

SBC brings U.S. sports betting industry together at G2E

Sports Betting Community (SBC) will be at the forefront as the sports betting industry descends on Las Vegas to take part in the Global Gaming Expo.

Fresh off another successful Betting on Sports conference in London, SBC will not only have a presence on the show floor by having a booth for G2E, but will also host the official G2E sports betting networking party 'Vegas Baby', and organize a host of other show-related activities.

SBC is the team behind the highly-anticipated second annual [Betting on Sports America \(BOSA\)](#) trade show and conference. The largest dedicated sports betting trade show in the U.S. returns to the scene of its hugely successful debut edition, New Jersey's Meadowlands Exposition Center, on April 28-30, 2020.

With the amount of exhibitor space remaining at BOSA running out, SBC's G2E booth (#5925) will be the ideal time for companies to lock in their spots before they are all taken. Companies will also be able to book delegate passes for BOSA via a special G2E show price which features a substantial discount on the standard conference ticket.

SBC will also showcase its media division's capabilities in Las Vegas by publishing the comprehensive *Official Sports Betting Guide to G2E*, which will be accessible to the more than 25,000 attendees at the event. The magazine includes exclusive interviews with industry leaders such as William Hill U.S. CEO Joe Asher and expert commentary from the likes of Don Best Sports (SG Digital), FanDuel, Stats Perform, Mazooma, SBTech and IGT, along with information about the G2E Sports Betting Symposium.

Rasmus Sojmark, CEO and Founder of SBC, said: "We are delighted to take the lead in bringing the key industry insiders together during the cornerstone conference for the casino industry. The buzz is palpable in the United States and it will only grow as more and more states embrace sports betting. By joining forces SBC and G2E will have a great impact in driving value in this dynamic sector."

SBC will be hosting 'Vegas Baby' - the official sports betting networking event of G2E. SBC has been organising the 'London Baby' event around ICE London for the past 10 years, and the Vegas edition of its famed networking party for sports betting professionals will take place on October 15 at Rockhouse, one of the premier clubs at the Venetian in Las Vegas.

The invite-only Vegas Baby party is limited to 600 sports betting industry guests, making it one of the most exclusive and prestigious events at G2E, and a unique opportunity to meet the movers and shakers in US sports betting. SBC's booth will be the distribution center for the wristbands which grant invitees access to the Vegas Baby party.

SBC's Vice President Growth and Strategy, Americas Sue Schneider said: "G2E historically is the place to be for anyone in the casino industry but has traditionally had little representation from the sports betting sector. We've been able to change that and, as more

jurisdictions open up for the industry, events like these become more crucial in bringing everyone together.”

Following the success of its inaugural Betting on Sports America conference in New Jersey earlier this year and the SBCAmericas.com news website, SBC has established itself as the leading specialist industry publisher and event organizer in the fast-growing North American sports betting market.

SBC's [Betting on Sports America 2020](#) is returning to the Meadowlands Exposition Center, New Jersey from April 28-30. The conference and exhibition will see 2,500 senior executives from operators, regulators, affiliates, suppliers, payment companies and sports organizations gather for a program of insightful panels and high-level networking opportunities. The 2020 speaker line-up will be even more extensive than this year's, with 200 industry experts due to share their knowledge and experience.

<https://www.youtube.com/watch?v=qWbzY4v-WrA>

Find more info on the 2020 US event on the [Betting on Sports America website](#).

For news, interviews and features on the American markets visit [SBCAmericas.com](#)