Future of Omnichannel Gaming to be Examined at East Coast Gaming Congress, April 19-20

Atlantic City, NJ – Omnichannel commerce – the seamless integration of serving customers through multiple contact methods – has become an everyday practice throughout the business world, and the gaming industry is at the center of this strategy. A panel of experts will examine this consumer trend at the 26th annual East Coast Gaming Congress (ECGC), April 19-20 at the Hard Rock Hotel & Casino Atlantic City.

Four experts on April 20 will chart "Gaming's Omnichannel Future," focusing on how retail and digital gaming operators can drive loyalty, customer acquisition and incremental revenue:

- Anika Howard, CEO, Wondr Nation
- Martin Lycka, SVP, American Regulatory Affairs & Responsible Gaming, Entain
- Jonathan Michaels, SVP Strategic Development & Government Affairs, Sightline Payments
- Luisa Woods, Vice President, Marketing, Delaware North

In addition, 10 industry CEOs are scheduled to present their views on current gaming issues at the ECGC. There also will be panel discussions, a networking reception at Hard Rock's DAER Nightclub, and an "Until We Meet Again" reception to conclude the two-day event.

Other panel topics focusing on issues facing the industry include:

- Sports Betting: What's Next?
- Distributed Gaming: Regulated and Otherwise
- Igaming: Is 2023 the Year?
- The View from Wall Street

The two-day conference is organized and produced by Cooper Levenson, Attorneys at Law; Spectrum Gaming Group; Playdoit and SI Sports Book. For sponsorship information, click here. For additional conference information contact Donna Vecere at dvecere@cooperlevenson.com. For conference information and to register, visit www.ECGC.US.

About the organizers and producers:

Cooper Levenson: The Gaming and iGaming Law practice group of Cooper Levenson deals with virtually every level and variety of multi-jurisdiction casino law: iGaming law, sports wagering, licensure, compliance issues, equipment approval and administrative proceedings are just a few of the types of matters handled for clients around the globe. Cooper Levenson is a full-service law firm since 1957, with 70 attorneys and offices in New Jersey, Nevada, Delaware, Florida, and New York. Visit www.cooperlevenson.com.

Spectrum Gaming Group: Spectrum Gaming is an independent research and consulting firm that has performed advisory and consulting work for gaming operators, regulators, and legislatures in 43 US states and territories and in 48 countries on six continents. Visit Spectrum at www.spectrumgaming.com.

PlayDoit: PlayDoit is a Mexican based online sportsbook and casino that has been in operations since 2014. PlayDoit has amassed nearly a million active users and hold numerous sponsorships with ESPNDeportes, LigaMX teams, and many more. The company boasts one of the world's most innovative gaming platforms, offering the most competitive odds and fastest payment methods. PlayDoit is directly responsible for the creation of licensing standards and requirements in Mexico, working with regulators to adopt strict protocols, responsibilities, and procedures to ensure consumer protection, anti-money laundering compliance, and responsible gaming development. www.playdoit.mx

SI Sportsbook: SI Sportsbook was formed as part of an exclusive partnership between 888 Holdings, one of the world's leading online betting and gaming companies, and Sports Illustrated, a staple of the US sports landscape with its award-winning journalism, colorful photography, and annual swimsuit issue. SI Sportsbook aims to provide consumers with a sportsbook that is built for US sports fans and powered by 888's innovative in-house platform. https://www.sisportsbook.com/.