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18 - 19 JUNE 2019

NEW JERSEY, USA

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ABOUT EVENTUS INTERNATIONAL

Eventus International is a highly professional, independent and global event producing company that specialises in gaming conferences and exhibitions. Based in Hong Kong and South Africa, we pride ourselves on being connected to the best software and technology companies, owners and operators, gaming and platform providers, payment solution providers, regulators and attorneys in the gaming sector. Eventus International also operates in the sports sector through its AfricaBOSS sports and stadia division. We believe in connecting you to your peers in order to network with others and to drive your business forward. We connect businesses to establish new contacts and deals through our focused, content-led events and dynamic exhibitions.

ABOUT THE EVENT

Sports betting enabling legislation has exploded across the US political landscape since May 2018 and the landmark Supreme Court decision in *Christie v NCAA*, which effectively repealed the sports betting ban imposed by PASPA (the Professional and Amateur Sports Protection Act, 1992). As the US prepares for legal, regulated sports betting, individual states are introducing and enacting legislation that would enable sports betting. Now is the right time to learn all there is to know about the sports betting market factors in the United States such as individual state regulations; legislative changes, licensing requirements, marketing strategies, and technological advancements that the land of opportunity has to offer.

The All American Sports Betting Summit has a clear objective: 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 shows are known for. Taking place at the home of the very first legal sports bet in New Jersey (Monmouth Park Race Track), 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.

WHY YOU SHOULD ATTEND

- Gain clarity on the latest legislations from legislators and regulators
- Participate in discussions about the future of sports betting in the USA
- Connect with gaming sector stakeholders from around the world
- Get ahead with the best strategies for gaining and retaining American bettors
- Explore the land of opportunity like never before

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

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2019 SPEAKERS



Aubrey Levy

Vice President of
Marketing and Partnerships
theScore



Benjie Cherniak

President and MD
Don Best Sports



Bill Pascrell III

Strategic Advisor/Public &
Government Affairs Professional/
Lobbyist, Princeton Public Affairs
Group, Inc



Brandt Iden

Michigan State
Representative



Carolene Layugan

Responsible Gaming/Property
Engagement and APIA Outreach
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Entertainment Corporation



Charles Gillespie

CEO
Gambling.com Group



Dave Rebeck

New Jersey DGE
State of New Jersey



Daniel Kustelski

Co-founder and CEO
Chalkline Sports



Daniel Umfleet

Managing Director
Gamban



Dennis Drazin

Attorney/Chairman & CEO
Drazin Warsaw P.C/
Darby Development



Dr. Laila Mintas

Chairwoman
Strategic Advisory Board
Bet.works



Dustin Gouker

Head of Content: US
Catena Media

For More About The AASBS 2019 Speakers Visit:
www.eventus-international.com/aasbs

2019 SPEAKERS



Evan Davis

Vice President and
General Counsel
SugarHouse Casino



George Rover

Managing Partner
Princeton Global Strategies



J Moses

Bet.Works



Jeff Ifrah

Founding Partner
Ifrah Law



John Levy

Founder & CEO
theScore



Justin Stempeck

Associate Counsel
Massachusetts Gaming
Commission



Keith Sargeant

Staff Reporter
NJ Advance Media



Louis Rogacki

Deputy Director
NJ DGE



Lloyd Danzig

Chairman and Founder
ICED (AI)



Luisa Woods

Vice President of
Marketing
Delaware North



Matt Davey

Chief Executive Officer
Tekcorp Capital LLC



Paolo Personeni

Managing Director MTS
(Managed Trading
Services) Sportradar AG

For More About The AASBS 2019 Speakers Visit:
www.eventus-international.com/aasbs

2019 SPEAKERS



Phil Murphy

Governor of New Jersey



Raymond Lesniak

Former New Jersey State Senator
President at The Lesniak Institute
for American Leadership



Russell Sanna

Executive Director
National Centre For
Responsible Gambling



Steve Edelson

Sports Columnist
USA TODAY NETWORK



Steve Sweeney

NJ Senate President
Third Legislative District



Thomas Winter

SVG & GM
Golden Nugget



Tony Pease

Founder and CEO
Carimus and GoodBookey

For More About The AASBS 2019 Speakers Visit:
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AGENDA

17 JUNE 2019

09:00 - 15:00: SIGMA Roadshow

15:00 - 17:00: Networking Drinks

20:00 - 00:00: SIGMA Closing Party

DAY 1: 18 JUNE 2019

09:00 Registration & Morning Coffee

09:30 Opening Remarks from the Chairperson
Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc

09:35 Opening Address: US sports betting - How we got here? Where are we now?
Dennis Drazin, *Attorney/Chairman & CEO*, Drazin Warshaw P.C./Darby Development

10:00 Presentation: Sports Betting
Phil Murphy, Governor of New Jersey

10:30 Presentation
Frank Pallone, Representative for New Jersey's 6th congressional district

10:40 Coffee Break

11:40 Panel: Creating a harmonized regulatory environment across regulated states
Moderator: Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc
1. Justin Stempeck, *Associate Counsel*, Massachusetts Gaming Commission
2. Dave Rebeck, *New Jersey DGE*, State of New Jersey (tbc)
3. Brandt Iden, Michigan State Representative
4. Thomas Winter, *SVG & GM*, Golden Nugget

12:10 Keynote Presentation: Lobbying strategies - How to bring sports betting legislation to your state
Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc

12:40 Panel: Responsible gambling and player protection – The key to a sustainable sports betting sector in the US
Moderator: Lloyd Danzig, *Chairman and Founder*, ICED (AI)
1. Justin Stempeck, *Associate Counsel*, Massachusetts Gaming Commission
2. Daniel Umfleet, *Managing Director*, Gamban
3. Russell Sanna, *Executive Director*, National Centre For Responsible Gambling
4. Evan Davis, *Vice President and General Counsel*, SugarHouse Casino
5. Carolene Layugan, *Responsible Gaming/Property Engagement and APIA Outreach and Initiatives*, Caesars Entertainment Corporation
6. Dr. Laila Mintas, *Chairman*, Bet.works

13:30 Luncheon Address: Leadership on sports betting and online gaming
Steve Sweeney, *NJ Senate President*, Third Legislative District

13:45 Networking Lunch Break

14:45 Presentation: Emerging sports betting technology for the American market
Tony Pease, *Founder and CEO*, Carimus and GoodBookey

15:15 Keynote Panel: Entering the US sports betting market – What you need to know
Moderator: Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc
1. Dennis Drazin, *Attorney/Chairman & CEO*, Drazin Warshaw P.C./Darby Development
2. George Rover, *Managing Partner*, Princeton Global Strategies
3. John Levy, *Founder & CEO*, The Score
4. Matt Davey, *Chief Executive Officer*, Tekkorp Capital LLC
5. J Moses, Bet.Works

16:15 Presentation: U.S. State-by-State Gaming Regulation in 2019: What Industry Players Need to Know
Jeff Ifrah, *Founding Partner*, Ifrah Law

16:45 Closing Remarks from the Chairperson
Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc

17:15 End of Day One

17:30 American Gambling Awards and Dinner by Gambling.com

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AGENDA

DAY 2: 19 JUNE 2019

09:00 Registration & Morning Coffee

10:00 Opening Remarks from the Chairperson
Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc

10:15 Opening Address: Opportunities for media companies in the sports betting sector
Dustin Gouker, *Head of Content: US*, Catena Media

10:45 Coffee Break

11:15 Panel: What punters want - player acquisition and retention strategies for the American market

Moderator: Charles Gillespie, *CEO*, Gambling.com Group

1. Tony Pease, *Founder and CEO*, Carimus and GoodBookey
2. Daniel Kustelski, *Co-founder and CEO*, Chalkline Sports
3. Aubrey Levy, *Vice President of Marketing and Partnerships* theScore
4. Luisa Woods, *Vice President of Marketing*, Delaware North

12:15 Presentation: Player Management/ Risk Mitigation/ MTS topic
Paolo Personeni, *Managing Director MTS (Managed Trading Services)*, Sportradar AG

13:15 Lunch

14:30 Keynote Panel Discussion: What viewpoint do sports federations; government officials and broadcasters have towards sports betting?

Moderator: Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc

1. Raymond Lesniak, *Former New Jersey State Senator*, President at The Lesniak Institute for American Leadership
2. Louis Rogacki, *Deputy Director*, NJ DGE
3. Benjie Cherniak, *President & MD*, Don Best Sports
4. Steve Edelson, *Sports Columnist*, USA TODAY NETWORK
5. Keith Sargeant, *Staff Reporter*, NJ Advance Media

15:30 Presentation: Machine Learning & The Global Sports Betting Industry: A Modern Love Story
Lloyd Danzig, *Chairman and Founder*, ICED (AI)

16:00 Closing Remarks from the Chairperson
Bill Pascrell III, *Strategic Advisor/Public & Government Affairs Professional/ Lobbyist*, Princeton Public Affairs Group, Inc

16:15 End of Conference



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Strategic Partner

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www.gambling.com



Strategic Partner

The second stop on the SIGMA Roadshow 2019 agenda will take in the bustling state of New Jersey and will be held at the Sheraton Eatontown Hotel. This meeting of minds will unite 100 operators & suppliers and 100 affiliates in a 2-day networking event, merging SIGMA's well known affiliate extravaganza, the Affiliate Grand Slam with an event geared towards operators and suppliers, the Alpha Boot Camp. The show is held in cooperation with the All American Sports Betting Summit, which will run from the 18th to the 19th of June.

www.sigma.com.mt



Strategic Partner

PPAG is the largest state government affairs firm in the US. We are a multifaceted organization specializing in government relations, public affairs and communications. We have offices in Trenton New Jersey and Washington DC with an unparalleled network of contacts throughout the country in every state capital and in our nation's capital. The strength of our firm derives from the diverse backgrounds of the firm's partners and associates which include a former president of the New Jersey Senate, Speaker of the General Assembly, Counsel to the Governor, Chief Counsel to the General Assembly and several former directors of the legislature. As it relates to gaming and horse racing, no other firm has the level of experience and presence that PPAG does in the NJ market. We played the lead role in NJ to move the legalization of sports betting in NJ forward and to enact NJ's internet gaming law, the subsequent regulations and the implementation of both.

www.ppag.com



Strategic Partner

Monmouth Park has been a Shore tradition since 1870. Three buildings have carried the name Monmouth Park in the last 139 years. Monmouth Park's long and storied history dates back to July 30, 1870 when the track opened, just three miles from Long Branch. The track was a result of the innovative ideas of New York businessman John F. Chamberlain, New Jersey Senate President Amos Robbins and Adams Express Company President John Hoey in an effort to increase summer trade for once bustling shore communities. Their plan worked, and Monmouth Park opened its inaugural five-day meet amid much national fanfare. Due to the high caliber of its racing, Monmouth Park achieved distinction as the "Newmarket of America" - a reference to the famed racecourse in England. Three years after the first Monmouth Park was opened, financial difficulties forced the track to close. Racing returned to Monmouth Park under a syndicate of George L. Lorillard, D.D. Withers, G.P. Wetmore and James Gordon Bennett.

www.monmouthpark.com

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theScore is one of the most popular multi-sport news and data apps in North America, serving more than four million fans a month. In mid-2019, subject to receiving all relevant licenses and approvals, theScore plans to launch a mobile sportsbook in the United States, starting with New Jersey. In addition to its app, theScore reaches 97 million sports fans a month across its social channels and is also a leader in esports coverage through its video content strategy.

www.thescore.bet



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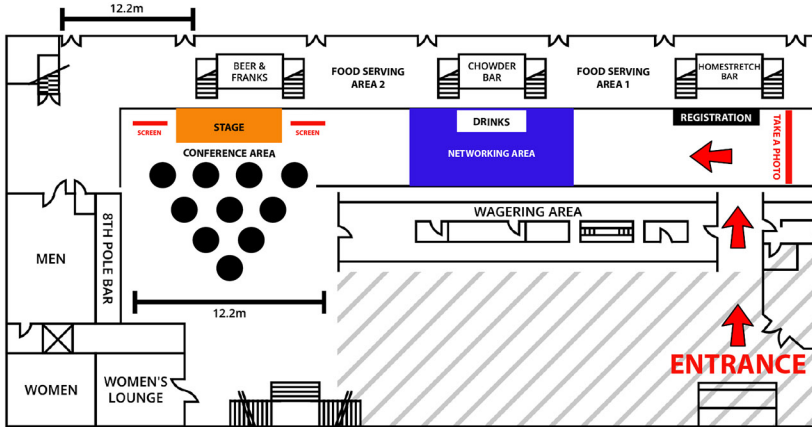
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- 9m x 3m Stage (1)
- 15m x 7m Networking Area (1)



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