

SBC | SUMMIT NORTH AMERICA

SBC Summit North America: Reflecting on 2023 and 2024 Highlights

If you have attended an SBC event before, you will be acutely aware of the endless possibilities in store for attendees.

Whether you are gleaning invaluable insights at one of our many conference sessions, networking with industry luminaries from every corner of the industry, or immersing yourself in the latest emerging technologies that are impacting the industry, there is something to be gained by every attendee, no matter what role.

As the 2024 edition of SBC Summit North America rapidly approaches, we thought this would be the perfect opportunity to shine a light on some of the notable highlights from attendees of the 2023 event. Moreover, we will also discuss how the upcoming 2024 edition has built on the experiences so many of you found instrumental in marking your place in the North American market.

NETWORKING

“Honestly the networking events that SBC curates, the locations you do, the way you have created this all-inclusive package, I don’t think I have ever been to another event quite like it.”

- **Sean Topchi**, Gaming AML Professional, **Kinectify**

After any SBC event, we are always blown away by the influx of positive attendee feedback we receive. In regards to SBC Summit North America, a resounding amount of you commented on how vital you found the networking opportunities and how it was the highlight for many during the summit.

As Sean Topchi points out, SBC Summit North America is dedicated to providing delegates with an all-inclusive package, combining crucial actionable insights, with luxurious and networking events, to ensure you leave the summit having a well-rounded and fulfilling experience.

This sentiment was further shared by **Salim L. Adatia**, Vice President of Client Services, **Gaming Laboratories International (GLI)**:

“SBC Summit North America benefits our company because of the relationships we can nurture with our valued

clientele today, as well as the connections we make with the emerging companies of tomorrow. Let's also not forget the abundant (and very cool) networking opportunities SBC hosts – allowing attendees to unwind, have fun, and connect with like-minded professionals from diverse backgrounds.”

At SBC, we pride ourselves on facilitating relaxed and enjoyable environments for delegates to connect with established industry peers, and forge new meaningful connections, to strengthen your position in the North American market.

With key stakeholders from leading operators, affiliates, game developers, other suppliers and regulators, there will be ample opportunity to establish strong connections, no matter your business goals.

As we take a look at our 2024 event, the events team have gone above and beyond to build upon the tremendous success of our 2023 event, providing an array of exclusive and all-inclusive networking events for you.

For those of you with a full-access pass, you will be able to attend any of the following:

SBC SUMMIT NORTH AMERICA OPENING PARTY

Date: Tuesday, May 7
Time: 7:00 PM to 1:00 AM
Location: Slate NYC

OFFICIAL NETWORKING PARTY AND SPORTS BETTING HALL OF FAME

Date: Wednesday, May 8
Time: 7:00pm to 1:00am
Location: Red Bull Arena

SBC SUMMIT NORTH AMERICA CLOSING PARTY AND AWARDS AFTER-PARTY

Date: Thursday, May 9
Time: TBA
Location: TBA

So start stretching your networking muscles and prepare yourself for the networking opportunity of a lifetime.

EXHIBITING PRODUCTS

“We certainly did not regret taking a stand within the exhibition hall itself, very well laid out, using the SBC Connect Plus app enabled us to arrange quality meetings and traffic to the stand, we literally did not stop.”

- **Gareth Hooson-Owen**, Head of Group Sales & Marketing, **Crucial Compliance**

At SBC Summit North America, the exhibition floor serves as a hub for endless opportunities. Alongside daytime industry meet-ups, dedicated networking facilities and a plethora of catering establishments, the floor also lays host to a numerous global and regional brands showcasing their latest products and services.

As you take your first steps through the exhibition floor this May, you will be met with a rich tapestry of innovative technologies, cutting-edge products and services, and a host of the hottest games on the market.

Gareth Hooson-Owen's statement further exemplifies the excitement and power of showcasing on the exhibition floor; an ideal setting to establish new leads, showcase your latest products and generate buzz around your brand.

Additionally for both exhibiting and non-exhibiting attendees, navigating the vibrant bustle of exhibitors is your chance to get a glimpse into the future of the industry and establish face-to-face connections with the people behind the brands pushing the industry forward.

After the 2023 event, Betsson Group highlighted the success they encountered showcasing their latest B2B sportsbook:

"The event provided an excellent platform for our B2B sportsbook and Betsafe Colorado teams to connect with industry leaders, stakeholders, and professionals to connect and share ideas."

As emphasized by Betsson Group, the expo floor isn't just about showcasing and observing the industry's latest offerings. With 75 global and regional brands showcasing their products in the 2024 edition of SBC Summit North America, the floor presents an ideal opportunity to "connect with industry leaders, stakeholders, and professionals." This ensures you can gain invaluable insights and strengthen your presence in the industry.

You can explore all the brands set to appear on the exhibition floor at the upcoming SBC Summit North America by [clicking here](#).

PANEL SESSIONS

"What I have found about this event is that the content is really broad but also really deep, but all relative which is great... we have broad content, and all the right people here, and a focus on the areas for our business that we want to get deeper into, so we have really enjoyed that."

- **Adam Fiske**, CEO, **Cipher Sports Technology Group**

As Adam Fiske eloquently put it, SBC's conference agenda is all about providing unparalleled educational content whatever your personal or business needs are.

Our conference team have worked tirelessly over the years honing their conference-constructing craft, to ensure not only a deep exploration of insightful topics but also that the scope of the conference agenda provides actionable insights for every facet of the industry. So, whether you are an operator, affiliate or a supplier, there will be something for all.

At the upcoming SBC Summit North America, the conference agenda will feature eight dedicated tracks encompassing **sports betting, leadership, iGaming, affiliates & marketing, industry & growth, compliance & regulation, payments & tech**, as well as a dedicated tribal symposium, and two pre-event conferences; the Earnings+more Capital Market Forum and the Player Protection Symposium.

Echoing the value of the conference content, **Christian Barbosa**, Director of Strategic Partnerships &

Gambling - Futbol sites, had this to say:

“The competitive edge gained at SBC Summit North America is not only brought by the networking but also by the conference. The Americas, in general, are emerging markets, with very different strategies and very different landscapes, so when you attend a keynote from some of the operators or affiliates, the side of the business that I operate in, you get a lot of context and a lot of knowledge from the people that are doing it here. It is one of the main values of these events, is information, which is very high value.”

As well as focused discussions on the latest affiliate strategies, emerging technologies and successful product launches, the conference at the upcoming SBC Summit North America contains a plethora of panels dedicated to key North American states.

As Christian Barbosa mentions above, *‘The Americas, in general, are emerging markets, with very different strategies and very different landscapes’*, with that in mind, the 2024 edition of SBC Summit North America conference is dedicated to providing you with the educational prowess, to navigate these sometimes convoluted regulatory guidelines, with dedicated North American panels.

Panels detailing the state of the industry in North America include:

- NCLGs – Disunited states – when will regulators collaborate on compliance?
- Three big words: why D, E and I should still be a focus for operators who want to succeed in the USA
- Elevating Tribal Gaming: how can the industry ensure this sector continues to thrive?
- How sweepstake betting can change the US gaming landscape
- California Dreaming – is there a second shot at 26 and 27?
- Player’s Panel: what are professional and amateur gamblers looking for in the North American market?

[Click here to explore the full offerings of the conference agenda.](#)

SPEAKERS

“I think it is a testament to finding the right type of speakers, you are taking the leaders from companies that are actually doing things that are moving capital markets, that are affecting the regulatory framework, that are launching new products in new states, that are helping grow the industry.”

- **Max Bichsel**, VP, **Gambling.com**

Now, it is all good and well having top-notch educational topics to discuss, but what really sets SBC conferences apart from the rest, is the high calibre and varied selection of expert speakers that appear across our events.

As Max brilliantly explained, the SBC conference isn’t just about filling up speaker slots, it is about selecting the RIGHT speaker to provide invaluable insights and alternative perspectives, that you can rarely find anywhere else.

The tradition of SBC conferences has been enhanced for the 2024 event. Representatives from the Council of Legislators from Gaming States (NCLGS) will be present on casino legislation panels, the CRM-focused panel will feature the Senior CRM Director, the game design panels will be delivered by Heads of Gaming and so on. This ensures that the right individuals are offering the most actionable takeaways.

Another highlight of the 2023 conference was the high level of C-level executives speaking; an element that was not lost on **Max Bichsel**.

He continues by stating:

“Having a number of CEOs is very important for someone who wants to learn about the industry and get content.... You get a first-hand experience from the folks who are actually running the companies they represent... (Additionally) the amount of CEOs talking about subjects that affect the entire industry rather than one specific vertical is something that is specific to SBC as they continuously come back and you are able to get more and more CEO types on panels.”

Facilitating an environment where delegates can soak in valuable educational content from speakers who not only have a deep understanding of the specific topic but are also leaders in their fields, provides delegates with insights that are rarely found elsewhere.

Hearing the opinions of those shaping the current form of the industry helps provide clarity of the wider industry for delegates, shining lights on areas of the industry some may not think relevant, and sharing personal experiences that will no doubt inspire and influence the CEOs of tomorrow.

The current conference agenda already has 23 CEOs confirmed, with many more to be announced, and that is not including the numerous other C-Level speakers set to grace the stage.

Click here to see the full list of attending speakers, with many more still to be announced!

PLAYER PROTECTION

“We had a fantastic time at the SBC Summit North America, engaging with such as operators, regulators, and industry professionals. showcasing how Crucial Player Protection can support responsible gaming and player protection efforts.”

- Crucial Compliance Limited

Another highlight of the 2024 edition of SBC Summit North America is the Player Protection Symposium, a staple of SBC events in recent years.

For those of you who haven't had the opportunity to attend before, the Player Protection Symposium is a pre-day conference which presents C-level stakeholders the opportunity to discuss fresh resources and strategies to aid in the innovation of effective and meaningful player protection practices.

Going with the running theme of this blog post, the 2024 edition of the symposium will once again be expanded, providing delegates with even more insights from regulators, C-Level speakers and player-focused session panels.

Conference Panel highlights include:

- Psychological and Neurological Dimensions of Addiction in Gambling
- The Growing Need for Responsible Gambling Technology
- Conscious Commerce: The Interplay of Branding & RG

Additionally, the Player Protection Symposium will lay host to a live recording of the 'Safe Bet Show', a player protection podcast hosted by Martin Lycka, Entain's SVP of American Regulatory Affairs and Responsible Gambling.

[Click here to discover the full scope of the Player Protection Symposium](#)

COLLABORATIVE ENVIRONMENT

"I don't think I have ever been to another event quite like it. Whether it's affiliates, operators, suppliers, or regulators, they get everyone in the same room, not just at the exhibition, but at any of the events afterwards.... It's the fact you have everyone here, so we are having conversations with the regulators and it's creating such an incredible collaborative environment."

- **Sean Topchi**, Gaming AML Professional, **Kinectify**

It may not be the first thing that comes to mind when you think of industry events, but fostering a collaborative environment is one of the hallmarks of any SBC event and an element that we take extremely seriously.

Yes, educational experiences are paramount to developing your understanding of the industry, and yes, networking events are crucial to taking that next step in bolstering your business operations, but nothing can be truly achieved without collaborative experiences, shared visions and the willingness to move forward together to push the industry forward.

And what makes this collaborative environment truly special at SBC events, is that it encompasses every facet of the event.

Whether it is sharing insights during conference sessions, meeting an array of representatives at networking events, or simply exploring the vast array of exhibiting brands on the exhibition floor, every opportunity presented at SBC Summit North America, is an opportunity to collaborate with a different sector of the industry and ultimately, strengthening your knowledge, expertise and position in the North American market.

This sense of collaboration was shared by **Cassie Brickman**, CEO of **Betting Hero** when discussing the conference agenda:

"The best thing about the conference is that it brings so many different people and different organisations and different skill sets together and everyone is here to help each other and move the industry forward."

Additionally, what makes SBC events and SBC Summit North America so unique, is that the collaborative experiences exceed the limits of just the standard industry verticals, as delegates are provided the opportunity to collaborate, network and share ideas with out-of-industry experts.

"It's not only networking with people in the industry but now you have other components whether it's geo-location services, or payment services, which are not exclusive to gambling necessarily. So you're getting access and in touch with folks that you wouldn't necessarily had several years ago, so it does epitomise the growth in the industry as there are a lot of new market entrants, there's a lot of capital markets talks, banks, financiers, there are all sorts of different types of groups being represented here."

- **Max Bichsel**, VP, **Gambling.com**

The upcoming SBC Summit North America aims to build upon this sense of collaboration across its far-reaching conference, networking events and exhibition floor, bringing together representatives from leading operators, affiliates, game studios, service providers, regulators, media organisations, government bodies, sports teams and leagues, influencers, tribal representatives, financial and banking experts and Google.

REFLECTING ON REFLECTION

At SBC, taking on board attendee feedback is a fundamental belief.

It is paramount to developing our events and ensuring YOU, the attendee, come back year after year and see first-hand the developments and improvements of each event.

Whether it is the calibre of speakers, the scope of the agenda, the dedication to highlighting player protection for the industry or facilitating a collaborative and networking-friendly environment, it is attendee feedback that helps us grow, evolve and improve our events.

The upcoming SBC Summit North America is a perfect embodiment of these core values and we look forward to delving into the feedback that will inevitably come our way in the coming months.

If you are a previous attendee of SBC Summit North America or have simply stumbled across this post and would like to see first-hand the developments we have implemented this year, you can purchase your tickets now.

For a limited time only, our EARLY BIRD ticket will provide you access to all three core days of the event for the discounted price of **\$795**, a saving of **\$200!**

Are you an operator? Apply for your free pass [here](#).

If you are an affiliate, you can also apply for a free pass [here](#).