



BETTING ON FOOTBALL 2018

Betting on Football (BOFCON 2018) is the largest sports betting industry event, held **20 - 23 March** at **Stamford Bridge**.

- **1,500 senior executives attending**
- **200 leading industry speakers**
- **50 sessions and panel discussions over 3 days**
- **5 main conference tracks + 3 Specialist Forums**
- **6 conference rooms**
- **40 exhibitors + 20 dedicated meeting rooms and hospitality suites**

CONFERENCE & CONTENT:

The **conference tracks** will cover leadership, country market profiles, marketing and media, as well as trading and operations. In total **40 key sessions** and **roundtable discussions** Wednesday and Thursday from 9:00 - 17:00.

EXHIBITION & PRODUCT DISPLAY:

Open throughout Wednesday and Thursday, the exhibition area will include **50 exhibitors**, networking areas, meeting rooms, and of course refreshments, lunch and networking drinks.

NETWORKING & BUSINESS MEETINGS:

Wednesday 21 March: Drinks reception in the exhibition area from 17:00 to 19:00, followed by the official party at Namco Funscape, next to London Eye, from 20:00 to 2:00.

Thursday 22 March: Drinks at Frankie's from 17:00 to 19:00, followed by dinners and the closing networking party at the famous London club **'Under the Bridge'** (below Stamford Bridge and known as Roman Abramovich's favourite venue) from 19:00 to 02:00.

Event Website: sbcevents.co.uk/betting-on-football-2018



DELEGATE DEMOGRAPHICS



1,500+

DELEGATES



150

GAMBLING
OPERATORS



40+

COUNTRIES
REPRESENTED



1,100

SENIOR
EXECUTIVES



200

WORLD-CLASS
SPEAKERS



100

SPORTS CLUBS &
ORGANISATIONS
REPRESENTED

Who Attends?

Operators	30%
Suppliers	25%
Service Providers	10%
Affiliates & Media Companies	15%
Payment Providers	5%
Compliance, Law & Regulators	5%
Sports Clubs & Organisations	10%

Job Titles

CEOs / Chairman / Founder	25%
C-Level Executives	20%
Director	30%
Manager	20%
Other	5%

Countries Represented

Armenia	Bulgaria	Curacao	Finland	Ghana	Hong Kong	Italy	Liechtenstein	Netherlands	Poland	Singapore	Sweden	Ukraine
Australia	Canada	Czech Rep.	France	Gibraltar	Ireland	Japan	Lithuania	Nigeria	Romania	Slovakia	Switzerland	USA
Austria	China	Denmark	Georgia	Greece	Isle of Man	Kazakhstan	Luxembourg	Norway	Russia	South Africa	Turkey	
Belgium	Croatia	Estonia	Germany	Guernsey	Israel	Kenya	Malta	Philippines	Serbia	Spain	UK	



BOFCON 2018 - FULL AGENDA

As a participant of BOFCON 2018, you will have access to:

TUESDAY 20 MARCH

10:00 - 18:00

European Lotteries Forum (Members Only event)

14:00 - 01:00

Networking & Drinks at Frankie's, the Trustly Bar

15:00 - 22:00

Pre-registration at the Official Hotel

WEDNESDAY 21 MARCH

09:00 - 19:00

Exhibition Open

10:00 - 17:30

World Cup and Beyond (Main Conference Track)

10:00 - 17:30

Global Market Profiles (Main Conference Track)

10:00 - 17:30

Betting on Innovation (Product Innovation Presentations)

10:00 - 17:30

Affiliate Insider Bootcamp (Affiliates Only)

17:00 - 18:00

Stadium Tours of Stamford Bridge

17:00 - 19:00

Networking Drinks in Exhibition Area

19:00 - 20:00

Networking Drinks at Frankie's World Cup Bar

20:00 - 02:00

Official Party at Namco Funscape @ County Hall

THURSDAY 22 MARCH

09:00 - 17:30

Exhibition Open

10:00 - 17:30

Leadership (Main Conference Track)

10:00 - 17:00

Customer Journey (Main Conference Track)

10:00 - 17:30

SBC Sponsorship Forum (Football Clubs & Operators)

10:00 - 17:00

Esports Insider Super Forum (Esports Main Track)

17:00 - 18:00

Stadium Tours of Stamford Bridge

17:00 - 20:00

Networking Drinks at Frankie's World Cup Bar

20:00 - 02:00

Closing Party at top London club, 'Under the Bridge'

FRIDAY 23 MARCH

10:00 - 13:00

Casual Networking

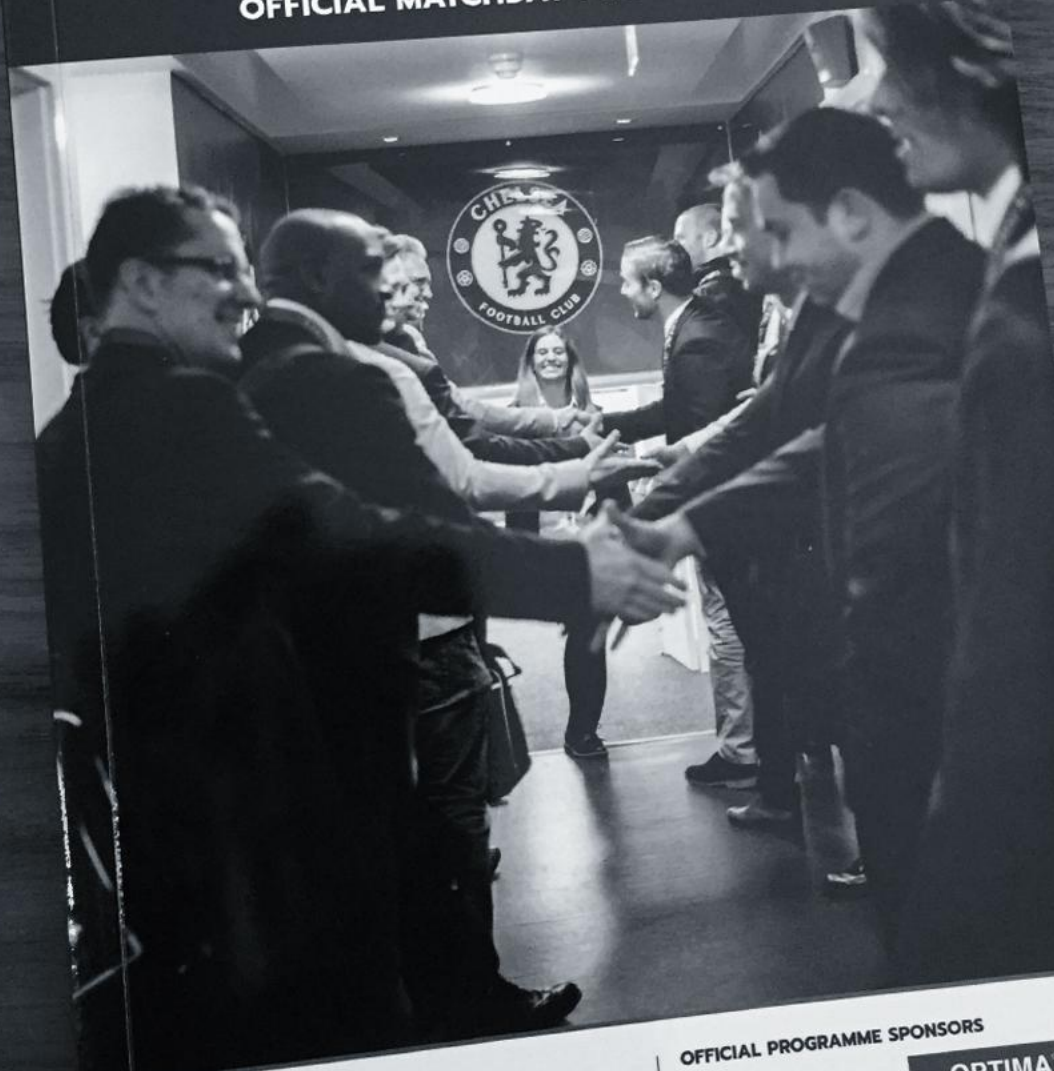
12:00 - 13:00

Stadium Tours at Stamford Bridge

BETTING ON FOOTBALL

The Fourth Edition of the International Sports & Football Betting Trade Conference
3-5 MAY 2017 @ STAMFORD BRIDGE

OFFICIAL MATCHDAY PROGRAMME



ORGANISED BY

SBCEVENTS PART OF SBCGLOBAL

OFFICIAL PROGRAMME SPONSORS

GOLDENRACE

OPTIMA

EVENT TESTIMONIALS



Dave Gal
CEO
Betcart



Jesper Kärrbrink
CEO
Mr Green



Niels Erik Folmann
CEO
Danske Spil



Fabio Schiavolin
CEO
SNAI

“The Betting on Football 2017 conference at Stamford Bridge provided the platform to negotiate a 'landmark deal' with the now 12-time European champions Real Madrid.

Our strategy has always been driven by a desire to stand out from the crowd and deliver excellent user experience. This is a partnership to make others take note, and one that is built to last. We can't wait to address the entire sports betting industry alongside Real Madrid at Betting on Football 2018.”



“SBC Events are here to stay. Great networking and seminar focus. With focus on sports betting the exhibition was also very targeted and you basically found something interesting around every corner.

Very impressed with the high number of attendees across betting and sports industries, making it possible to have a lot of productive meetings in just two days.”



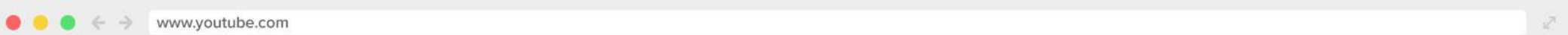
“I had two amazing days at Stamford Bridge. BOF 2017 offered the perfect mix of great sessions and relevant business meetings. It's probably the best industry event I've attended to date.”

Danske Spil 

“A conference like Betting on Football for bookmakers is very important because of the possibility to network, and to get in touch with football clubs and state of the art development in technology.”



SBC EVENTS VIDEOS ON YOUTUBE



[BETTING ON FOOTBALL 2017](#)



[BETTING ON SPORTS 2017](#)



[CEO OF DANSKE SPIL](#)



[CEO OF MR GREEN](#)

EXHIBITION AREA - FLOOR PLAN

West Stand Level 1 - The Great Hall with 1,400 Sqm Space

- 2 - Playtech
- 3 - Tipstrr
- 4 - Oracle
- 5 - Quintessentially
- 6 - Oulala
- 7 - Racing Post
- 8 - Scout Gaming Group
- 9 - Intertops
- 10 - Pay360

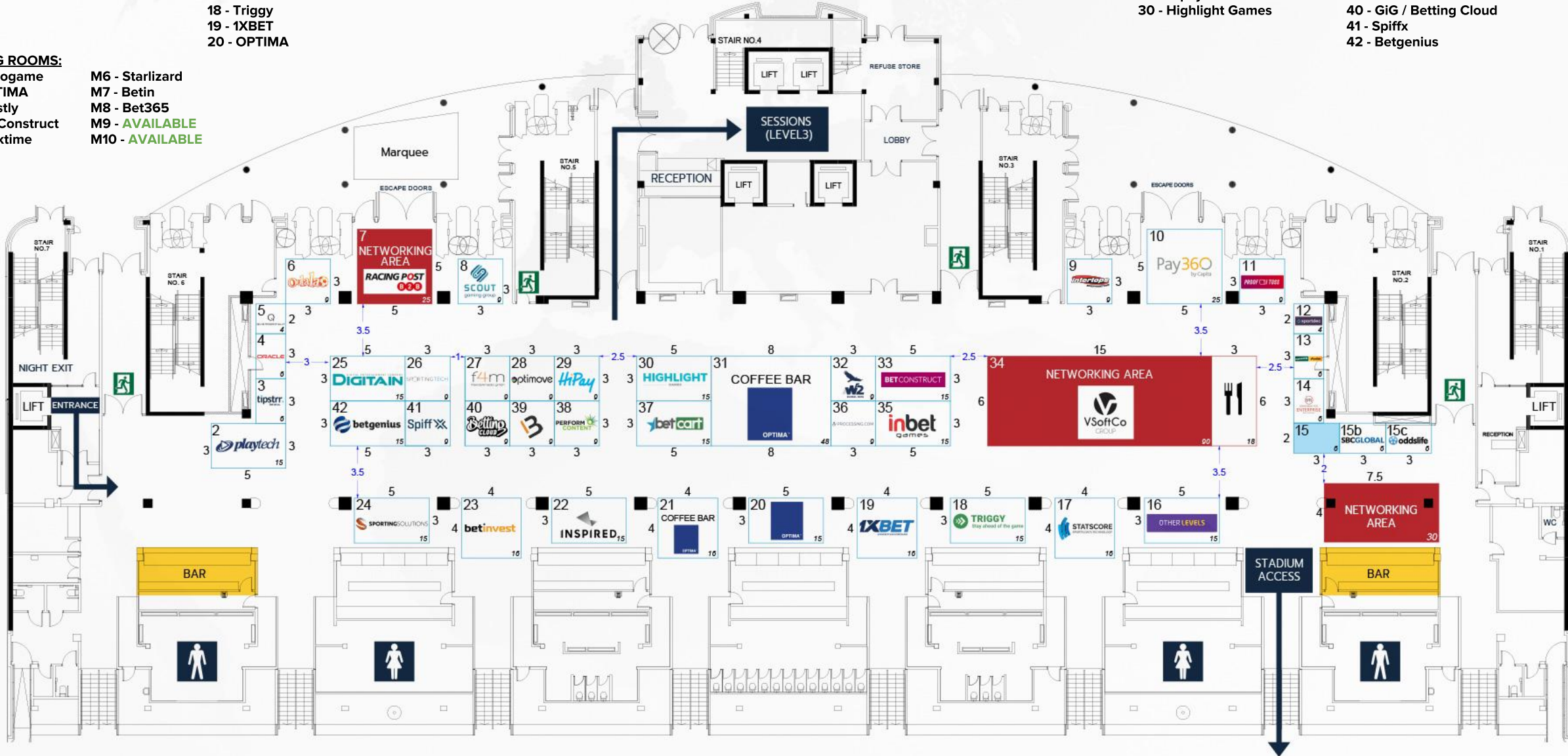
- 11 - Proof of Toss
- 12 - Sportdec
- 13 - PaddypowerBetfair
- 14 - IOM
- 15 - AVAILABLE
- 15b - SBCGLOBAL
- 15c - Oddslife
- 16 - Other Levels
- 17 - Statscore
- 18 - Trigg
- 19 - 1XBET
- 20 - OPTIMA

- 21 - OPTIMA
- 22 - Inspired
- 23 - Betinvest
- 24 - Sporting Solutions
- 25 - Digitain
- 26 - Sportingtech
- 27 - F4M
- 28 - Optimove
- 29 - Hipay
- 30 - Highlight Games

- 31 - Coffee Bar, sponsored OPTIMA
- 32 - W2 Global Data
- 33 - BetConstruct
- 34 - Networking Area (Vsoftco)
- 35 - InBet Games
- 36 - Processing.com
- 37 - Betcart
- 38 - Perform
- 39 - Much Better
- 40 - GiG / Betting Cloud
- 41 - Spiffx
- 42 - Betgenius

MEETING ROOMS:

- M1 - Microgame
- M2 - OPTIMA
- M3 - Trustly
- M4 - BetConstruct
- M5 - Jacktime
- M6 - Starlizard
- M7 - Betin
- M8 - Bet365
- M9 - AVAILABLE
- M10 - AVAILABLE



- M1
- M2
- M3
- M4
- M5
- M6
- M7
- M8
- M9
- M10

CONFERENCE LEVEL 2 - FLOOR PLAN

West Stand Level 2 - Hollins and Tambling Suites (300 people seated)

Tambling Suite

Business & Meeting Area

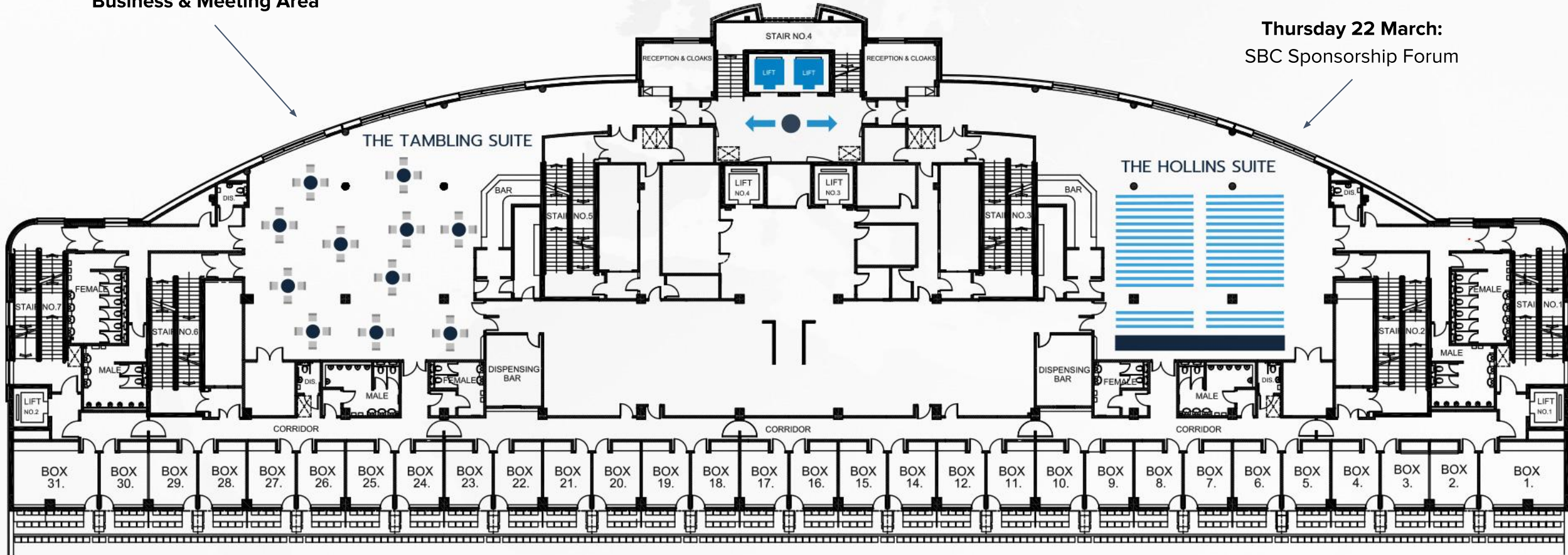
Hollins Suite

Wednesday 21 March:

Betting on Innovation - Presentations

Thursday 22 March:

SBC Sponsorship Forum



CONFERENCE LEVEL 3 - FLOOR PLAN

West Stand Level 3 - Harris, Drake and Vialli Suites (800 people seated)

Harris Suite

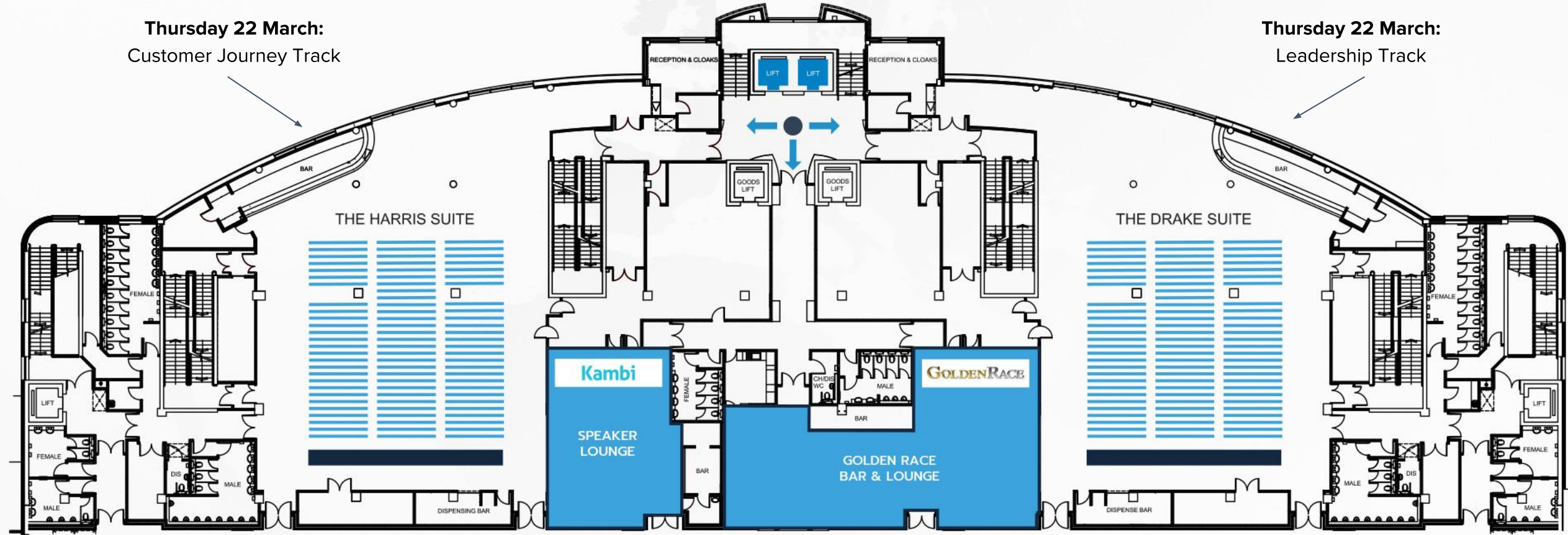
Drake Suite

Wednesday 21 March:
Global Market Profile Track

Wednesday 21 March:
World Cup & Beyond Track

Thursday 22 March:
Customer Journey Track

Thursday 22 March:
Leadership Track



CONFERENCE LEVEL 4 - FLOOR PLAN

West Stand Level 4 - Bonetti and Clarke Suites (300 people seated)

Clarke Suite

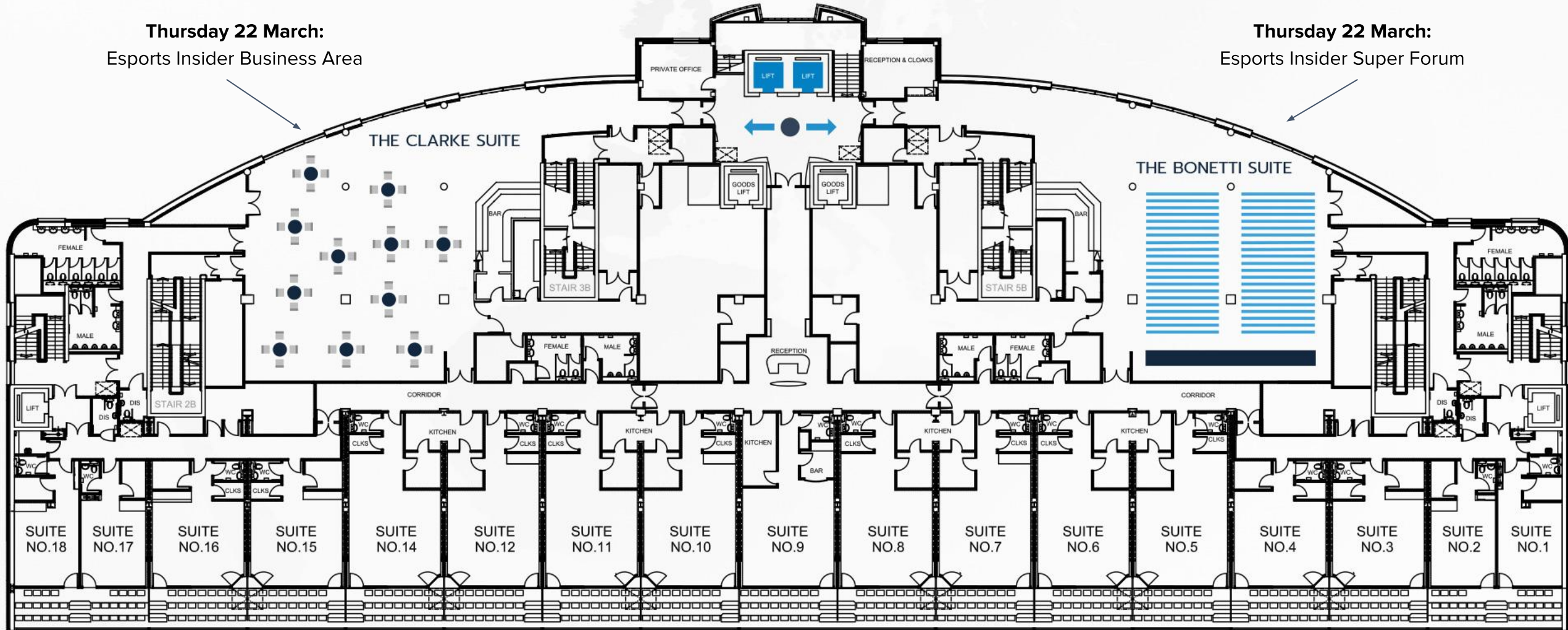
Wednesday 21 March:
Affiliate Insider Business Area

Thursday 22 March:
Esports Insider Business Area

Bonetti Suite

Wednesday 21 March:
Affiliate Insider Bootcamp

Thursday 22 March:
Esports Insider Super Forum



WHO IS SPEAKING?



Fabio Schiavolin
CEO



Niels Erik Folmann
CEO



Matt Scarrott
Director of Sportsbook & VIP



Jesper Karrbrink
CEO



Shay Segev
COO



Paris Smith
CEO



Marcus Brennan
CEO



Bill Mummery
Executive Director



Rory Anderson
Consultant



Sergey Portnov
CEO



Ronnie Whelan
Sky Betting & Gaming



Tom Ustunel
Betting & Gaming Director



Zeno Ossko
Managing Director



Giorgi Ricci
Commercial Director



Eddie Bennett
Managing Director



Tony Bentall
Managing Director



Mikel López de Torre
Digital Director



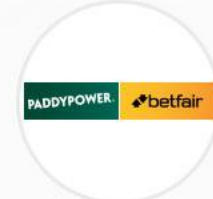
Manuel Stan
Marketing Director



Jesper Sogaard
CEO & Founder



Alexander Martin
Board Member



Jacqueline Hart
Fraud Director



Akin Alabi
CEO



Eduard Blonk
Managing Director



Marco Castaldo
CEO



Marco Nazzari
Managing Director -
Europe



Ory Weihs
CEO



Per Widerstrom
CEO



Francesco Carione
Managing Director

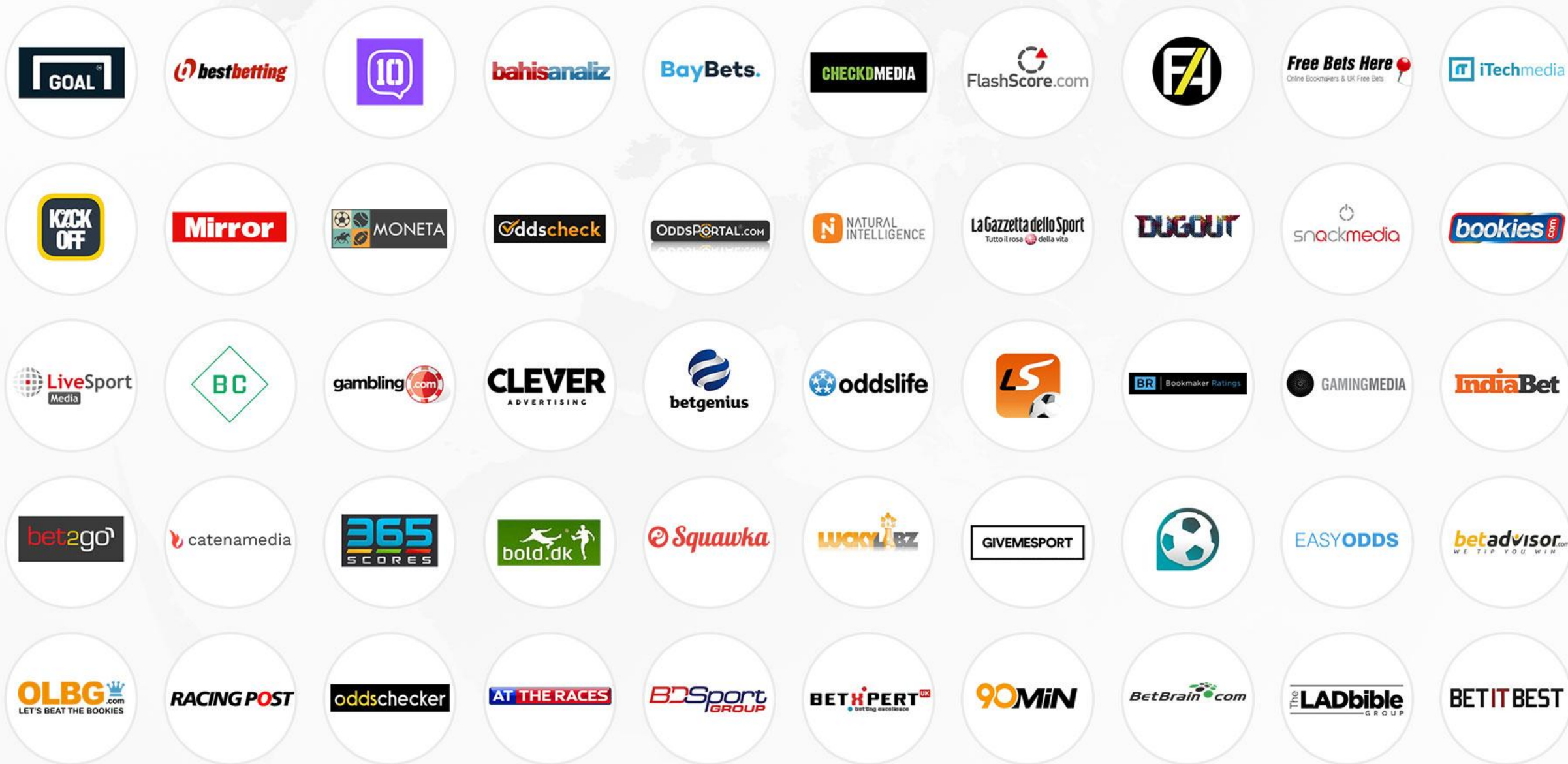
--- View all the speakers [here](#) ---

150+ GAMING OPERATORS ATTENDING - PREVIEW HERE:



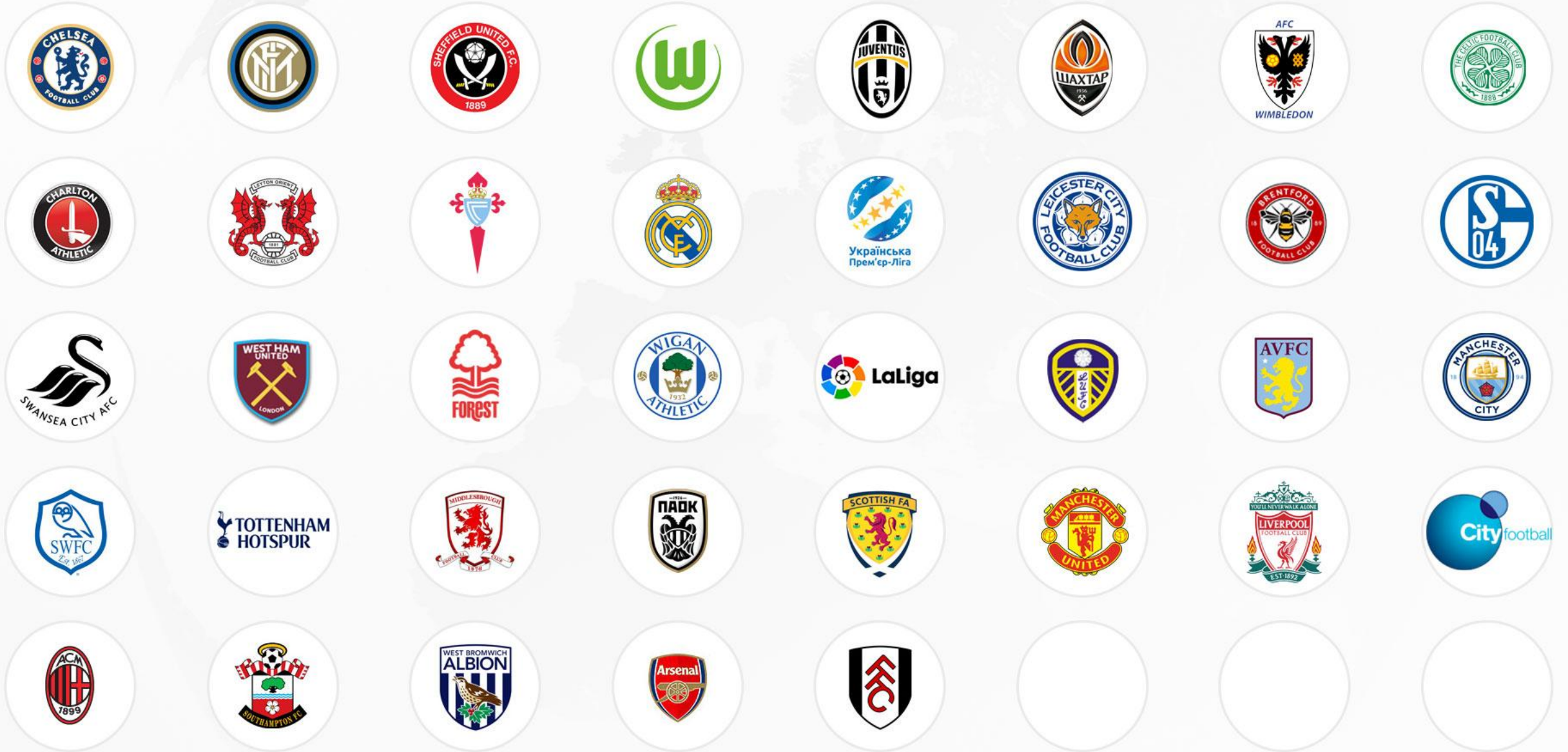
View all operators [here](#)

150 AFFILIATE & MEDIA COMPANIES ATTENDING - PREVIEW HERE:



View all affiliates & media [here](#)

100 FOOTBALL CLUBS & ORGANISATIONS ATTENDING - PREVIEW HERE:



View all football clubs [here](#)



BETTING ON FOOTBALL 2017

CHELSEA STADIUM - WEST STAND



FRANKIE'S WORLD CUP BAR

SPONSORED BY TRUSTLY



OFFICIAL NETWORKING DINNER & PARTY, 21 MARCH

@ NAMCO FUNSPACE (NEXT TO LONDON EYE)



OFFICIAL NETWORKING DINNER & PARTY, 22 MARCH

@ UNDER THE BRIDGE (BELOW STAMFORD BRIDGE)

GET IN TOUCH WITH TEAM SBC...



RASMUS SOJMARK

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