

## Betting on Sports 2020 heads to Barcelona as flagship event continues growth

SBC (Sports Betting Community) has announced that its flagship Betting on Sports event is to relocate to Barcelona in 2020 as part of international expansion plans across the sports betting and gaming industries.

Betting on Sports 2020 will now be held at Fira Barcelona on 8-11 September.

Betting on Sports has been staged at Olympia London since 2017 - and the conference centre is once again the venue for the forthcoming Betting on Sports 2019 (17-20 September) - but SBC has recognised that a new venue is required to facilitate the further expansion anticipated in 2020 as the success of this year's event has seen the Betting on Sports reaching capacity in London.

Rasmus Sojmark, CEO & Founder of SBC, said: *"Betting on Sports is known for its commitment to high quality content and delegate experience, as well as providing great business opportunities, which has resulted in a rapidly growing international appeal. As the show continues to expand and evolve, it's important for us to stay true to the core values that define the event."*

*"We have chosen Barcelona because it has world-class hotels, transport links and attractions to ensure delegates enjoy a great time in the city. Fira Barcelona provides a large and centrally located venue to continue to deliver on this promise."*

*"Coupled with the growing betting and gaming market in Spain, Barcelona was an easy choice to make."*

The decision to move Betting on Sports to Barcelona has received a warm welcome from key stakeholders in the industry.

Martin Lycka, Director of Regulatory Affairs, GVC Group said: *"Spain is a very exciting gambling market with a big international appeal, which makes Barcelona an ideal host city for next year's Betting on Sports conference. This event is one of the first ones on my calendar every year."*

George Rover, Managing Partner of Princeton Global Strategies said: *"Barcelona is a fantastic international city, which makes it a perfect location for an international show such as Betting on Sports 2020. It is one of Europe's great destinations."*

Betting on Sports has achieved over 50% year-on-year growth since its launch in 2016 and now attracts delegates from more than 60 countries, with content aimed at challenges and opportunities in markets all around the world.

All of the key elements that have made Betting on Sports the must-attend event for thousands of key industry stakeholders each year will still be present in Barcelona.

Delegates can expect an even more extensive content offering from each of Betting on Sports, CasinoBeats Summit, PaymentExpert Forum, SBC Digital Marketing Forum, SBC Sponsorship Forum and Sports Betting Hall of Fame. The number of expert speakers on offer means that Betting on Sports will be providing one of the biggest gatherings of gambling expertise in the industry.

Complementing the conference content will be a vastly increased exhibition area where operators can keep up to date with the latest product developments and innovations in the betting, casino and payments sectors.

The relocation will also see the Sports Betting Hall of Fame Ceremony move to Barcelona, where the pioneers in the industry are recognised for their contributions to the business of sports betting.

Sojmark added: “*Team SBC will be exhibiting at IGB LIVE stand Q30 next week, and we welcome you to visit our booth to discuss Betting on Sports and CasinoBeats Summit this coming September, the SBC Awards in December, and of course our plans for 2020 including taking Betting on Sports to Barcelona.*”

Betting on Sports 2020  
8-11 September  
Hall 2  
Fira Barcelona