

Over 250 operators at Olympia London for Betting on Sports

Over 250 operators from around the world will descend on London this week to attend the fourth Betting on Sports conference and exhibition from SBC Events.

Held at Olympia London from 17-20 September, Betting on Sports is the largest dedicated sports betting conference in the world and provides the most extensive conference agenda of any event in the industry.

SBC Founder & CEO Rasmus Sojmark commented: "This year's Betting on Sports will be our biggest yet and it is great to see that the number of operators attending who see the event as an important resource for their business.

"Whether it's keeping on top of the latest regulations, getting some insight on a potential new market, discovering the latest sports betting tech, meeting a potential new partner, catching up with existing customers, or discussing innovative ideas to reach end users, Betting on Sports is catering to all these objectives and more."

SBC Group Chief Commercial Officer Jaap Kalma added: "What is great to see is the number of operators recognising the depth of content at our events and sending employees in their dozens in order to take advantage of this opportunity. Companies who are sending at least 10 representatives include: Bet365, Sky Betting & Gaming, GVC, Betway, Pinnacle, William Hill, Danske Spil, Nederlandse Loterij, ComeOn, Napoleon Sports, Veikkaus, Star Sports, BetDaq, & BetShah."

With over 300 speakers across seven daily conference tracks (including the co-located CasinoBeats Summit), Olympia London hosts the greatest knowledge sharing event in the industry.

Covered in the conference tracks are:

- Betting & Sports
- Payments
- Market Reports
- US Betting
- Digital Marketing
- Future of Gaming
- New Horizons in Gaming
- Safer Gambling Forum
- Customer Journey & Marketing
- Future of sports betting
- Emerging betting markets
- Technology in Focus
- Regulation in Focus
- Seminars on Diversity & Sports Sponsorship

Complementing the extensive conference schedule, Betting on Sports also boasts 120 exhibitors showcasing the latest products and services to the international sports betting industry.

The event will be rounded off with the spectacular Sports Betting Hall of Fame at the Natural History Museum on Thursday night where six new members will be inducted:

- Denise Coates - Founder & CEO Bet365
- Richard Flint - Former CEO Sky Betting & Gaming
- Armin Sageder - Founder BGT
- John Boyle - Founder & Chairman Boylesports
- John Anderson - Former CEO 888 Holdings
- Jukka Honkavaara - Placed first online bet

To buy tickets for Betting on Sports, CasinoBeats Summit and the networking parties including the Sports Betting Hall of Fame [click here](#).