



November 27-28, 2018
Convvene, 117 W 46th Street, New York NY, USA



The serious business of sport



@SportsBet_USA

sportsbettingusaconference.com



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The serious business of sport

After the huge success of the Sports Betting USA conference which took place in New York last year, Clarion Gaming is excited to announce the ICE brand will land in the USA as ICE Sports Betting USA, bringing expertise, relationships and best practice from global markets currently allowing legal sports betting.

One year on after the launch, it will be a whole new world by November 2018. PASPA is no longer constitutional, states beyond Nevada have launched regulated sports betting, and legislators from across the United States are preparing to debate their sports wagering proposals in the new 2019 legislative session.

Building on its 2017 success and reinforced this year by its association with the ICE brand, ICE Sports Betting USA promises to bring the worlds of sports and gambling together to build the foundations of the legal sports wagering market in the United States.

Is there a more opportune time to discuss how to apply the lessons from those early launches, and from a broader global best practice to shape the legislation and regulation to maximize revenue in different states, while boosting the profitability of sports wagering, and fighting the illegal market?

Key themes to be explored in 2018:

- Lessons and best practice from global markets and the early launches in NJ, DE, WV and MI
- State roll-out of sports wagering – when, how and where
- Sports wagering and the Wire Act – implications for state roll-out and interstate reciprocity
- Sports Integrity responsibility framework and communication channels
- Business models and partnership options
- Successfully competing against the illegal market
- The role of data in fan engagement and sports book innovation
- Sports betting roll-out options for casinos, lotteries, racetracks, Native American nations, DFS and eSports
- Setting up guidelines for a win-win relationship between sports leagues, sports teams, athletes, media, TV networks and gambling

Complemented by the **Sports Integrity Focus** session and the **International Legislators' Agenda** (open to law-makers and regulators only), ICE Sports Betting USA is your most trusted and already tested platform to learn from, and network, with the current and future leaders in the US legal sports wagering sector.



For program suggestions or speaking opportunities, please contact:

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November 26 Pre-registration, Networking Drinks & Canapés • 7:30pm - 9:30pm

The Refinery, 63 West 38th Street, New York, 10018

Day One - November 27





8:30am	Registration opens, networking and refreshments
9:30am	Keynote: Roadmap to the repeal of PASPA – Transforming the industry against all odds Theodore B. Olson , Partner, Gibson, Dunn & Crutcher’s Washington, D.C. and former United States Solicitor General
10am	The law comes first: legislative efforts to authorise sports wagering in the United States – state, federal and international perspectives <ul style="list-style-type: none">• What drives states’ appetite for sports betting and where• Highlighting key contention points in bills discussed – how to build a state model that will successfully diminish the illegal market• Understanding the differences in policy goals that drive different models in various states• Balancing the need for tax revenue against the objective of creating a profitable and sustainable market• Key issues to be addressed by legislation: taxation, official data, betting events, esports, bad actors, responsible gaming, skins, mobile betting and advertising• What is the likelihood of federal action? Patrick Garofalo , State Representative, Minnesota Gary Pretlow , Assemblymember, New York William Coley , Senator, Ohio and President, National Council of Legislators from Gaming States Birgitte Sand , Director, Danish Gambling Authority Moderator: Michael Pollock , Executive Director, National Council of Legislators from Gaming States and Managing Director, Spectrum Gaming Group
11am	Networking break
11:30am	US sports wagering in regulation and operation – lessons learnt and experiences benchmarked in Nevada & newly launched states <ul style="list-style-type: none">• Case studies on how to successfully pass a bill, develop regulations and launch• Obstacles and bottlenecks encountered at launch and how they were dealt with• Reinventing Nevada sports book – how can NV keep its leadership in the era of sports wagering soon widely available across the country? David Rebuck , Director, New Jersey Division of Gaming Enforcement Dennis Drazin , Chairman, Monmouth Park Race & New Jersey Thoroughbred Horsemen’s Association Moderator: Bill Pascrell III , Principal, Princeton Public Relations
12:30pm	Lunch break



Day One - November 27



	Regulation
1:45pm	<p>IMGL Masterclass U.S. Sports Betting & the Wire Act: Clarifying the Wire Act for a fully legal sports book operation – understanding the limitations that Wire Act poses to the state wide roll-out and interstate reciprocity</p> <ul style="list-style-type: none"> • Breaking down the language of the Wire Act – what's left to interpretation • Impact of the Wire Act on the ability to build multi-state betting networks • Is interstate cooperation between state regulators possible? • Does the Wire Act impact card payments? • What are the prospects of the federal law change to repeal the Wire Act? <p>Mark Hichar, Shareholder, Member of the Global Gaming Group, Greenberg Traurig, LLP Dan Wallach, Shareholder, Becker & Poliakoff Mark A. Clayton, Shareholder/Co-Chair Global Gaming Practice, Greenberg Traurig, LLP Louis Rogacki, Deputy Director, New Jersey Division of Gaming Enforcement Moderator: Michael D. Lipton, Q.C., Senior Partner, Dickinson Wright LLC</p> 
2:45pm	<p>Integrity is paramount – setting up framework to ensure sports integrity, set out responsibilities between stakeholders and develop a reporting and investigation process</p> <ul style="list-style-type: none"> • What is needed to ensure sports integrity in the state-by-state model vs. a national framework? • Learning from global experiences – what's applicable and what needs to be unique for the United States • Overcoming the new integrity risks linked to a more widespread availability of legal sports betting • Ensuring cooperation between sports, betting, enforcement and regulatory bodies – setting the line of accountability <p>Andy Levinson, Senior Vice President, Tournament Administration, PGA TOUR Khalid Ali, CEO, ESSA (Sports Betting Integrity) Jake Marsh, Head of Integrity, Perform Group Andy Cunningham, Director Global Strategy Integrity Services, Sportradar Dan Spillane, Senior Vice President, League Governance and Policy, NBA</p> 

	Operation
1:45pm	<p>Understanding the business of sports wagering and how it can complement your current operations</p> <ul style="list-style-type: none"> • How the operation of sports book differs from casino gambling • Low margin, high volume: Understanding the profitability and margins in sports betting – how your business model impacts the economics of your sports book • Maximizing the opportunity by extending market access through 'skins' – what should you look for in partnerships of that nature? • Understanding and managing risk levels • The business and operation of odds-making across your operations in various states • Integrating your sports book into your current operation – just a traffic driver or more than that? <p>Art Manteris, VP Race and Sports Operations, Station Casinos, Red Rock Resorts Niall Connell, Senior Vice President of Commercial, Paddy Power Betfair US Charles Cohen, Vice President, Mobile, PlaySpot and North America Sports Betting, IGT Benjie Cherniak, President, DonBest Sports Jack Davison, CCO, Betgenius, a Genius Sports Group company Moderator: Michael Caselli, Publisher and Editor In Chief, iGaming Business</p> 
2:45pm	<p>Finding a balance between being quick to market and creating a scalable business that responds to the needs of the future consumer</p> <ul style="list-style-type: none"> • What's the rush? • Partner, buy or build? What factors influence your strategy • From a full sports book solution to betting kiosks – goals vs. profitability vs. business models • Outsourcing models and partner selection checklist • Planning for the future – selecting a business model, technology and a partner that will help you build a scalable business <p>Nick Papadoglou, VP/Chief Commercial Officer, Intralot US Keith O'Loughlin, SVP Sportsbook & Platforms, SG Digital Richard Carter, CEO, SBTech Bob Scucci, Director of Race and Sports, Boyd Gaming Corp Moderator: Michael Caselli, Publisher and Editor In Chief, iGaming Business</p>  

Day One - November 27



	Regulation		Operation
3:45pm	Networking break	3:45pm	Networking break
4:15pm	<p>Winning against your biggest competitors – illegal bookies and sports books</p> <ul style="list-style-type: none"> Estimating the size of the illegal market, both offline and online, & ability to fight it if only B&M wagering is available legally Evaluating the likelihood and timelines of the players' migration from illegal to legal betting Examining the attraction of illegal sports wagering vs. legal options when available – what legal sports books need to provide to compete: odds, payment options, convenience of betting, online <p>Jenny Williams, former CEO, UK Gambling Commission Vic Salerno, President, USBookmaking Patrick Hanley, Chief of Gaming Enforcement, Office of the Attorney General of Massachusetts Sara Slane, Senior Vice President, American Gaming Association Andrew Winchell, Chief of Staff, Office of State Senator John J. Bonacic Moderator: Patrick Everson, Senior Writer, Covers.com</p> 	<p>4:15pm</p> <p>Mobile wagering – a key component of your sports betting success</p> <ul style="list-style-type: none"> The rise and rise of mobile wagering – how much revenue is generated by mobile in Nevada, illegally and in international regulated markets Mobile on-premise vs. mobile within the state borders – pros and cons <p>Ed Malinowski, Corporate Director of Race and Sports, Golden Entertainment Charles Gillespie, CEO, Gambling.com Group Plc Chris Justice, President, Global Payments Gaming Solutions, Global Pay Johnny Aitken, PointsBet, CEO USA and Representative, iDEA Jon Karl, Co-Founder, iovation</p> 	
5:15pm	End of ICE Sports Betting USA Day One		
6 pm	<p>Official Network Reception 6:00 PM - 8:30 PM • Drinks & Canapés The Monarch, 71 West 35th Street, New York, 10001</p>		



Day Two - November 28



8am Registration opens, networking and refreshments

9am Harnessing the paradigm shift in gaming: it's not just about profitability – using the popularity of sports wagering to shift attitudes towards gambling as entertainment

- Comparing the image of sports betting against casino gambling – how to take advantage of more acceptance for sports wagering to impact public's view of gambling in general?
- Learning from the experiences of DFS to emphasize the entertainment value of sports betting
- What the possible paradigm shift might mean for lobbying narrative and future of regulation of iGaming and mobile

Jim Murren, CEO, MGM Resorts International
Interviewed by: Darren Rovell, Sports Business Analyst and Reporter, ESPN

9:30am Fantasy becoming a reality? Exploring the place for fantasy sports and DFS in the newly regulating sports wagering market

- What is the player cross-over between fantasy, DFS and sports book?
- Making the transition from the fantasy to the betting model from technology, regulatory and marketing perspective
- Leveraging the DFS licenses and the current assets to make the switch
- Designing how the two models can co-exist – comparing the experiences in the United States against other markets

Jason Robins, CEO, DraftKings
Interviewed by: Darren Rovell, Sports Business Analyst and Reporter, ESPN

10am Networking break

Sports & Wagering

10:30am Sports & wagering – a match made in heaven?

- Setting the foundations for a harmonious relationships
- Offering products that smoothly integrate fan and wagering experience
- Envisioning live sports events with sports wagering – what could it look like: in-stadium betting, kiosks, branding ...?
- What is the appetite for sponsorship and what partnership options are available

Kenny Gersh, EVP, Gaming & New Business Ventures, Major League Baseball
Nick Sakiewicz, Commissioner, National Lacrosse League
Laila Mintas, Deputy President, Sportradar US
Sharon Otterman, Chief Marketing Officer, William Hill US
Moderator: David Purdum, Writer, ESPN

Gaming & Wagering

10:30am Sports wagering in Indian Country – safeguarding the gains of tribal gaming while ensuring business and competitive growth


- Exploring evolving attitudes towards sports wagering in Indian Country
- What states with significant tribal gaming presence/investment are considering sports betting legislation and where are they in their negotiations?
- Attitudes towards mobile and online betting vs. retail
- Outsourcing and partnerships with the tribes – will management contracts pose any limitations on their scope and profitability

Mark Macarro, Chairman, Pechanga Band of Luiseño Indians
Kevin Brown, Chairman, The Mohegan Tribe and Mohegan Tribal Gaming Authority
Robert R. McGhee, Vice Chairman of the Tribal Council, Poarch Band of Creek Indians
Rodney Butler, Chairman, Mashantucket Pequot Tribal Nation
Moderator: Victor Rocha, President, Victor-Strategies



Day Two - November 28



	Sports & Wagering	Gaming & Wagering
11:30pm	<p>Sports media & betting – exploring how media brands can position themselves in the legal US market and how the relationship with the nascent sports wagering sector can evolve</p> <ul style="list-style-type: none"> Reviewing the opportunities available to TV networks and media in content creation, advertising and affiliate partnerships Rolling out coverage and business development across regional networks as more and more states regulate Reviewing models available from production of own content to content outsourcing Incorporating betting into the TV programming Avoiding the pitfalls of advertising overkill – learning from experiences of DFS <p>Scot McClintic, Principal - Strategic Development and M&A, Comcast NBCUniversal Chad Millman, Head of Media, The Action Network Jim Mattson, Vice President, Home Team Sports, Fox Sports Moderator: Jason Logan, Senior Managing Editor, Covers.com</p> 	<p>Racetracks & the future of racing and sports betting customer convergence?</p> <ul style="list-style-type: none"> How to leverage racetracks as the right venues for sports betting Expanding betting on horses to other sports, both offline and online What are the synergies between racing and sports bettors and how to cross them over from one to another? Optimal business models for racetrack to implement sports wagering <p>Bernard Marantelli, CEO, Colossus Bets Vince Gabbert, Vice-President and COO, Keeneland Association Inc. Jeff Gural, Chairman, Meadowlands Racetrack Moderator: David Sargeant, Director, iGaming Ideas</p>
12:30pm	Lunch break	
1:30pm	<p>Harnessing the power of data in driving fan engagement and innovating sports book offering</p> <ul style="list-style-type: none"> The battle for data rights – pros and cons of data exclusivity. Can data exclusivity be enforced and what are the risks associated with data sources not authorized by sports? Benchmarking against experiences from around the world: how has Australia's 'betting fee' evolved and benefited both sectors What can sports companies learn about their viewers and fans by monitoring closely betting behaviours and attitudes? Understanding the role of in-game wagering in driving profitability of sports book and of data accuracy in the offering. Experiences from Australia's in-play ban <p>David Miller, Vice President & Assistant General Counsel, PGA TOUR Scot Kaufman-Ross, Vice President, Head of Fantasy and Gaming, NBA Simon Clarke, Senior Manager - Wagering & Major Projects, Australia Football League Murray Swartzberg, Senior Vice President, ATP Tour Steven Burton, Managing Director, Genius Sports Moderator: Chad Millman, Head of Media, The Action Network</p>	<p>Lotteries & sports betting – operators, regulators or marketing partners?</p> <ul style="list-style-type: none"> What role lotteries can play in the sports betting roll-out, depending on their position in different states What political clout lotteries have to influence state legislation Exploring operational models for sports books run by lotteries Can lotteries exploit their retail network in the sports book roll-out? Impact of sports wagering roll-out on the approval and implementation of iLottery <p>May Scheve-Reardon, Executive Director, Missouri Lottery Stephen Durrell, Assistant Attorney General, Kansas Lottery Andrew Walter, Counsel, Connecticut Lottery Corporation Vernon A. Kirk, Director, Delaware Lottery Moderator: Rick Weil, President, Richard Weil, Inc.</p>



Day Two - November 28



	Sports & Wagering	Gaming & Wagering
2.30pm	<p>What's in it for the players? Players' Unions weigh in</p> <ul style="list-style-type: none">• Addressing some of the concerns, such as athletes' safety, protection of athletes' data, integrity of the games, conflict of interests when teams are owned by gaming operators• Making sure players have a seat at the table discussing opportunities from sponsorship and data revenue• Developing guidelines that will govern players' cooperation with wagering <p>Donald Fehr, Executive Director, NHL Players Association Casey Schwab, Vice President, Business and Legal Affairs, NFL Players Association Ramya Ravindran, Deputy General Counsel, National Basketball Players Association Moderator: Michael McCann, Associate Dean, University of Hampshire School of Law; Legal Analyst, Sports Illustrated</p>	<p>2.30pm</p> <p>US vs. global markets – exploring the attractiveness of US legal sports betting market for global sports book brands and technology providers</p> <ul style="list-style-type: none">• Tracking the synergies and differences between the two markets• Retail vs. mobile vs. online betting – evaluating the business case and setting expectations based on the possible trajectory of regulations• What are the prospects for skins and how their availability impacts on the decision to enter the market?• Understanding the licensing and suitability requirements to be able to operate in the US market – who will be able to enter the market?• What is the current technology available in the US and where the gaps are that global sports wagering expertise can fill <p>Simon Holliday, Founder, H2 Gambling Capital Adam Greenblatt, Director, Corporate Development and Strategy, GVC Group Endre Nasset, Director of Sports, GiG Bill Gantz, Partner, Gaming Sector, Dentons US LLP Jonathan Doubilet, Director of Corporate Development, Playtech BGT Sports Moderator: Keith McDonnell, CEO, KMI Gaming LLC</p>
3:30 pm	<p>Follow the money – how looming sports betting regulation influences evaluations, investments and M&A activity in both gaming and sports</p> <ul style="list-style-type: none">• Impact of legal sports wagering on the evaluations of sports teams• What drives heightened investment and M&A activity: speed-to-market, need to build customer bases, sports fan experience, analytics and platforms• Regulatory and roll-out roadmap impact on the projections and possible returns• Where are the most obvious synergies for M&A• Private equity and VC investments – where is the money? <p>John Janedis, CFA, Managing Director, Equity Research, Jefferies LLC Chad Beynon, Managing Director, Gaming/Lodging/Theatres, Commodities and Global Markets, Macquarie Capital (USA) Inc. Moderator: Melissa Blau, Director, iGaming Capital</p>	
4:15 pm	End of ICE Sports Betting USA	



Day Two - November 28



Break-out Room

10am - 12pm

International Legislators' Agenda

Open to regulators, legislators and government officials only, a 'closed door' program aimed at providing a comfortable and exclusive environment for exchange of best practice and expertise in the legislation and regulation of sports wagering.

For more information, please contact **Ewa Bakun** at ewa.bakun@clariongaming.com.

2pm - 4 pm

Sports Integrity Focus

Deep-dive into the topic of sports integrity and match-fixing, with presentations and case studies from regulated markets in Asia and Europe, and an interactive discussion on how to apply best practice to the US context.

Following from the high-level discussion on day one of the conference, get into the detail of:

- how a well-functioning sports integrity framework should be set up
- what are the responsibilities of various stakeholders involved
- what kind of monitoring should be done internally and what you can outsource to service providers
- what is required of the internal due diligence processes for all involved stakeholders
- how data, including proprietary data, is monitored and shared
- what are the optimal communication channels and what are the responsibilities of various stakeholders
- what kind of solution providers are out there and what are their pros and cons
- what are the challenges of the future that you can start preparing for now

Matt Fowler, Director of Integrity, **ESSA (Sports Betting Integrity)**

Simon Clarke, Senior Manager - Wagering & Major Projects, **Australia Football League**

Rupert Bolingbroke, Head of Trading, **Hong Kong Jockey Club**



86%

of our attendees from 2017 considered this event very important to attend

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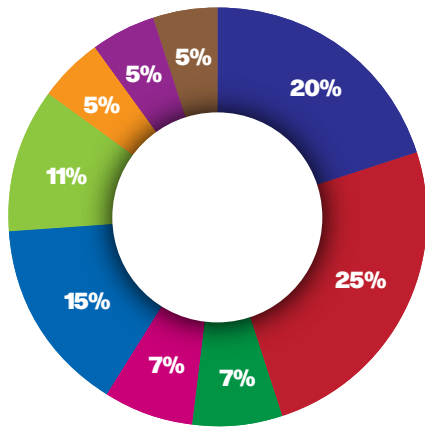
The Sports Betting USA Conference in its inaugural year was fantastic, completely packed full of information that is valuable to operators, suppliers, regulators. Basically the entire ecosystem A-Z was covered in this conference in an efficient and fun way, very well managed by Clarion and the team. This topic isn't going to go away because you're going to see some states which have a ton of smart people in them with a ton of really smart lawyers, and operators who are seeking revenue all trying to find a way to get in the game, and ICE Sports Betting USA is the place to do that.

Cathy Beeding, Senior Counsel and Corporate Compliance Officer, **Churchill Downs**

500+

attendees are expected to join us

Who will attend ICE Sports Betting USA?



- Sports Leagues & Teams 20%
- Land-based Casinos 25%
- Lotteries 7%
- Racetracks 7%
- Tribes 15%
- Global Sportbooks Brands 11%
- Fantasy Sports 5%
- Media & Broadcasters 5%
- Investment 5%

Top companies in attendance 2017



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Sports Betting USA 2017 was an informative two day affair with a focus exclusively on the evolving US sports betting market. The calibre and pedigree of both the speakers and attendees was exceptionally strong. This is destined to be the “go to” event annually as sports betting migrates towards regulation and mainstream acceptance.

Benjie Cherniak, President, **Don Best Sports**

81%

of the attendees from 2017 will attend ICE Sports Betting USA 2018

