

# SBC | SUMMIT NORTH AMERICA

## Shaping the Future of Betting: SBC Summit North America Announces ‘Sports Betting’ Track

The ‘Sports Betting’ conference track at SBC Summit North America will gather some of the top luminaries in the industry to share their thoughts on the latest sports betting trends, innovative technologies, and the evolving North American sports betting landscape.

The dedicated track will unfold on May 8th-9th, the two core days of the leading iGaming & sports betting event in North America, which is set to host **5,000** attendees at the Meadowlands Exposition Center in New Jersey

The comprehensive track will provide delegates with the opportunity to bolster their educational prowess on key topics such as forging successful operator-league partnerships, exploring the emerging technology set to innovate the sports betting market, the intricate world of media partnerships, and much more.

Opening the first day of the conference track is the panel titled *“The Bright Side of Betting: Product Innovation Incoming,”* which will explore the expansion strategies employed by operators through new cutting-edge technology. Expert speakers **David Senior** (Head of Sportsbook, Betsson), **Tomer Imber** (Senior Director of Sales, Optimove), **Joey Levy** (CEO, Betr), **Scot McClintic** (Chief Product Officer, Fanatics Betting and Gaming) and **Tim Whitehead** (Head of Sportsbook, Rush Street Interactive), will discuss how player-focused augmented experiences can attract new audiences and will explore methods operators can adopt to maintain relevance in this rapidly evolving industry landscape.

The female-led panel, titled *“Women’s World Cup in the Spotlight: How Operators Seized Opportunities From the Rising Popularity of Women’s Sports in 2023”*, aims to dissect the notable surge in sports betting on women’s sports over the past year. Experts **Nicole Pawlak** (Senior Director, Special Projects, Athletes Unlimited), **Meghan Chayka** (Co-Founder, Stathletes), **Nancy Hensley** (Founding Member, Mercury13), and **Jennifer Matthews** (Vice President, Brand Strategy, FanDuel), will delve into the strategies employed by operators to capitalize on the growing interest in women’s sports and will examine the essential factors surrounding audience engagement in betting on women’s sports.

The conference’s track’s second day opens with the panel titled *“DFS 2.0 – Skill Game or Just Sports Betting With Another Name? How Regulators are Responding,”* which will delve into the ongoing debate over whether daily fantasy sports (DFS) primarily involve skill or luck. Esteemed figures **Julie Brown** (Vice Chairman and Inaugural Chairman, Florida Gaming Control Commission), **Derek Schmidt**

(Partner, Husch Blackwell), **Nick Green** (General Counsel at Underdog Fantasy), and panel moderator **Daniel Wallach** (Partner, Wallach Legal) will examine diverse perspectives on the skill versus luck argument, evaluate the future trajectory of DFS regulation, and analyze its broader implications for the industry.

The panel “*What Does Regulated Betting on Video Games Look Like?*” will focus on the intricacies of regulating virtual gameplay across North America. Industry experts **Brett Abarbanel** (Ph.D., Executive Director, UNLV International Gaming Institute), **Michelle Sadaf-Pena** (Executive Director of PMO and Gaming Operations, Wondr Nation), **Barbara Demarco** (Vice President, Porzio Governmental Affairs, LLC), Seth Schorr (CEO, Fifth Street Gaming), **Michele Fischer** (Vice President, SIS Content Services, Inc.) and panel moderator **Anthony Gaud** (Founder, Esports Illustrated) will explore the potential for increased revenue as new audiences are reached. They will also consider the compliance measures necessary to ensure continued healthy, legal growth for stakeholders.

**Rasmus Sojmark**, CEO & Founder of SBC, said: “Since the regulation of sports betting in 2018, an impressive 38 states now offer sports betting in some form, which is an amazing achievement. Couple that with the emergence of new sports betting technologies, products, and services, the sports betting track provides a unique opportunity to explore innovative strategies, regulatory updates, and market trends shaping the future of sports wagering.

We believe that by hosting the sports betting conference track across both core days of the event, we will be able to provide delegates with comprehensive discussions encompassing every major development within the sports betting landscape, ensuring they are equipped to capitalize on one of the most exciting verticals in the market.”

Alongside the ‘Sports Betting’ track, delegates will have the opportunity to expand their knowledge of the North American market through the dedicated conference tracks such as the ‘Leaders’, ‘iGaming’, ‘Affiliates & Marketing’, ‘Tribal Symposium’, ‘Payments & Tech’ and the ‘Compliance & Regulation’ conference tracks.