com



**BARBARA BELTRAMI**  
Country Manager Italy  
Kindred Group



**ANDREW WRIGHT**  
Trading Director  
Sky Betting  
& Gaming



**SERGEY PORTNOV**  
CEO  
Parimatch



**NIK BONADDIO**  
Chief Product Office  
FanDuel Group



**KRESIMIR SPAJIC**  
SVP Online Gaming  
Hard Rock  
International



**JOHN LEVY**  
CEO & Founder  
theScore



**PALOMA GONZALEZ**  
Head of Payments  
Vbet



**EVAN DAVIS**  
VP & General Counsel  
Sugarhouse Casino



**ERIK BACKLUND**  
Group Head of  
Sportsbook  
Kindred Group



**MARTIN LYCKA**  
Director of  
Regulatory Affairs  
GVC Group



**TYRONE DOBBIN**  
Managing Director  
Sportingbet



**STEVEN ARMSTRONG**  
Group Money Laundering  
Reporting Officer  
William Hill



**TAMARA BABITS**  
CMO  
Parimatch



**JAMIE FRENDO**  
Head of AML & Risk  
Operations  
Betsson Group



**GRAHAM LUKE**  
Business Development Director  
Marathonbet



**TIM DE BORDE**  
COO  
Napoleon Games



**JENS NIELSEN**  
Sports Betting Director  
Danske Spil

## WHO ATTENDS

OPERATORS

SUPPLIERS

SERVICE PROVIDERS

AFFILIATES & MEDIA COMPANIES

PAYMENT PROVIDERS

COMPLIANCE, LAW & REGULATORS

FOOTBALL CLUBS & ORGANISATIONS

SPORTS CLUBS & ORGANISATIONS

## JOB TITLES

CEO/CHAIRMAN/FOUNDER



C-LEVEL EXECUTIVES



DIRECTOR



MANAGER



OTHER



## WHO WILL ATTEND

The companies shown below are among the ones that will be represented by the 3,500 delegates at the Betting on Sports conference and exhibition.

When you register as a delegate to attend the event you will get access to the SBC Connect Conference App & Platform, which includes a list of people and companies attending. You can use SBC Connect to contact the ones you like to meet and schedule your meetings before the event starts.

## ATTENDEE PREVIEW

bet365

betsson group  
AFFILIATES

BETVICTOR

betway



kindred

PADDYPOWER betfair

MARATHON  
BET

BETFRED

codere

SBOBET

FUN88  
SPORTSBOOK & CASINO

playtech BGT  
SPORTS

IGT  
PlayDigital

intralot

catenamedia



Sisal

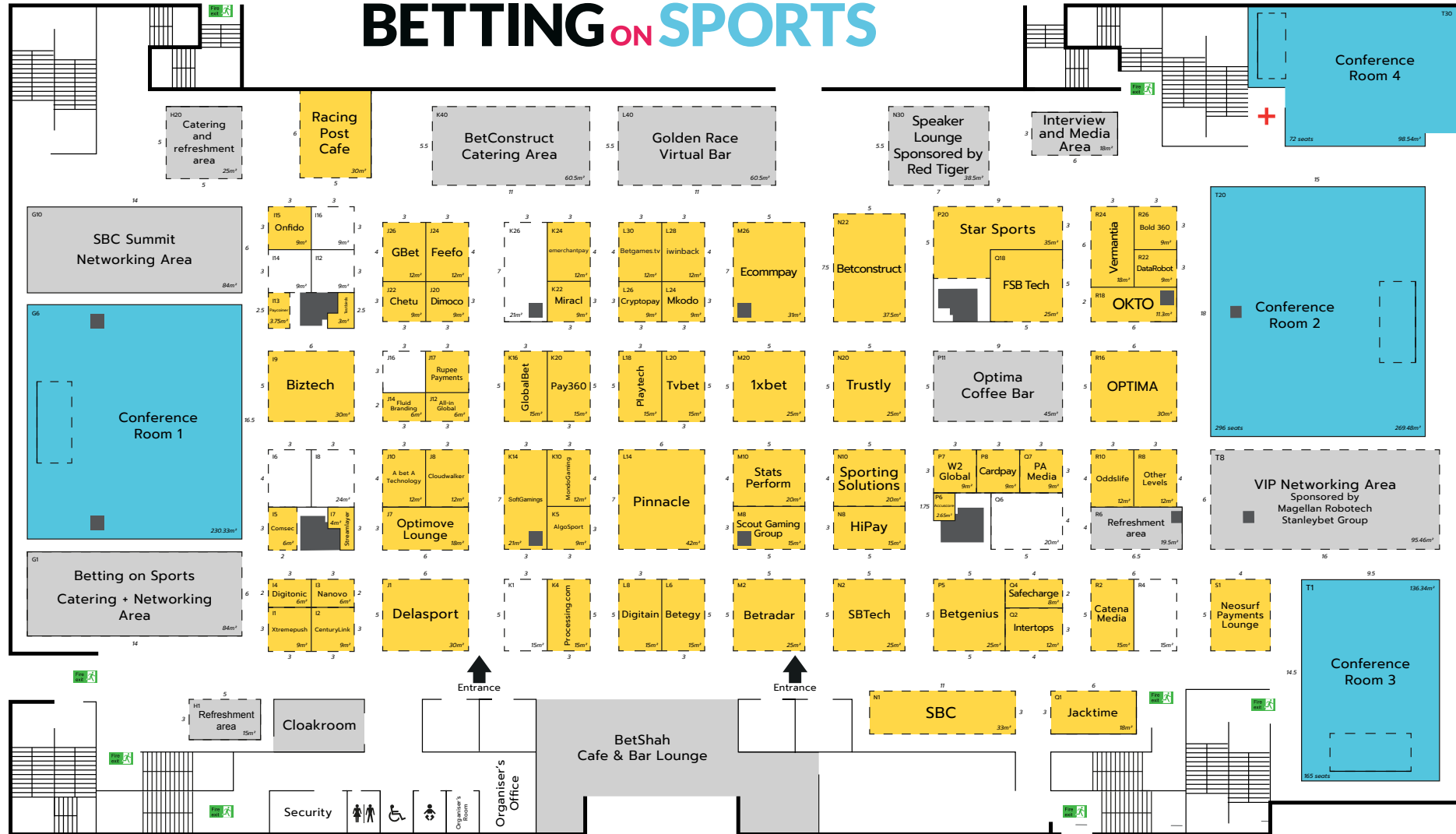


To view the latest floor plan [click here](#)

## FLOOR PLAN

OLYMPIA LEVEL 2

# BETTING ON SPORTS



# NETWORKING & EVENING EVENTS

We have three evening networking events Tuesday, Wednesday and Thursday as part of the Betting on Sports event. All delegates have free access to the events, and you can expect free food and drinks, as well as plenty of new business opportunities.



## 17 SEPTEMBER TUESDAY

Pre-registration and networking drinks @ Hilton Olympia from 18:30. You can pre-register at the Hilton Olympia hotel and join other delegates in the bar for networking and pre-event drinks. All delegates are invited, and it's a great opportunity to start networking and do some business in a relaxed atmosphere.

More info [here](#)

## 18 SEPTEMBER WEDNESDAY

The official networking drinks and party will run from 20:00 to 2:00 at Flight Club next to London Victoria station. The evening will provide a social experience like no other. The venue offers darts competition for all Betting on Sports guests, with fast-paced multiplayer games, ground breaking dart-tracking technology, instant scoring and a slick and intuitive user interface.

More info [here](#)

## 19 SEPTEMBER THURSDAY

Thursday evening we have the exclusive Hall of Fame Thursday evening we have the exclusive Hall of Fame awards evening and networking party at one of London's most iconic venues, the Natural History Museum. We turn the venue into the ultimate awards evening and networking event until 2 in the morning, and provide you with a once in a lifetime experience.

More info [here](#)

## ADVISORY BOARD



**JESPER KARRBRINK**  
CEO  
Green Jade Games



**PARIS SMITH**  
CEO  
Pinnacle



**SERGEY PORTNOV**  
CEO  
Parimatch



**HOWARD CHISHOLM**  
Managing Director  
Chisholm Bookmakers



**JESPER SOEGAARD**  
CEO  
Better Collective



**MARTIN LYCKA**  
Director of Regulatory  
Affairs  
GVC Group



**JENS NIELSEN**  
Sports Betting Director  
Danske Spil



**JARI VAHANEN**  
SVP International  
Business Development  
Veikkaus



**QUIRINO MANCINI**  
Partner  
Tonucci & Partners



**DAVID CLIFTON**  
Consultancy, Director  
Clifton Davies

## SUPPORTING PARTNERS



CalvinAyre.com



## GET IN TOUCH WITH THE TEAM



**RASMUS SOJMARK**  
CEO / Founder  
Email: ras@sbcgaming.com  
Mobile: +44 (0) 789 049 5353  
Skype: rasmus.sojmark



**NEIL JUDSON**  
Senior Sales Manager  
Email: neil@sbcgaming.com  
Mobile: +44 (0) 780 271 4807  
Skype: neiljudson40



**CONALL MCCABE**  
Senior Commercial Manager  
Email: conall@sbcgaming.com  
Mobile: +44 (0) 779 990 4257  
Skype: conal.mccabe2



**REECE CALDERBANK**  
Sales Manager  
Email: reece@sbcgaming.com  
Mobile: +44 (0) 785 882 8534  
Skype: rscalderban



**ALYONA GROMOVA**  
CIS & Eastern European Sales  
Email: alyona@sbcgaming.com  
Mobile: +38 093 379 66 17  
Skype: alyona.gromova27

## PREVIEW OF WHO IS EXHIBITING / SPONSORING

