**All American Sports Betting Summit 2022**

Explore the land of opportunity like never before

7 – 8 April 2022

New York, USA

**Event Background**

Sports betting enabling legislation has expanded across the US political landscape since May 2018. This was the year that the Supreme Court made the decision to effectively repealed the sports betting ban imposed by PASPA (the Professional and Amateur Sports Protection Act, 1992). Since then more individual states have been introducing legislation that would enable sports betting. As such, now is the right time to learn about the sports betting market factors in the United States as well as the individual state regulation. This involves learning about legislative changes, licencing requirements, marketing strategies and technological advancements that the United States has to offer.

The **All American Sports Betting Summit** has a clear goal: to help gaming sector professionals understand these state regulations, create a responsible gaming environment, and open up the market to the game-changing technological innovations, marketing strategies and networking opportunities that our summits are known for. Taking place in **New York**, the **All American Sports Betting Summit** will be attended by local and international sports betting operators, software providers, fraud and AML experts, lawyers, state regulators, legislators, government officials and iGaming innovators from around the world.

**BY JOINING IN THE SUMMIT YOU WILL:**

* Get up to speed with the current gaming situation in America and understand the market potential
* Gain the best strategies to break into America’s gaming market
* Connect with gaming sector stakeholders from around the world
* Profit by leveraging the event to launch or exhibit your product

**SPONSORS**

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**HEAR FROM DISTINGUISHED SPEAKERS:**

* **Adam Kaplan,** COO, **SportsGrid**
* **Anthony Strangia**, Deputy Attorney General, **New Jersey Division of Gaming Enforcement**
* **Ari Borod,** COO, **Fanatics, Inc.**
* **Ari Fox**, CEO & Producer, **Gameacon**
* **Bill Pascrell** III **(BP3),** International Gaming Counsel & Strategic Advisor Partner, **Princeton Public Affairs Group, Inc.**
* **Bobby Markowitz,** Director of Loyalty & Player Growth, **MaximBet & Carousel Group**
* **Brian Egger,** Senior Gaming and Lodging Analyst, **Bloomberg Intelligence**
* **Cathryn Lai,** CCO, **OpenBet**
* **Chris Sheridan,** Senior Sports Gambling Columnist, **Maxim.com & Betway.com**
* **Christie St. Martin,** VP of Marketing, **Mohegan Digital**
* **Christina Thakor-Rankin,** Principal Consultant, **1710 Gaming Ltd., UK**
* **David Fucillo,** Head of Sports Betting Content, **Vox Media**
* **David Isaacson,** Senior VP, **Spectrum Gaming Capital**
* **Dean Sisun,** CEO and Co-Founder, **Prophet Exchange**
* **Dr Laila Mintas,** Strategic Advisor, **Dr Mintas Consulting**
* **Earle G. Hall,** CEO, **AXES**
* **Edoardo Ganetti,** Head of SEO, **Casumo**
* **Enrico Chiodino,** Head of SEO, **Raketech**
* **Geoff Reiss,** GM, **Yahoo Sports**
* **George Rover**, Managing Partner, **Princeton Global Strategies**
* **Ismail Vali,** Founder, **A GAME ABOVE LLC & Atropos Intelligence Inc**
* **Ivana Flynn,** Head of SEO, **Comeon Group**
* **James McLoughlin,** Marketing Director, **Boom Entertainment**
* **Jenny Lu,** GM, North America, **OtherLevels**
* **Joseph Bunevith,** Director of Client Solutions, **Gaming Laboratories International, LLC**
* **Jordan Hollander,** Deputy Attorney General, **New Jersey Division of Gaming Enforcement**
* **Katie Kohler,** Managing Editor and Lead Writer, **Play Pennsylvania**
* **Mark Vander Linden,** Director of Research and Responsible Gaming, **Massachusetts Gaming Commission**
* **Martin Lycka,** SVP American Regulatory Affairs and Responsible Gambling, **Entain**
* **Matt Heiman,** CEO and Co-Founder, **The Game Day**
* **Matthew Keleman,** Director of U.S and Canada, **Pariplay**
* **Massimiliano Di Giovanni,** Director of SEO & ASO, **Fanduel Group**
* **Meghan Chayka**, Co-Founder, **Stathletes**
* **Mike Mazzeo,** Lead Writer, **PlayNY**
* **Raymond Lesniak,** President, **The Lesniak Institute for American Leadership**
* **Rick Weil,** President, **Richard Well Inc.**
* **Robert Heller,** CEO, **Spectrum Gaming Capital**
* **Scott Engel,** Sports Content Creator, **The Game Day**
* **Scott San Emeterio,** CEO/Founder, **BallStreet Trading**
* **Stephen A. Crystal,** Founder, **SCCG Management**
* **Victor Karpenko**, CEO, **SeoProfy**

Register for **All American Sports Betting Summit** and gain insight into the following topics:

* Sports betting regulation and outlook
* Market entry strategies
* Women in gaming
* Responsible gaming program
* Tips for succeeding in new markets
* Player acquisition and retention strategies
* New emerging products
* AML compliant

**Event highlights:**

* 50% more interactive features & networking time
* In-depth discussions
* Direct access to C-level and decision makers
* Mix with the start-up and investor scene
* Join the pre-arranged one-on-one meeting

**DAY ONE:**

**Thursday, 7 Apr 2022**

09:00 Registration and Coffee

09:30 Opening Remarks from the Chairperson

 **Christina Thakor-Rankin,** Principal Consultant, **1710 Gaming Ltd., UK**

09:35 **Keynote Address**

Sports betting in the US – Projections for all 50 states. Here’s why it will continue to rise

**Raymond Lesniak,** President, **The Lesniak Institute for American Leadership**

10:15 **Panel Discussion**

How to break into America’s gaming market – exploring strategies that work best

*Moderator:*

**David Isaacson,** Senior VP, **Spectrum Gaming Capital**

 *Panellist*

**Adam Kaplan,** COO, **SportsGrid**

**Ari Borod,** COO, **Fanatics, Inc.**

**Dean Sisun,** CEO and Co-Founder, **Prophet Exchange**

11:00 **Networking Tea Break**

11:30 **Panel Discussion**

Delivering an authentic sports betting experience

*Moderator:*

**Geoff Reiss,** GM, **Yahoo Sports**

 *Panellist*

**Cathryn Lai,** CCO, **OpenBet**

**Martin Lycka,** SVP American Regulatory Affairs and Responsible Gambling, **Entain**

12:15 **Panel Discussion**

What everyone can learn from New York - the sports betting capital of the US

*Moderator:*

**Mike Mazzeo,** Lead Writer, **PlayNY**

 *Panellist*

**Chris Sheridan,** Senior Sports Gambling Columnist, **Maxim.com & Betway.com**

**Robert Heller,** CEO, **Spectrum Gaming Capital**

**Scott Engel,** Sports Content Creator, **The Game Day**

**Brian Egger,** Senior Gaming and Lodging Analyst, **Bloomberg Intelligence**

13:00 **Networking Lunch Break**

14:30 **Panel Discussion**

Getting ahead of the game while keeping compliant and responsible – The key to

sustainable sports betting in the USA

*Moderator:*

**Bill Pascrell III (BP3),** International Gaming Counsel & Strategic Advisor Partner, **Public Affairs Group, Inc.**

 *Panellist*

 **Joseph Bunevith,** Director of Client Solutions, **Gaming Laboratories International, LLC**

**Mark Vander Linden,** Director of Research and Responsible Gaming, **Massachusetts Gaming Commission**

**Jordan Hollander,** Deputy Attorney General, **New Jersey Division of Gaming Enforcement**

**Stephen A. Crystal,** Founder, **SCCG Management**

15:15 **Networking Tea Break**

15:45 **Panel Discussion**

Overcoming the technical challenges of operating and capitalising on opportunities – tips for succeeding in new markets

*Moderator:*

**Christina Thakor-Rankin,** Principal Consultant, **1710 Gaming Ltd., UK**

 *Panellist*

**Dr Laila Mintas,** Strategic Advisor, **Dr Mintas Consulting**

 **Ari Fox**, CEO & Producer, **Gameacon**

**George Rover**, Managing Partner, **Princeton Global Strategies**

16:30 Closing Remarks from the Chair

17:00 Networking Drinks Sponsored by:

 ***EI Networking***

**DAY TWO:**

**8 Apr 2022**

09:00 Registration & Morning Coffee

09:30 Opening remarks from the Chairperson

 **Christina Thakor-Rankin,** Principal Consultant, **1710 Gaming Ltd., UK**

09:45 **Opening address**

Opportunities for media companies in the sports betting sector

**Matt Heiman,** CEO and Co-Founder, **The Game Day**

10:15 **Panel Discussion**

What are the most popular sports betting games on the market in the USA at the moment?

*Moderator:*

**David Fucillo,** Head of Sports Betting Content, **Vox Media**

 *Panellist*

**Bobby Markowitz,** Director of Loyalty & Player Growth, **MaximBet & Carousel Group**

**Rick Weil,** President, **Richard Weil Inc.**

**Scott San Emeterio,** CEO/Founder, **BallStreet Trading**

11:00 **Networking Tea Break**

11:30 **Panel Discussion**

Player acquisition and retention strategies for the American market

*Moderator:*

**Ismail Vali,** Founder, **A GAME ABOVE LLC & Atropos Intelligence Inc**

 *Panellist*

**Bill Pascrell III (BP3),** International Gaming Counsel & Strategic Advisor Partner, **Public Affairs Group, Inc.**

**James McLoughlin,** Marketing Director, **Boom Entertainment**

**Jenny Lu,** GM, North America, **OtherLevels**

12:15 **Panel Discussion**

Women in gaming – A discussion of the diversity and inclusion of women in the industry

locally and in the industry as a whole

*Moderator:*

**Christina Thakor-Rankin,** Principal Consultant, **1710 Gaming Ltd., UK**

 *Panellist*

**Christie St. Martin,** VP of Marketing, **Mohegan Digital**

**Katie Kohler,** Managing Editor and Lead Writer, **Play Pennsylvania**

 **Meghan Chayka**, Co-Founder, **Stathletes**

13:00 **Networking Lunch Break**

14:00 **Panel Discussion**

Omnichannel strategies to produce localised gaming product both online and land based

 *Moderator:*

**Ismail Vali,** Founder, **A GAME ABOVE LLC & Atropos Intelligence Inc**

 *Panellist*

**Bill Pascrell III (BP3),** International Gaming Counsel & Strategic Advisor Partner, **Public Affairs Group, Inc.**.

**Matthew Kelemen,** Director of U.S and Canada, **Pariplay**

**Stephen A. Crystal,** Founder, **SCCG Management**

14:45 **Panel Discussion**

SEO trends 2022

*Moderator:*

**Ivana Flynn,** Head of SEO, **Comeon Group**

 *Panellist*

**Edoardo Ganetti,** Head of SEO, **Casumo**

**Enrico Chiodino,** Head of SEO, **Raketech**

 **Massimiliano Di Giovanni,** Director of SEO & ASO, **Fanduel Group**

15:30 **Presentation**

 Data driven SEO in iGaming: How to dominate Google Search

 **Victor Karpenko**, CEO, **SeoProfy**

16:00Closing Remarks from the Chairperson

**\*\*\* End of #AASBS2022 \*\*\***

**WHO ATTENDS?**

* Government Officials
* Regulators
* Licensing Authorities
* Investors
* Gaming Operators
* International & Domestic Casinos
* Gaming Affiliates Marketeers
* Gaming Software Providers
* Payment Solution Providers
* Industry Associations
* Slot Machine Manufacturers
* Technology Companies
* Law Firms & Legal Consultants
* Marketing Consultants
* Gaming Consultants
* SEO Specialists
* Hotels & Integrated Resorts
* Security/ Surveillance Solution Providers
* Other Gaming Suppliers

**Sponsorship & Exhibition Opportunities**

As a sponsor & exhibitor of **AASBS2022**, you will be able to position your brand in a room full of executives, speak in front of an audience of gaming leaders, and capitalise on our extensive network of gaming experts in the US region. Be noticed and be heard by taking up one of our creative sponsorship or branding opportunities at the event.

We will work in partnership with you to develop a marketing solution to meet your objectives, either through one of our standard packages or through a bespoke offering. We will deliver the right needs for your business – whether you choose an exhibition stand, branding, networking, thought leadership, speaking presentations or a bespoke offering, we tailor a solution that underpins your marketing needs and business strategy.

**WHY YOU EXHIBIT OR SPONSOR:**

* Showcase your product and solutions to an international audience
* Promote your brand to a captive audience of decision-makers
* Create company awareness during formal and informal networking opportunities and share and exchange ideas/concepts
* Launch new products and services

For more information, please contact info@eventus-international.com

Link to event website <https://www.eventus-international.com/aasbs>