

LONDON (May 18, 2018)

**Media Enquiries:**

Dan Stone – [dan.stone@clarionevents.com](mailto:dan.stone@clarionevents.com)  
+44 (0) 20 7384 8121

Chris Jones - [cj@sjc.co.uk](mailto:cj@sjc.co.uk)  
+44 1273 699 900

**Approx Word Count: 780 words**

## **Leading gaming brands Pitch in for Juegos Miami**

Juegos Miami, the unique invitation-only C-Level event for the Pan-Latin American and Caribbean gaming industry (May 30 – June 1, The Biltmore Hotel, Miami), will be providing operators with an unrivalled opportunity to showcase their solutions to key decision makers in Latin American and international gaming courtesy of its newest feature, The Pitch. The initiative consists of three 15-minute slots in each conference room and will feature leading international gaming brands including **BetConstruct, BetGenius, Dynamic Messaging, Quixant, SBTech** and **Skilrock**.

Highlighting the reasoning behind the new addition, Layla Ali, Juegos Miami Conference Producer, explained: "The Pitch is our second new feature for 2018, following the Country Roundtables with key regulators from Argentina, Brazil, Chile, Colombia, Mexico, Paraguay, Peru and Uruguay, and we're delighted with the level of support it's attracted in its first year. Based on delegate research from previous editions of Juegos Miami, we know there's an appetite for attendees to be exposed to the latest products and innovations tailored to the region, so we have strategically placed The Pitch in between conference sessions in order to ensure our sponsors get maximum exposure in front of a prime audience of both Latin American and international operators."

Commenting on their decision to pitch to a Latin American audience, Josh Linforth, Director of Business Development – Digital Marketing at BetGenius, said: "For us, Juegos Miami is one of the year's best opportunities to demonstrate our best-in-class sports betting solutions and market expertise to a broad audience from the Latin American region. In our pitch, I will discuss how BetGenius's superior marketing technology offers Latin American operators a unique opportunity to cut acquisition and retention costs through personalised, real-time messaging and data-driven customer engagement strategies. For any brand looking to optimise their digital marketing, this session will provide a range of cutting-edge solutions."

Echoing this, Oliver Gee, Director of Dynamic Messaging, added: "Juegos Miami is an invaluable opportunity to see, listen and learn first-hand from industry leaders, and we believe that The Pitch is the perfect platform for Dynamic Messaging to share our knowledge as well as adding value and expertise to the Latin American region. Converting and retaining customers is one of the biggest challenges the gaming sector faces; we believe that by utilising integrated Voice and SMS campaigns as a new, innovative and exciting way to engage with your customers, you will improve the customer journey, create positive experiences and ultimately generate brand loyalty. Our services have a proven track record of delivering outstanding results for our clients and we know that we can emulate that success within Latin America."

Andrew Cochrane, Chief Commercial Officer of SBTech, said: "Juegos Miami is a key event as a gateway to Latin America and SBTech is looking forward to showcasing its market leading sportsbook and casino platform, along with new product features such as YourBet,

our fully automated 'bet builder' feature for same-game accumulators, and the breadth of our US sports coverage. YourBet is the latest in a series of innovative SBTech features launched in 2018, including live bet recommendation engine Action Betting, next-generation Cash Out feature Add2Bet and Pulse Bet, a revolutionary in-play product which offers progressively rising payouts on live selections."

Discussing the power of The Pitch at Juegos Miami, Eric Walla, VP of Business Development Quixant USA, explained: "As a premier supplier of PC-based platforms and displays for the global gaming industry, Quixant views Juegos Miami as an extremely important event in its calendar. The team looks forward to welcoming our customers – existing and potential alike – to The Pitch event at the show. Here, we will present the myriad of advantages provided by our ever-growing array of pioneering gaming products. The Pitch offers an intensive introduction to our portfolio, to a wider range of interested parties than could ever be possible on a booth.

"One of our fundamental aims is to provide effective, reliable gaming computer solutions for any global gaming jurisdiction, whilst also enabling successful game portability between our various platforms. The QXi-307, which combines a highly attractive price-point with impressive performance, is proving to be a huge success in cost-sensitive territories. Allied to the many benefits of our Gaming Ecosystem®, we have tailored a product for the South American market that is truly unsurpassed. With the rising demand for contemporary design, we will also feature our customisable LCD Button Decks."

Sourabh Goyal, Manager of International Sales and Marketing at Skilrock, said: "Skilrock has extensive experience in customized solutions which has transformed several lottery and gaming operations by introducing digital channels, electronic conversion of paper lotteries, addition of exciting games like elnstants, Slots, high frequency draw games like Lotto, Bingo, Keno and range of sports games which are relevant for Latin America."

*Juegos Miami, which for the first time is being co-located with the North America facing GiGse, is a bespoke business event created by Clarion Gaming to meet the specific demands of the Pan-Latin American and Caribbean markets. It features a powerful, strategic and hands-on learning programme presented alongside a line-up of inspirational exhibitors and sponsors. The event, which last year attracted exhibitors and representatives from a total of 44 countries, will represent all forms of gaming – casino, bingo, betting, sports betting, payments, lottery and social, whatever the means of delivery – land-based, online and mobile – to help meet the rapidly growing needs of Latin American and Caribbean operators and stakeholders. Juegos Miami is an invitation-only conference for senior decision makers (owner, director, C-Level exec) from operating companies (private and public including state lotteries), government and regulators from the Latin America and Caribbean regions.*

For more information on participating in this event, visit [www.juegosmiami.com](http://www.juegosmiami.com)

**ENDS**

**Image:**

Layla Ali, Juegos Miami Conference Producer