

AGENDA PREVIEW

AGENDA SPONSOR

STATS



TUESDAY

- 9.00 AM – Esports Insider Event – ESI New York
- 2.00 PM – 6.00 PM Sportsbook Workshop by BetConstruct
- 6.00 PM – 9.00 PM Sponsorship Forum Meet-up
- 6.00 PM – 12.00 AM Pre-registration & Networking Drinks at the glamorous sports bar [40/40 Club](#) in Manhattan. The club is owned by none other than Jay Z.



WEDNESDAY – CONFERENCE DAY 1

- 8:30 AM – 6:30 PM Registration Open
- 9:00 AM – 6:30 PM Exhibition Open
- 10:15 AM – 5:20 PM Betting on Regulation (Conference Room 1)
- 10:15 AM – 5:30 PM Trading & Operations (Conference Room 2)
- 10:00 AM – 5:20 PM Sponsorship & Marketing (Conference Room 3)
- 2:00 PM – 5:00 PM Affiliate Marketing Masterclass
- 5:00 PM – 6:30 PM Networking Drinks (Exhibition Area)
- 7:00 PM – 12:00 AM Luxury BBQ & Networking Drinks at [Meadowlands Racetrack's Rooftop Bar](#)



THURSDAY – CONFERENCE DAY 2

- 8:30 AM – 5:30 PM Registration Open
- 8:00 AM – 5:30 PM Exhibition Open
- 10:00 AM – 5:20 PM Sports & Betting (Conference Room 1)
- 10:20 AM – 5:20 PM States of the Nation (Conference Room 2)
- 10:00 AM – 5:20 PM Demystifying Sports Betting (Conference Room 3)
- 2:00 PM – 5:00 PM Sports Betting Masterclass
- 7:00 PM – 3:00 AM Luxury Buffet & Networking Drinks at [Sky Room Rooftop Bar](#) on 33rd and 34th floor in Times Square Manhattan. Luxury coaches will be waiting outside the exhibition center and drive delegates to the venue.



FRIDAY

- 6:00 PM – 10:00 PM Live Horse Racing, Networking and Business Meetings at [Meadowlands Racetrack](#) (Limited to a 100 delegates)

FURTHER DETAILS

All destinations pertaining to the Betting on Sports America conference can be found on the official website or conference app.

IF YOU NEED ANY FURTHER DETAILS PLEASE CONTACT:

Paul Mills, Chief Operating Officer, SBC, paul@sbcgaming.com, +44 (0) 778 840 5551
 Andy McCarron, Managing Director, SBC, andy@sbcgaming.com, +44 (0) 778 231 1768
 Rasmus Sojmark, Founder / CEO, SBC, rs@sbcgaming.com, +44 (0) 789 049 5353

WEDNESDAY 24 APRIL – CONFERENCE DAY 1

For more information, please visit www.sbcevents.com

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STATS

BETTING ON REGULATION

CONFERENCE ROOM 1

10:15 AM – 11:00 AM

AVOIDING THE PITFALLS – LESSONS TO LEARN FROM OTHER REGULATED MARKETS

Knowledge is power, especially in the field of legislating gaming activity. It's time to brush up on the law of the land to ensure that your operations are running clean.

SPEAKERS

David Clifton, Partner, Clifton Davies
William Bowers, Manager Human Resources, Western Cape Gambling and Racing Board
James T. Plousis, Chairman, State of New Jersey Casino Control Commission

MODERATOR

William J. Pascrell III, Partner, Princeton Public Affairs Group

11:00 AM – 11:20 AM

KEYNOTE ADDRESS – NEW JERSEY GOVERNOR PHIL MURPHY

Murphy v. National Collegiate Athletic Association was where the latest sports betting boom started. Governor Phil Murphy shares New Jersey's vision for sports betting.

SPEAKER:

Phil Murphy, Governor, New Jersey

11:20 AM – 12:05 PM

FROM ATHLETE TO ENTREPRENEUR: VENTURE CAPITAL & SPORTS BETTING

SeventySix Capital partners and Athlete Venture Group members discuss their passion for investing in game-changing sports tech and sports betting startups.

SPEAKERS

Wayne Kimmel, Partner at SeventySix Capital
Ryan Howard, Former MLB star (Philadelphia Phillies), Partner at SeventySix Capital, Chairman of the SeventySix Capital Athlete Venture Group
Brian Westbrook, Former NFL star (Philadelphia Eagles Hall of Fame), Member of the SeventySix Capital Athlete Venture Group Capital & Philadelphia Eagles

TRADING & OPERATIONS

CONFERENCE ROOM 2

10:15 AM – 11:00 AM

TOO MANY COOKS? ADDRESSING THE SUPPLY CHAIN

The early deals to get sports betting up and running have included many different elements in the supply chain. But who is providing what? What are the essentials needed to get live?

SPEAKERS

Jamie McKittrick, Head of Commercial, GVC Group
Gary Pine, Chief Product Officer, W2 Global Data
Ed Andrewes, Lead Consultant, Resorts Casino Online

MODERATOR

Adam Rosenberg, Managing Director, Global Head of Gaming & Leisure, Fortress Investment Group

11:00 AM – 11:20 AM REFRESHMENT BREAK

11:20 AM – 12:05 PM

DATA – OFFICIAL VS UNOFFICIAL: WHAT'S THE DIFFERENCE OPERATIONALLY?

There's a big push for official data to be the only option, but is that so problematic? Is unofficial data secure, robust and fast enough?

SPEAKERS

David Zeffman, Partner, CMS
Kristy Gale, Founder & CEO, Hypergolic
Jack Davison, Chief Commercial Officer, Betgenius

MODERATOR

Eben Novy-Williams, Writer, Bloomberg

MARKETING

CONFERENCE ROOM 3

10:00 AM – 11:00 AM

DEFINING THE AMERICAN SPORTS BETTING CUSTOMER

Chris Grove of Eilers & Krejciik shares some of the findings from the firm's latest research into the US betting market and the potential audience it is hoping to entertain.

SPEAKERS

Chris Grove, Managing Director - Sports & Emerging Verticals, Eilers & Krejciik Gaming

11:20 AM – 12:05 PM

REACHING AN AUDIENCE – WHERE DO AFFILIATES SIT IN THE NEW MARKET?

New market – new rules? What role do affiliates play in a fledgling sports betting market? Should they be regulated? Do operators need them?

SPEAKERS

Marcos Oliveira, Chief Affiliate Officer, Clever Advertising
Steven Berman, Founder/CEO, MoneyLine Sports Group LLC
Christopher Capra, Vice President Digital Operations, William Hill
Johan Svensson, CCO and Co-Founder, BetHard Group
Marc Pedersen, VP Business Development & Sales, Better Collective

MODERATOR

WEDNESDAY 24 APRIL – CONFERENCE DAY 1

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STATS

BETTING ON REGULATION

CONFERENCE ROOM 1

12:05 PM – 12:50 PM

TAXATION, CONSUMER PROTECTION & SPORTS INTEGRITY – WHY STATES SHOULD LEGISLATE

Nevada offers living, breathing proof that an individual state can successfully police sports betting when left to get on with the job. But as the business grows across the US federal pressure will increase.

SPEAKERS

Chris Krafcik, Managing Director
- Regulatory & Policy Affairs,
Eilers & Krejcik Gaming
Dustin Gouker, Head of Content, US,
Catena Media
Kahlil Philander, Assistant Professor,
Washington State University
Evan Davis, VP and General Counsel,
Sugarhouse Casino
Marie Jones, Partner, Fox Rothschild LLP

MODERATOR

Tony Plaskow, Commercial Director,
Black Cow Technology

TRADING & OPERATIONS

CONFERENCE ROOM 2

12:05 PM – 12:50 PM

PIONEERING SPIRIT – OPERATOR CEO PANEL

With the opportunities for sports betting suddenly free from the PASPA straitjacket, there are big decisions to make. How are firms deciding where to expend their energies? What are the priorities? How does the industry make sure that the sports betting revolution can fulfil its potential in a way that igaming never has?

SPEAKERS

Christian Stuart, Executive Vice President of
Gaming & Interactive Entertainment, Caesars
Joseph Asher, CEO, William Hill US

MODERATOR

Steve Schrier, Chief Commercial Officer,
SG Digital

MARKETING

CONFERENCE ROOM 3

12:05 PM – 12:50 PM

WHERE NOW FOR DFS?

Sports betting has somewhat stolen the DFS thunder, especially with FanDuel and DraftKings' immediate repositioning. So where does the product sit now?

SPEAKERS

Adam Wexler, CEO, Performance
Predictions, Board of Directors, Fantasy
Sports Trade Association
Peter Schoenke, President, RotoWire.com &
Roto Sports and
Chairman, Fantasy Sports Trade Association
Nik Bonaddio, Chief Product Officer,
FanDuel Group

MODERATOR

Dan Back, Director of Media, RotoGrinders

12:50 PM – 2:00 PM LUNCH

SBC **SPONSORSHIP**
FORUM

12:50 PM – 2:00 PM LUNCH

2:00 PM – 2:45 PM

SHOW ME THE MONEY – PAYMENTS VS THE WIRE ACT

A new challenge for the payments industry is how to approach betting and protection around state lines.

SPEAKERS

Omer Sattar, Co-Founder and EVP,
Sightline Payments
Jamison Jaworski, President, EML Americas
Mark Hichar, Shareholder,
Greenberg Traurig, LLP

MODERATOR

Gene Johnson, Executive Vice President,
Victor-Strategies

2:00 PM – 2:45 PM

TACKLING PROBLEM GAMBLING – WHAT IS EFFECTIVE?

With increased opportunities to bet comes a bigger responsibility to keep bettors safe. The onus will be on the industry to help pay for effective safeguards – but how much of that funding should go into research versus education and treatment?

SPEAKERS

Keith Whyte, Executive Director, NCPG
Jamie Salsburg, Founder, After Gambling
Paul Buck, CEO, EPIC Risk Management

MODERATOR

Suzanne Davies, Director, Clifton Davies

2:00 PM – 2:45 PM

STATE OF THE UNION – THE CURRENT STATE OF SPORTS BETTING PARTNERSHIPS

Everybody seems to agree that betting sponsorship is the next big frontier for sports sponsorship in the US. But what is the actual status of partnerships between betting & gaming brands and sports rights holders in the US?

SPEAKERS

Philip Canavan, Director, SEM Global
Adam Davis, Chief Revenue Officer,
HB Sports & Entertainment
John Libro, Business Development,
Partnership Sales and Endorsements,
CAA Sports
Stephen Murphy, CEO, Boom Fantasy

MODERATOR

2:45 PM – 3:30 PM

TRIBAL VIEW – HOW DO TRIBES SEE THE SPORTS BETTING OPPORTUNITY?

One of the biggest topics for debate. How will the tribes respond to the sports betting revolution in a gaming arena where exclusivity and compacts are the order of the day?

SPEAKERS

Sheila Morago, Executive Director,
Oklahoma Indian Gaming Association
Joseph Webster, Managing Partner,
Hobbs, Straus, Dean & Walker, LLP
Walt Fales, SVP of Strategic Development,
Enterprise Gaming, Caesars Entertainment
Corporation
Jamie Hummingbird, Gaming Commission
Director, Cherokee Nation Gaming Commission
Steve Bodmer, General Counsel, Pechanga
Indian Reservation

MODERATOR

Brian Wyman, Senior Vice President,
Operations & Data Analytics,
The Innovation Group

2:45 PM – 3:30 PM

LEADERS PANEL – THE INTERNATIONAL PERSPECTIVE

Less of in invasion, more of a 'hands across the Atlantic' approach! Whatever your take, the international can bring an incredible amount of sports betting experience to the newly regulated US market.

SPEAKERS

Sergei Portnov, CEO, Parimatch
Jesper Svensson, CEO, Betsson Group
Tyrone Dobbin, Managing Director, Sportingbet

MODERATOR

Charles Gillespie, CEO, Gambling.com

2:45 PM – 3:30 PM

GAZING IN THE CRYSTAL BALL – WHICH FORM WILL BETTING SPONSORSHIP TAKE ON IN THE US AND HOW CAN RIGHTS HOLDERS AND OPERATORS PREPARE TO GET THE MOST OUT OF PARTNERSHIPS

With betting sponsorship in its infancy in the US, interested players are 'betting' on different scenarios for the future. This session will explore the partnership models likely to emerge, the role leagues & teams will play, the main rights, and the form activation will take.

SPEAKERS

Russ Yershon, Founder, Connecting Brands
Kieran Foley, Partner, FMG Consulting Services
Robert Davidman, Partner, Fearless Agency
Manuel Stan, SVP USA, Kindred Group

MODERATOR

Stephen J. Gongaware, Sr. VP, Business
Development, Management Science Associates

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CONFERENCE ROOM 1

3:50 PM – 4:35 PM

SINGLE VISION – WHAT ROLE CAN STATE LOTTERIES PLAY IN A THRIVING BETTING MARKET?

The lottery sector could have a major role to play in the expansion of sports betting. It already has access to the kind of venues and locations that offer the perfect environment for sports betting.

SPEAKERS

Jonathan Doubilet, Director of Corporate Development, Playtech
May Scheve, Executive Director & President, Missouri Lottery & NASPL
Danielle Boyd, Head of Government Relations, William Hill
James Carey, Acting Executive Director, New Jersey Lottery

MODERATOR

Richard Weil, President, Richard Weil INC.

3:30 PM – 3:50 PM REFRESHMENT BREAK

4:35 PM – 5:20 PM

LIVING WITH SPORTS BETTING - THE EUROPEAN LOTTERIES EXPERIENCE

The sports betting sector is an unknown quantity for lotteries in the US, but in Europe the products have been co-existing for quite some time. How do the European lottery firms operate successfully in a gambling eco-system where betting rubs up against lottery? And where should US lotteries tread carefully?

SPEAKERS

Jari Vahanen, Senior VP Business Development, Veikkaus
Gilles Maillet, Director of Sport Integrity, Française des Jeux

TRADING & OPERATIONS

CONFERENCE ROOM 2

3:50 PM – 4:35 PM

GEOTARGETING – ENSURING YOUR CUSTOMERS ARE ALLOWED TO BET

Many sports betting laws in force mean customers are required to be on-premises to bet, never mind in state. What is being done to ensure this to the satisfaction of the regulator and players?

SPEAKERS

Lindsay Slader, VP Regulatory Affairs, GeoComply
Robert Moncrief, Bureau Chief - Technical Services Bureau, State of New Jersey Division of Gaming Enforcement
Laura McAllister Cox, VP of Regulatory Compliance & Legal Counsel, Rush Street Gaming

MODERATOR

Warren Russell, Director, CEO & Founder, W2 Global Data

3:30 PM – 3:50 PM REFRESHMENT BREAK

4:35 PM – 5:20 PM

THE PLAYER PANEL – WHAT DO US SPORTS BETTORS WANT?

Sports and sports betting are part of the American way of life and wagering tastes are becoming ever more sophisticated. How is the industry innovating with new products and experiences to keep bettors engaged?

SPEAKERS

Harley Redlick, Principal, H Redlick Consulting Inc
Endre Nesset, Director of Sports, GiG
Matt Restivo, Chief Product Officer, Action Network
Paul Chopin, Sports Betting & Trading Director, Golden Nugget

MODERATOR

Nathan Rothschild, Co-Founder & Partner, Genius Tech Group

SBC **SPONSORSHIP FORUM**

CONFERENCE ROOM 3

3:50 PM – 4:35 PM

TREADING A MINEFIELD? LEGAL RISKS & OPPORTUNITIES SURROUNDING BETTING SPONSORSHIP

The legal landscape in the US surrounding betting isn't simple, and neither is it where it concerns betting sponsorship. This session will explore which partnerships between betting & gaming brands and sports rights holders are possible now, which are impossible, and which move in grey areas. And what are the risks?

SPEAKERS

Jeremy Kleiman, Partner, Saiber LLC
Jennifer O'Sullivan, Partner, Arent Fox
Bill Ordower, EVP and General Counsel, Major League Soccer

MODERATOR

Ola Wiklund, Founding Partner, Wiklund Law

3:30 PM – 3:50 PM REFRESHMENT BREAK

4:35 PM – 5:20 PM

SPORTS VALUES – PR & IMAGE ISSUES AND CONCERNS RELATED TO BETTING SPONSORSHIPS

Sports in the US is squarely aligned with wholesome, family values, while betting is (still) considered by many as a vice. How does this play out in practice? Is this only a problem in the bible-belt or is this endemic? How can sports rights holders present betting partnerships in a positive light? How to deal with the potential issues of betting and avoid backlash?

SPEAKERS

Kevin Mercuri, President & Founder, Propheta Communications

MODERATOR

THURSDAY 25 APRIL – CONFERENCE DAY 2

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SPORTS & BETTING

CONFERENCE ROOM 1

10:00 AM – 10:20 AM

OPENING KEYNOTE – THE POWER OF THE NFL IN REACHING FANS

Keynote presentation from NFL record breaker on the influence that football has on the sports fan and its ability to cut through the noise and engage directly with the audience.

SPEAKER

Morten Andersen, NFL Legend and record holder for most NFL games played

10:20 AM – 11:00 AM

SPONSORSHIP – THE WIN:WIN REVENUE STREAM FROM SPORTS BETTING REGULATION

Why sponsorship is the perfect mechanism for betting to enrich the funds of the country's sporting leagues.

SPEAKERS

Scott Butera, President of Interactive Gaming, MGM

Andy Levinson, Senior Vice President – Tournament Administration, PGA Tour

David Halas, Director of Consulting, Nielsen Sports

Keith Wachtel, Chief Revenue Officer and Executive Vice President, NHL

Joe Januszewski, Executive Vice President, Chief Revenue & Marketing Officer, Texas Rangers Baseball Club

MODERATOR

Keith McDonnell, CEO, kmigaming.com

STATES OF THE NATION

CONFERENCE ROOM 2

10:20 AM – 11:00 AM

USA BETTING 2019 – WHICH STATES ARE IN AND WHICH ARE COMING

An update of the states that will have legalised sports wagering (and which other states are at that time still planning to do so or will have definitely decided not to), what lessons will have been learned since then from both a regulatory and commercial perspective and what effect sports betting will have had on other forms of gambling.

SPEAKERS

Avi Alroy, VP Interactive Gaming, Mohegan Sun

Andrew Winchell, Director of Government Affairs, FanDuel

Daniel Wallach, Founder, Wallach Legal, LLC

James Kilsby, VP America, Gambling Compliance

Jake Williams, Legal & Regulatory Affairs, Sportradar

MODERATOR

Mark Clayton, Co-Chair Global Gaming, Greenberg Traurig

DEMYSTIFYING SPORTS BETTING

CONFERENCE ROOM 3

10:00 AM – 10:30 AM

UNDERSTANDING THE P&L OF BETTING

A session running through the unique performance sheet of betting compared to other gaming products.

SPEAKERS

Brandon Loeschner, Partner, Rubin Brown

10:30 AM – 11:00 AM

VIRTUAL SPORTS – THE CROSSROADS BETWEEN BETTING AND GAMING

More than just an introduction to the world of betting, virtual sports offers a fast-paced, round-the-clock business that bettors love to engage with.

SPEAKERS

Martin Wachter, CEO, Golden Race

11:00 AM – 11:20 AM REFRESHMENT BREAK

11:20 AM – 12:05 PM

INTEGRITY – HOW A REGULATED SPORTS BETTING SECTOR GUARDS AGAINST CORRUPTION

In a multi-billion dollar sports betting sector, the onus on everyone from player to coach through to the bookie will be to ensure absolute integrity at all times.

SPEAKERS

Matthew Holt, President, U.S. Integrity

Thomas B. Shepherd III, Partner, Jones Walker LLP

Becky Harris, Academic Fellow, UNLV

Quinton Singleton, COO, Bet.Works

MODERATOR

11:20 AM – 12:05 PM

WHATEVER HAPPENS IN VEGAS – SHOULD STAY IN VEGAS?

Nevada has long been the home of legal sports betting in the US, but is the sportsbook model there unique to Las Vegas or can it provide a national framework? What repercussions are there for the Vegas sportsbooks with increased demand for talent elsewhere in the country?

SPEAKERS

Vic Salerno, President, of USBookmaking & USFantasy Sports

Art Manteris, VP Race and Sports Book Operations, Station Casinos LLC

Vincent Magliulo, Vice President of Corporate Relations, LVDC

MODERATOR

Patrick Everson, Senior Writer, COVERS.COM

11:20 AM – 11:50 AM

LIVE BETTING – THE ULTIMATE SECOND SCREEN ACTIVITY FOR ENGAGED SPORTS FANS

Looking at the capabilities of live betting and the opportunities

SPEAKERS

Bill Anderson, VP of Business Development, Perform Group

MODERATOR

11:50 PM – 12:20 PM

AI – THE SECRET WEAPON IN IMPROVING CUSTOMER EXPERIENCE AND BRAND PERCEPTION

How Artificial Intelligence can be deployed to gauge customer brand sentiment accurately using online reviews and respond more quickly to addressing the pain points of the user experience.

SPEAKERS

Paruyr Shahbazyan, Founder, Bookmaker Ratings

Victor Ambartsumian, Director, Bookmaker Ratings

MODERATOR

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SPORTS & BETTING

CONFERENCE ROOM 1

12:05 PM – 12:50 PM

BASKETBALL – POWERING FORWARD WITH BETTING

Out of all US pro-sports Basketball holds the biggest international appeal and reach in terms of audience participation and engagement. The NBA was also the first to soften its stance on betting. How can the sport and bookmakers work together to develop mutually beneficial approaches on marketing, product and partnerships?

SPEAKERS

Scott Kaufman-Ross, Head of Fantasy & Gaming, NBA

Christopher Dougan, Chief Communications Officer, Genius Sports Group

David Lampitt, Managing Director Group Operations, Sportradar

Chad Millman, Chief Content Officer, The Action Network

MODERATOR

Jason Logan, Senior Industry Analyst, COVERS.COM

STATES OF THE NATION

CONFERENCE ROOM 2

12:05 PM – 12:50 PM

NEW JERSEY – LAND OF OPPORTUNITY

The state that took the PASPA fight to government and won, New Jersey has quickly established itself as a serious player in the newly sports betting environment.

SPEAKERS

David Rebuck, Director, NJDGE

Kresimir Spajic, Senior VP Interactive, Hard Rock

John Brennan, Senior Analyst, USBets

Jeffrey Gural, Chairman, American Racing and Entertainment

Raymond Lesniak, Former Senator, New Jersey

MODERATOR

James Kilsby, VP America, Gambling Compliance

DEMYSTIFYING SPORTS BETTING

CONFERENCE ROOM 3

12:20 PM – 1:00 PM

ARTIFICIAL INTELLIGENCE AND BEYOND – INNOVATION IN ACTION

As our understanding of AI develops, its applications become more apparent and effective in betting technology. So where are they being deployed? And what is coming next?

SPEAKERS

Manu Gambhir, Advisor, Play Games 24x7 Private Limited

Terry Leiweke, Managing Member, Gab Voice Technology

Yoav Susz, VP Revenue, Optimove

Paris Smith, CEO, Pinnacle

MODERATOR

Anton Kaszubowski, Founder, Greenlaw Limited

12:50 PM – 2:00 PM LUNCH

2:00 PM – 2:45 PM

NFL – THE KEY TO A SUCCESSFUL SPORTS BETTING PRODUCT

There is no doubt that Football is the key sport for sports bettors – so how is the sport prepared to interact with betting and what do fans want to see.

SPEAKERS

Jay Kornegay, EVP Race & Sports Book Operations, SuperBook

– Westgate Las Vegas

Kristian Nysten, CEO, Kambi Group

Stephen Baumohl, Co-Founder, Redzone Sports

Keith O'Loughlin, SVP - Sportsbook and Platforms, SG Digital

Blake Konrady, VP of Product Management, STATS

MODERATOR

Brett Smiley, Editor-in-Chief, SportsHandle

2:00 PM – 2:45 PM

DISTRIBUTION – THE BATTLE FOR MARKET ACCESS

With US land operators receiving preferential rights to betting licenses, a highly competitive secondary market for market access has rapidly emerged, with large sums of money and equity changing hands to secure distribution. This panel will provide an expert's view of how this critical marketplace is unfolding today -- helping land operators understand their options and how best to maximize the value of their betting licenses and skins, and new entrants value and win market access deals in a variety of market scenarios.

SPEAKERS:

Kip Levin, President & COO, FanDuel Group

David Shapton, Partner, Head of M&A, Akur Capital

MODERATOR:

Gideon Bierer, Managing Partner, Partis Solutions

2:00 PM – 2:45 PM

WHAT IS THE FUTURE OF RETAIL BETTING

While the huge success of mobile betting in New Jersey shows its potential, states are wary of online gambling making bricks and mortar the first toe in the sports betting water for many markets. But there are many different ways and models to choose from. What are operators thinking when it comes to the next generation retail betting experience?

SPEAKERS

Jon Kaplowitz, Head of Interactive, Penn National Gaming

Fernando Ors, President, Intralot

Ian Bradley, Chief Strategy Officer, SBTech

Charles Cohen, Vice President, Sports Betting, IGT

MODERATOR

Todd Fuhrman, Gaming Analyst, CBS Interactive

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SPORTS & BETTING

CONFERENCE ROOM 1

2:45 PM – 3:30 PM

COLLEGE SPORTS – WHAT'S THE BEST SOLUTION FOR SPORTS BETTING?

Despite the understandable concerns over the age of the participants, College Sports are already huge betting events, from football to March Madness So what is the best approach to bring that activity under a regulated environment without endangering its players?

SPEAKERS

Jennifer Roberts, Associate Director of the International Center for Gaming Regulation, UNLV

Mark Potter, Safer Gambling Manager, EPIC Risk Management

Benjie Cherniak, MD, Don Best Sports, SG Digital

Louis Rogacki, Deputy Director, New Jersey Department of Gaming Enforcement

MODERATOR

Joseph W. Grad, Esq., Principal, Law Office of Joseph W. Grad LLC

STATES OF THE NATION

CONFERENCE ROOM 2

2:45 PM – 3:30 PM

ROUNDTABLES

A chance to catch up with how the sports betting laws are developing across the country

- California – **Loretta A. Tuell**, Managing Principal, Tuell Law
- Pennsylvania – **Frank DiGiacomo**, Partner, Gaming Team Lead, Duane Morris LLP
- Illinois – **Robert Davidman**, Partner, Fearless Agency
- West Virginia
- Connecticut
- Mississippi – **Thomas B. Shepherd III**, Partner, Jones Walker LLP
- Massachusetts – **Mark Hichar**, Shareholder, Greenberg Traurig, LLP
- New York – **Laura McAllister Cox**, VP of Regulatory Compliance & Legal Counsel, Rush Street Gaming
- Indiana
- New Hampshire

DEMYSTIFYING SPORTS BETTING

CONFERENCE ROOM 3

2:45 PM – 3:30 PM

FOLLOW THE MONEY – WHERE ARE INVESTORS SEEING VALUE?

The new regulations sweeping across the country are seeing some M&A activity. But what are companies looking for and what do investors believe they should be looking for? Is it US business investing in European tech, or vice versa? And what regulatory hurdles will they have to take into account?

SPEAKERS

Andrew Zarnett, MD, Deutsche Bank

Jason Fisher, Partner - M&A, Wiggin

John DeCree, Director, North America Research, Union Gaming Securities

Mohit Kansal, Vice President, Clairvest Group

Frank Fantini, CEO, Fantini Research

MODERATOR

Melissa Blau, Director, iGaming Capital

3:30 PM – 3:50 PM REFRESHMENT BREAK

3:50 PM – 4:35 PM

HORSE RACING – WHAT CAN BE LEARNED ABOUT THE COUNTRY'S EXISTING PUNTERS?

US racing has been a long standing proposition – so where does it sit in this new environment? Full of opportunities, or threats?

SPEAKERS

Ed Comins, CEO, WatchandWager

Doug McSwain, Partner, Wyatt Tarrant & Combs LLP

Dennis Drazin, Attorney, Drazin & Warshaw, P.C./ CEO, Monmouth Park

Victor Bigio, Head of Sportsbook, Sportech

MODERATOR

3:50 PM – 4:35 PM

NEW YORK STATE

Having missed out on the early wave of adopters of legal sports betting, New York will be keen to make up some of the ground that's been lost to neighboring New Jersey and others who were quick off the mark.

SPEAKERS

Michael Lipton, Partner, Dickinson Wright

Martin Lycka, Director of Regulatory Affairs, GVC Group

Jeremy Kleiman, Partner, Saiber LLC

Stacey Rowland, Vice President and General Counsel, Rivers Casino & Resort

J.Gary Pretlow, Assemblyman, New York State

MODERATOR

3:50 PM – 4:35 PM

STARTING PLACES – THE INITIAL TECH CHALLENGES FACING US BETTING

The provision of betting technology is a globally mature sector, which has seen an abundance of international brands entering the market post-PASPA. But how ready are they for a US betting market that at least initially looks skewed to retail and with its own sporting traditions? What are the different approaches and philosophies of these firms as they look to service this new betting industry?

SPEAKERS

Andrew Cochran, Chief Development Officer, SBTech

MODERATOR

4:35 PM – 5:20 PM

WHERE DOES BETTING FIT INTO THE SPORTS MEDIA LANDSCAPE

Advertising, content, engagement – the betting industry has a lot to offer the sports media. Where does the media see room for sports betting and does it have any reservations? What can be learned from the DFS ad wars in 2015? Can, and should, the sector regulate itself to avoid over-exposure? Can media brands enter the market themselves?

SPEAKERS

David Preschlack, President, NBC Sports Regional Networks & NBC Sports Group Platform and Content Strategy

Chris Harrison, Industry Head – Financial Trading and Egaming, Google

John Levy, Chairman and Chief Executive Officer, theScore, Inc.

Brian Musburger, CEO, VSiN

Patrick Keane, CEO, The Action Network

MODERATOR

David Wang, Founder and CEO, Bet.Works

BETTING ON SPORTS AMERICA TRAINING MASTERCLASS PROGRAM

– Included for all Betting on Sports America Attendees.

Betting on Sports America attendees can access two training Masterclasses. Each Masterclass is a unique opportunity to learn from the most experienced teachers in their respective fields.



AFFILIATE MARKETING MASTERCLASS

Date: Wednesday 24th April 2019
Time: 2pm - 5pm
Trainer: Lee-Ann Johnstone, Co-Founder and CEO, Affiliate Insider

The AffiliateINSIDER Affiliate Marketing MasterClass will give delegates the opportunity to understand the affiliate channel and how to harness the principals of affiliate marketing to augment your acquisition strategy. We'll look at the history and evolution of affiliate marketing as it is today, the core principles of the channel and application in emerging markets and regulated markets such as the US. You'll also understand fundamental building blocks to create a winning affiliate strategy and hear expert insights on how to make this channel work for your brand as part of your overall marketing mix.

PART 1:

Affiliate Marketing – The Then and Now

- Acquisition marketing - where does the affiliate model fit within it?
- The evolution of the affiliate marketing ecosystem – how does it all work together now?
- What kind of affiliates exist and how best to work with them?

PART 2:

A Forum Discussion with Industry Locational Experts

- A look at the US market specifically and what will shape affiliate marketing strategies in 2019
- Discuss what's happened since the mass exodus and re-opening for affiliates in this region
- We look at what value affiliates will hold in the acquisition funnel for USA marketers to benefit from. We allow open audience questions

PART 3:

What are the core Building Blocks for Success

- Foundations are key to support affiliate programs that scale. Now you know a bit more about affiliate marketing, the state of the USA in relation to affiliate marketing and how it will evolve, let's look at your program launch strategy and help you plan for scalability and growth.
- This session includes some core exercises for operators to think about their brand and how an affiliate program can help expand their reach
- Map out core details to help them with an effective program launch plan (Interactive exercises and facilitated marketing session)
- Learn what it takes to build a successful affiliate program?



Sports Betting Masterclass

PRINCIPLES OF SPORTS BETTING AND ODDS COMPILING

Date: Thursday 25th April 2019
Time: 2pm - 5pm
Trainer: Jonathan Smith, Founder, Sportsbook Training Services

Principles of sports betting and odds compiling

Whilst technology has brought many benefits and substantial change to the sports betting business, it is vital that anyone in the business and especially people who are compiling prices, operating inplay models or managing B2B services need to understand the product they are dealing with. In taking part in this Masterclass you will learn:

- Who creates your odds? And how do they do it?
- How do we know the odds you get are right?
- How do sportsbooks make money?
- How to understand uncertainty in sports betting
- In-play betting – how does the industry do it?
- What are the innovations headed your way?