

SBC | SUMMIT NORTH AMERICA

SBC Summit North America: 5,000 Decision-Makers to Convene for Industry-Shaping Talks

SBC Summit North America is gearing up for another edition, set to gather **5,000** senior decision-makers for a dynamic event filled with learning, networking and business opportunities.

The leading iGaming and sports betting event in North America will return to the Meadowlands Exposition Center in New Jersey (May 8-9). Preceding the core event, a pre-day conference (May 7) will unfold in New York City and showcase the well-regarded **Player Protection Symposium** and **Compliance & Leadership** conferences as well as the newly-established **Earnings+More: Capital Markets Forum**, organized in collaboration with +More Media.

“The goal is to leverage the momentum we gained last year when we gathered the key operators, affiliates, suppliers, regulators, and media from the North American region. We anticipate a 66% surge in delegate numbers and are focused on attracting both industry newcomers and those who missed out on the opportunity to attend last year. The early numbers are promising, and the exhibition floor is approaching full capacity, even though we had added 15 extra booths this year to meet the demand.”

– **Rasmus Sojmark**, CEO and Founder of SBC

The exhibition floor is set to showcase a diverse lineup, with **over 75** prominent companies taking the spotlight. Standout exhibitors include leading game providers like **White Hat Gaming** and **Relax Gaming**, alongside notable affiliates such as **Better Collective**, **MediaTroopers**, **Spotlight Sports Group**, and **KeyAffiliates**. Key payment providers like **Trustly**, **PayNearMe**, **TransUnion**, **PXP Financial**, and **PayBrokers**, operators like **Betsson**, risk management platforms like **Kinectify**, real-time content and data providers such as **SportsDataIO** and hosting providers like **Internet Vikings** will further enhance the comprehensive range of offerings, making the exhibition a must-visit for industry enthusiasts seeking the latest innovations.

The conference, spanning five stages and featuring **over 300 expert speakers**, will showcase a diverse selection of tracks: Leaders, Sports Betting, iGaming, Affiliates & Marketing, Payments & Tech, and Compliance & Regulation.”

In terms of themes, the conference will delve into several crucial topics shaping the multifaceted nature of the industry, highlighting its intersection with technological advancements, regulatory considerations and the critical balance between innovation and responsibility. These include the recent trend of revising existing sports betting bills instead of introducing new ones, the strategic considerations for second

movers within the saturated sector, the influential role of social media personalities, and the challenge of interpreting extensive big data to gain insights into customer behavior across diverse channels. Furthermore, discussions will center around the role of artificial intelligence in promoting responsible gaming practices, the ongoing expansion of iGaming in new states, the evolving dynamics of sports integrity, and the ongoing regulatory deliberations in regions such as California and Canada.

Some of the speakers that will grace the stage include **Kim Barker Lee** (EVP & Chief Legal Officer, Bally's Corporation), **David Denenberg** (SVP, Global Media Distribution & Business Affairs, NBA), **Matthew Sunderland** (SVP of iGaming, Caesars Digital), **Dave Rivers** (SVP Marketing, PointsBet Canada), **Sarah Brennan** (Senior Director-Compliance, BetMGM), **Justin Barrett** (Treasurer, Eastern Shawnee Tribe), **Noam Klivitzky** (VP US Marketing, 888 Holdings), **Jon Steinbrecher** (Commissioner, Mid-American Conference), **Michael Golub** (Deputy Attorney General, New Jersey Division of Gaming Enforcement), **Catherine Meade** (VP Community, Sustainability & Social Responsibility, OLG), **Jacob Coin** (Director of Public Affairs, San Manuel Band of Mission Indians) and more.

Alongside other notable event features, the **SBC Awards North America*** ceremony will be back on the final day, celebrating outstanding industry talent across various categories and verticals. Additionally, the third annual SBC First Pitch competition will be a key highlight, providing a platform for five industry startups to showcase their innovative ideas to a panel of judges specializing in investment and innovation. Another addition to this year's roster will be the so-called **Tribal Symposium**—a series of conference panels dedicated to exploring the intricate landscape of tribal gaming. One session will focus on the regulatory roadblocks in California and another one offering advice on identifying and effectively addressing signs of human trafficking in land-based casinos.

In the evenings, attendees can seize the chance to network before the main event by attending the **Pre-Registration & Networking Drinks** at Slate NYC on May 7. Furthermore, they can shift discussions away from the exhibition floor to a more laid-back setting at the **Official Networking Party and Sports Betting Hall of Fame** on May 8, followed by the **Official Closing Party** on May 9.

*You can purchase your ticket to SBC Summit North America here. A **Super Early Bird** discount, saving you \$300, is currently available at the price of **\$495** (ends on February 1) for your 2-day core event access ticket.*

If you wish to attend the pre-day conference, different rates apply. Check them here.

Are you an operator? Apply for your free operator pass and don't forget to send the page over to your team.

Affiliates also get complimentary entry to all SBC Events. Please submit a form to request free access here.

Looking to sponsor or exhibit? Reach out to our sales team at sales@sbcgaming.com.

**A separate ticket is required to attend. Reach out to our sales team for more information.*