

# SBC | SUMMIT

## NORTH AMERICA

### SBC Summit North America to Discuss the Uncharted Path of iGaming in the United States

The 2024 edition of **SBC Summit North America** will spotlight iGaming, a vertical with immense revenue potential which is, however, often overshadowed in the United States by the successes in the sports betting field.

The 'iGaming' conference track, scheduled for Wednesday, May 8th, will bring together senior iGaming professionals to share their invaluable insights on key topics within the sector. Attendees, numbering 5,000, can anticipate in-depth discussions on the reinvention of land-based experiences through digital integration, debates on whether iGaming is cannibalizing land-based operations, and strategies for developing profitable iGaming applications, among other compelling subjects.

The panel titled *'Why Online Casino Legislation Hasn't Kept Pace With Sports Betting'* will explore the lack of regulatory attention iGaming has received in North America. Industry experts **Adam Glass** (Director of B2B Services, Rush Street Interactive), **Elizabeth Suever** (Vice President, Government Relations, Bally's), **Brandt Iden** (VP Government Affairs, Fanatics Betting & Gaming), **Cesar Fernandez** (Senior Director Head of State Government Relations, FanDuel), and moderator **Shawn Fluharty** (President-Elect, National Council of Legislators from Gaming States (NCLGS)) will aim to explain the disparity between sports betting and iGaming, explore the regulatory and revenue models for the two sectors, and discuss new approaches from lobbyists and legislators.

The panel *'Omnichannel Effectiveness: From Land-Based to Digital and Back'*, will discuss the necessity for land-based operations to prioritize the creation of omnichannel experiences. Industry experts **Bobby Soper** (CEO, Sun Gaming), **Matt Reback** (President & CEO, Galaxy Gaming), **Oliver Bartlett** (Vice President of Gaming – Product & Content, BetMGM), **Nick Patrick** (Co-Founder and CEO, Radar), **Stacey Rowland** (Vice President and General Counsel, Genting Americas) and panel moderator **Zoe Ebling** (VP Interactive, AGS), will underscore the importance of seamless navigation between land-based and digital platforms for players, the requisite infrastructure for optimal player retention, and how land-based establishments can reinvent themselves to be accessible to all.

The panel titled *'Blurred Lines: When is a Game of Skill Really a Game of Chance?'* will delve into the subtle differences between games that rely on skill and those that rely on luck. Industry experts **CJ Fisher** (Partner, Co-Chair, Gaming Department, Fox Rothschild), **Jeff Hakala** (Special Investigator, Connecticut Consumer Protection), **Rafael DiCarlo** (General Manager, Gaming NA Bancard) and panel moderator **Matt Para** (Principal, 10MB, LLC), will analyze instances of ambiguous iCasino and sports

betting practices and explore the distinction between skill and luck in the eyes of regulators.

The conference session titled '*Game Design 101: Launching a Profitable Product*' will bring together a host of professionals to discuss key strategies for launching a successful iGaming application. Industry luminaries **Ricardo Cornejo** (VP of Online Gaming, Caesars Entertainment), **Alex Ursa** (Head of Gaming, Betr), **Doug Fallon** (Group Director of Content, Bragg Gaming), **Rich Criado** (VP, Product & Fanatics Game Studios, Fanatics Betting and Gaming) alongside panel moderator **Tony Plaskow** (Commercial Director, Pixiu Gaming), will explore the essential tools companies require to effectively promote their products, foster loyalty, and achieve high player retention rates. Additionally, it will provide valuable insights and advice for game studios aiming to successfully launch their latest games.

Delegates will also have the opportunity to bolster their knowledge of the North American landscape through dedicated conference tracks covering leadership, sports betting, affiliates & marketing, industry & growth, compliance & regulation, and payments & tech. Additionally, the conference will include a dedicated tribal symposium, as well as two pre-day conferences; the **Capital Market Forum** and the **Player Protection Symposium** (entry to the pre-day conferences will require a separate ticket).