

Betting on Sports boosted by IAGA partnership

Betting on Sports has been given the backing of The **International Association of Gaming Advisors (IAGA)**, as the world's leading sports betting industry event prepares to host 3,500 delegates for its 2019 edition at Olympia London from 17-20 September.

The sponsorship deal represents a strengthening of the relationship between IAGA and Betting on Sports organiser SBC. IAGA previously backed the successful inaugural edition of SBC's Betting on Sports America, which attracted 1,500 senior industry figures to Meadowlands Exposition Center, New Jersey in April, while SBC was a sponsor of IAGA's 38th Annual International Gaming Summit.

This latest deal will see IAGA sponsor the drinks reception on Betting on Sports' 6,300 sqm exhibition floor on Wednesday 18 September from 5pm-7pm, which will be filled with more than 120 leading platform providers, affiliates, operators and payment firms showcasing their latest product and service innovations.

Kirsten Clark, IAGA Executive Director, said: *"We're delighted to be supporting SBC's upcoming Betting On Sports event in London, which will allow us to showcase IAGA to the thousands of delegates attending from around the world. SBC's inaugural Betting on Sports America conference earlier this year was a valuable experience for us, and we look forward to expanding our support of SBC as they continue to provide high-quality events that bring together key sports betting industry decision makers who discuss the issues facing the sector."*

IAGA's continued backing is an important development for SBC and its Betting on Sports conferences, as the Nevada-based organisation is one of the key forums for major players in the industry to discuss the key issues that affect both the North American and global gaming sectors.

Founded in 1980, IAGA's membership includes regulators, industry specialist legal and financial experts, casino executives and academics, while it can count IGT and MGM Resorts among its annual sponsors.

Rasmus Sojmark, CEO & Founder at SBC, said: *"IAGA's involvement is another indicator of the growing reputation of Betting on Sports as the leading global event for executives from sports betting operators, suppliers, regulators and sports organisations to share knowledge about the sector."*

"We have put together an impressive speaker line-up for London to cover topics including the European, US and emerging markets, technology, payments and regulation, along with plenty of social events and networking opportunities. As a result, we are expecting our largest ever delegate numbers."

Registration for [Betting on Sports 2019 tickets](#) is open.

For enquiries regarding sponsorship or exhibition opportunities, please contact SBC on sales@sbcgaming.com.

