



BETTING ON SPORTS WEEK 2018

2,500 delegates from across the world will make their way to the Betting on Sports Week, held 18-21 September at Olympia London.

Across four days delegates will have access to a number of key events:

- Betting on Sports
- ESI London
- Casino Beats Summit
- Affiliate FEST
- Sponsorship Forum
- Hall of Fame Awards
- > Betting Conference & Exhibition
- > Esports Conference & Exhibition
- > Casino Conference
- > Affiliate Conference
- > Sponsorship Conference
- > Awards Evening & Networking Party

CONFERENCE & SPEAKERS:

The event is known for the best speaker line-up in the betting and gaming industries: 200 speakers | 50 sessions | 5 conference rooms

EXHIBITION:

6,300 sqm exhibition and conference area will include 140 exhibitors, networking areas, meeting rooms, and of course refreshments, lunch and networking drinks. Great opportunity to experience new products on display and generate new business opportunities.

NETWORKING:

Tuesday 18 September we have pre-registration and networking drinks at Hilton Olympia, the official conference hotel.

Wednesday 19 September we will have a drinks reception in the exhibition area from, followed by the official party from 20:00 to 02:00 at [Altitude London](#).

Thursday 20 September we have the Hall of Fame awards evening and networking party at one of London's most iconic venues, the [Natural History Museum](#).

More info at: sbcevents.com/betting-on-sports-2018



FULL AGENDA

The event offers a variety of experiences across 4 days:

TUESDAY 18 SEPTEMBER

11:00 - 21:00 Pre-registration @ Hilton Olympia
11:00 - 18:00 SBC Sponsorship Forum @ Hilton Olympia
18:30 - 0:00 Networking & Drinks @ Hilton Olympia

WEDNESDAY 19 SEPTEMBER

09:00 - 19:00 Exhibition Open
10:00 - 17:30 Sport in Focus (Conference Room 1)
10:00 - 17:30 Betting on Racing (Conference Room 2)
10:00 - 17:30 Betting on Technology (Conference Room 3)
10:00 - 17:30 ESI London (Conference Room 4)
10:00 - 17:30 Casino Beats Summit (Conference Room 5)
10:00 - 17:30 Affiliate FEST (Hilton Olympia)
17:00 - 19:00 Networking Drinks in Exhibition Area
20:00 - 02:00 Official Party ([Altitude 360 & Skyloft](#))

THURSDAY 20 SEPTEMBER

09:00 - 17:30 Exhibition Open
10:00 - 17:30 Future of Betting (Conference Room 1)
10:00 - 17:30 Betting on Americas (Conference Room 2)
10:00 - 17:30 Betting on Regulation (Conference Room 3)
10:00 - 17:30 ESI London (Conference Room 4 + Expo)
10:00 - 17:30 Casino Beats Summit (Conference Room 5)
17:00 - 20:00 Networking Drinks @ Hand & Flower Pub
20:00 - 02:00 Awards & Party @ [Natural History Museum](#)

FRIDAY 21 SEPTEMBER

10:00 - 13:00 Casual Networking & Business Meetings



BETTING ON SPORTS WEEK BRINGS TOGETHER SIX EVENTS



Betting on Sports 2018 18-21 September @ Olympia London

Betting on Sports 2018 is a must-attend event for members of the sports & betting industries. The event focuses on everything related to sports and betting, including leadership, legislation, marketing, sponsorship, innovation and data.



CasinoBeats Summit 19-20 September @ Olympia London

CasinoBeats Summit brings together operators, suppliers and a range of sector visionaries to consider the challenges facing the online casino sector offering industry insight, knowledge sharing and networking opportunities.



ESI London 2018 18-20 September @ Olympia London

ESI London 2018 will cover the esports industry from the inside out through a dedicated exhibition, conference panels, keynotes and workshops as well as featuring a full day on betting on esports.



Hall of Fame 2018 20 September @ Natural History Museum

SBC launched the Sports Betting Hall of Fame to recognise the individuals who have contributed to the industry over the course of their careers with a lasting legacy. This year, we will be inducting five new individuals for continued support to the gaming industry.



SBC Sponsorship Forum 18 September @ Hilton Olympia

The SBC Sponsorship Forum is an invite-only forum for Sports Clubs, Football Clubs and Organisations, as well as Bookmakers / Gaming Brands to discuss and explore opportunities around sports sponsorship.



AffiliateFEST 19-20 September @ Hilton Olympia

AffiliateFEST provides accelerated digital learnings for iGaming affiliate entrepreneurs. Learn the latest digital strategies from a selection of experienced iGaming experts.

DELEGATE DEMOGRAPHICS



2,500

DELEGATES



160

GAMBLING
OPERATORS



40+

COUNTRIES
REPRESENTED



1,250

SENIOR
EXECUTIVES



200

WORLD-CLASS
SPEAKERS



75+

SPORTS CLUBS &
ORGANISATIONS
REPRESENTED

Who Attends?

Operators	30%
Suppliers	25%
Service Providers	10%
Affiliates & Media Companies	15%
Payment Providers	5%
Compliance, Law & Regulators	5%
Sports Clubs & Organisations	10%

Countries Represented

Armenia	Bulgaria	Curacao	Finland	Ghana	Hong Kong	Italy	Liechtenstein	Netherlands	Poland	Singapore	Sweden	Ukraine
Australia	Canada	Czech Rep.	France	Gibraltar	Ireland	Japan	Lithuania	Nigeria	Romania	Slovakia	Switzerland	USA
Austria	China	Denmark	Georgia	Greece	Isle of Man	Kazakhstan	Luxembourg	Norway	Russia	South Africa	Turkey	
Belgium	Croatia	Estonia	Germany	Guernsey	Israel	Kenya	Malta	Philippines	Serbia	Spain	UK	

Job Titles

CEOs / Chairman / Founder	25%
C-Level Executives	20%
Director	30%
Manager	20%
Other	5%



SPEAKER PREVIEW



Marcus Brennan
CEO



Per Widerstrom
CEO



Matt Scarrott
Director of Sports & VIP



Rory Anderson
Consultant



Ronnie O' Sullivan
Snooker Legend



Niels Erik Folmann
CEO



Jari Vahanen
Senior VP International
Business Development



Dusan Zaza
Chief Marketing Officer



Jesper Karrbrink
CEO



George Daskalakis
Founder & CEO



Paris Smith
CEO



Eddie Bennett
Managing Director



Constantinos Antonopoulos
Founder & Former CEO



Stan Reoutt
CEO



Bill Mummery
Executive Director



Mark Blandford
Founder



Anthony Werkman
CEO



Phil Siers
COO



Dwyer McCaughley
CEO



Len Brown
Chief Legal Officer



Steen Madsen
Managing Director



Sergey Portnov
CEO



Shaun Simmonds
Head of Marketing



Britt Boeskov
CPO



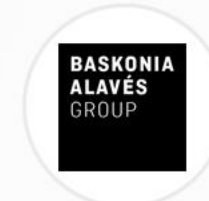
Hilly Ehrlich
CEO



Thanos Rigas
Trading Director



Tony Kenny
Head of Consumer and
Sponsorship PR



Pablo Ortiz
Commercial Director

View all speakers [here](#)

DELEGATE PREVIEW



Shelly Hadad
COO



Christop Schmidt
CEO



Veiko Krunberg
Managing Director



Alexis Murphy
CEO



Richard Flint
CEO



Jens Nielsen
Head of Sportsbook



Nathan Walker
COO



Dean Shannon
CEO



Sam Sadi
Sportsbook Director



Dave Gal
CEO



Daniel Saragozza
CEO



Kresten Buch
CEO



Simon Trim
CEO



Karl Riley
Marketing Director



Norbert Teufelberger
Founder



Marcin Jablonski
Chief Brand Officer



Director



Marco Blume
Trading Director



Simon Schleich
Managing Director



Lorena Torregrosa
COO



Stuart Tilly
CEO



Marco Castaldo
CEO



Volkmar Schneider
Head of Sportsbook



Ron Zluf
CEO



Akin Alabi
CEO



Howard Chisholm
CEO



Ben Keith
CEO



Alexander Martin
Director

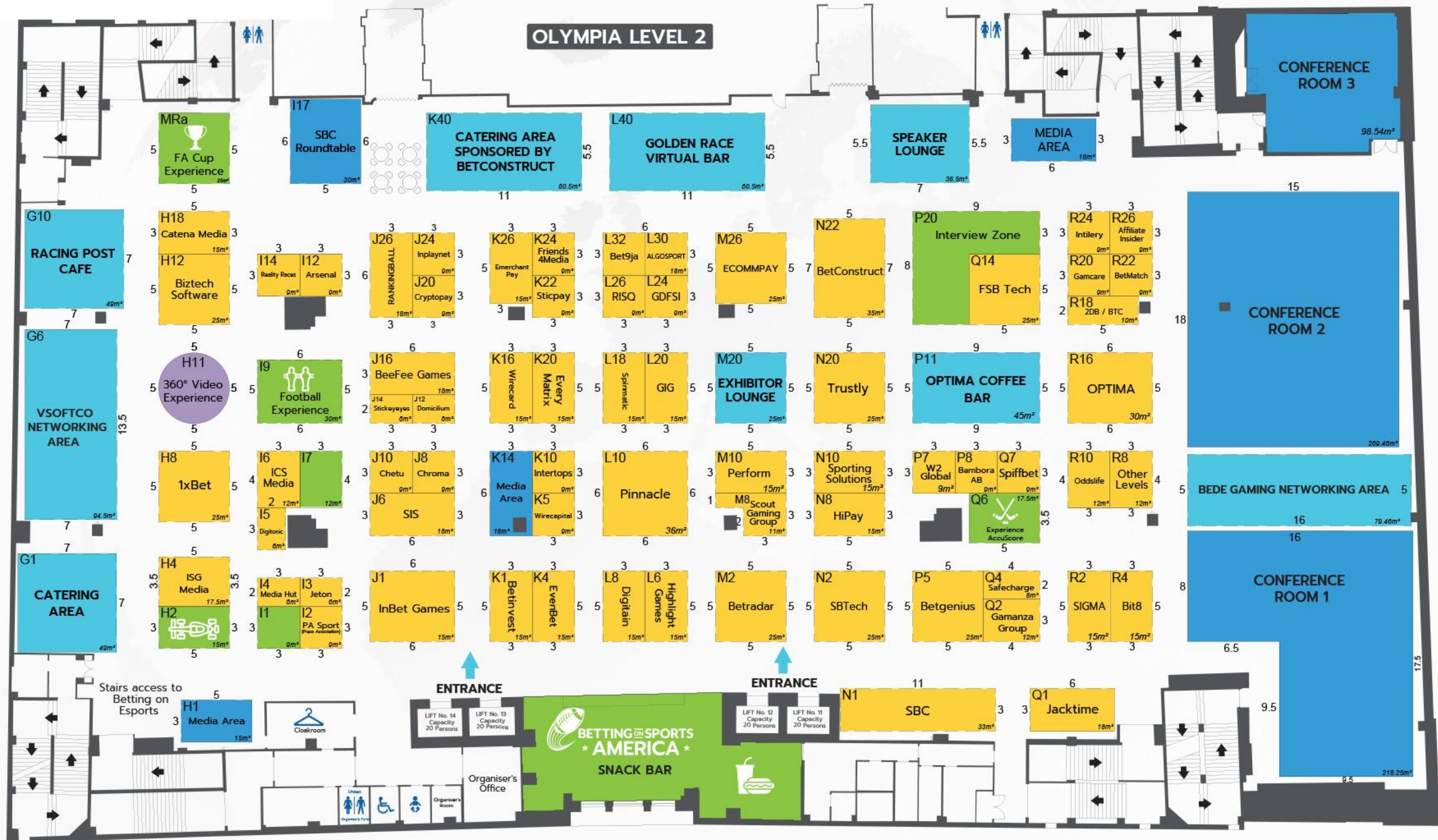
[View all delegates here](#)

AFFILIATES & MEDIA PREVIEW

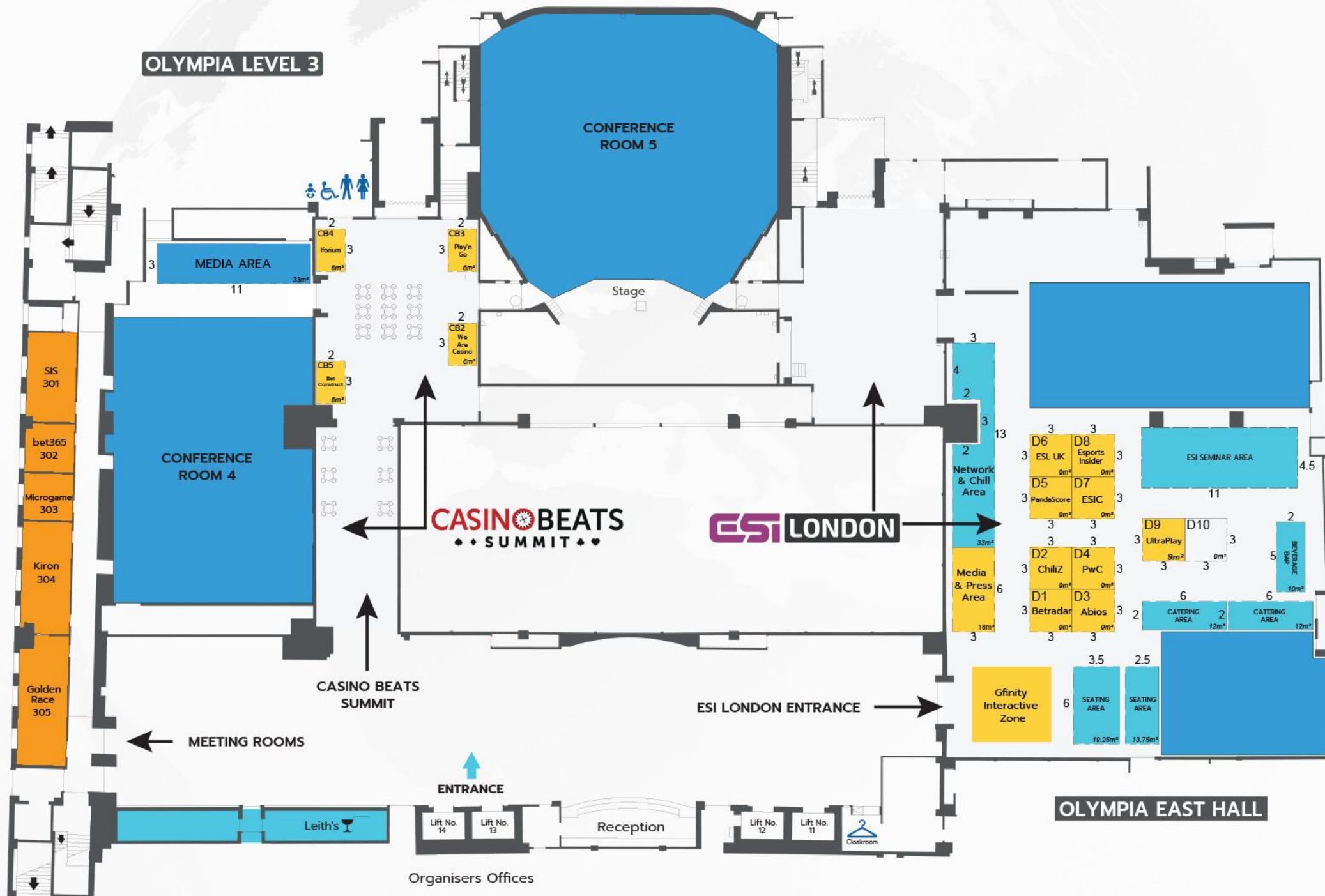


View all affiliates & media [here](#)

OLYMPIA LEVEL 2



OLYMPIA LEVEL 3





OFFICIAL PARTY WEDNESDAY 19 SEPTEMBER @ ALTITUDE 360 & SKYLOFT

Located on the 28th and 29th floor of [Millbank Tower](#), the party and dinner venue promise everyone a stunning 360 degree view of London. Big windows wrapping right around the venue, will ensure a perfect panoramic view of London at night time.



AWARDS & PARTY THURSDAY 20 SEPTEMBER @ NATIONAL HISTORY MUSEUM

Thursday evening we have the exclusive Hall of Fame awards evening and networking party at one of London's most iconic venues, the [Natural History Museum](#).

We turn the venue into the ultimate awards evening and networking event until 2:00 in the morning, and provide you with a once in a lifetime experience



HILTON OLYMPIA - CONFERENCE HOTEL

We have booked the Hilton as the official conference hotel. Tuesday evening 18 September we will have pre-registration at the Hilton hotel, followed by Networking Drinks in the Hilton Lounge.

EVENT TESTIMONIALS



Dave Gal
CEO
Betcart



Jesper Kärrbrink
CEO
Mr Green



Niels Erik Folmann
CEO
Danske Spil



Fabio Schiavolin
CEO
SNAI

“The Betting on Football 2017 conference at Stamford Bridge provided the platform to negotiate a 'landmark deal' with the now 12-time European champions Real Madrid.

Our strategy has always been driven by a desire to stand out from the crowd and deliver excellent user experience. This is a partnership to make others take note, and one that is built to last. We can't wait to address the entire sports betting industry alongside Real Madrid at Betting on Football 2018.”



“SBC Events are here to stay. Great networking and seminar focus. With focus on sports betting the exhibition was also very targeted and you basically found something interesting around every corner.

Very impressed with the high number of attendees across betting and sports industries, making it possible to have a lot of productive meetings in just two days.”




“I had two amazing days at Stamford Bridge. SBC Events offer me the perfect mix of great sessions and relevant business meetings. It's probably the best industry events I've attended to date.”



“SBC Events are very important because of the possibility to network, and to get in touch with industry stakeholders and state of the art development in technology.”




CHECK OUT SOME OF OUR EVENT VIDEOS ON YOUTUBE



www.youtube.com


Ruud Gullit
Football Legend

[BETTING ON FOOTBALL 2018](#)



Fabio Schiavolin
CEO | SNAI


[BETTING ON SPORTS 2017](#)



SBCEVENTS
INTERVIEWS WITH LEADERS
IN THE BETTING INDUSTRY

Niels Erik Folmann
CEO, Danske Spil

[CEO OF DANSKE SPIL](#)



SBCEVENTS
INTERVIEWS WITH LEADERS
IN THE BETTING INDUSTRY

Jesper Karrbrink
CEO, Mr Green

[CEO OF MR GREEN](#)

GET IN TOUCH WITH THE TEAM



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