



Day 1: June 12, 2019 NexGen Gaming Forum (Sponsored by 888.com)

1:00 p.m. – 7:30 p.m. REGISTRATION

2:30 p.m. – 2:35 p.m. WELCOME

2:35 p.m. – 3:00 p.m. NexGen Forum KEYNOTE PRESENTATION:

3:00 p.m. – 3:50 p.m. GENERAL SESSION

ESPORTS: WHAT IS ITS IMPORTANCE FOR THE GAMBLING INDUSTRY?

Having proven it is more than a passing trend, esports has evolved into a major industry, with cities from Katowice to Las Vegas clamoring to host the biggest events. Casino host cities – and casinos themselves – want a big piece of the action. Is esports just another form of sports entertainment like boxing or MMA? Or could it become a major driver of sports-betting revenue? Professionals from both esports and the gaming industry discuss the synergies.

3:50 – 4:20 p.m. Networking and Refreshment Break

4:20 p.m. – 5:10 p.m. General Session:

PAYMENT TECHNOLOGIES AND THE NEW GAMING WORLD

Bitcoin. Blockchain. PayPal. Venmo. In-play sports betting. iGaming. Credit cards. Debit cards. Cross-border cashouts. As payment technologies advance at a fast pace, is the ever-expanding legal gambling industry keeping pace? How do gaming providers balance what consumers want with what technology allows? Experts from both industries discuss the possibilities, the expectations and the legal and regulatory issues that arise within an industry that operates under different rules for each state.

5:10 p.m. – 6:00 p.m. General Session:

THE IGAMING/SPORTS BETTING NEXUS

Although 42 states have some form of casino gambling, almost all of them have been reluctant to authorize online gaming – despite the robust – and still-growing – results in New Jersey since its launch more than five years ago. At the same time, states are clamoring for sports betting, which in order to reach its potential must include the online/mobile component. Will the rush to legalize sports betting also usher in the long-awaited world of online casino gaming? Experts from both the gaming and betting sectors examine the future of igaming and betting.

6:00 p.m. – 8:00 p.m. Welcome Cocktail Reception, at The Pool at Harrah's Resort & Casino

Day 2: June 13, 2019
East Coast Gaming Congress

7:45 – 8:45 a.m. Continental Breakfast

8:45 - 9:30 a.m. Welcome and Opening Keynote

9:45 – 10:45 a.m. Concurrent Sessions I:

SO FAR, SO GOOD?

With six states having launched sports betting since *Murphy v. NCAA*, including two states that allow online/mobile betting, the early results have demonstrated its potential ... or have they? Casino operators and systems providers examine expectations vs. reality, how the states' regulatory schemes stack up against each other, and what any of the 20 or so additional states considering legalization can learn from the early adopters.

TODAY'S CASINO MARKETING CHALLENGES

With continuing expansion of casinos – and the introduction of new gaming options – the competition for casino customers has never been fiercer. What do customers want (or demand) today in exchange for their loyalty – both the regular slot player and the premium table games player? What tactics do casinos use to attract and retain their core players? Casino operators and veteran independent marketing executives discuss what it takes to make it in today's gaming marketplace.

WALL STREET WISDOM

From an investment perspective, the gaming industry continues to change rapidly, with continuing consolidation of both the operators and suppliers, on a global scale. Sports betting could become a game changer for the US industry due to its rapid spread, new customer engagement and relationship to mobile gaming. Meanwhile, a new wave of growth in Las Vegas, Atlantic City's recovery, and continued expansion in the regional markets could either mean great corporate profits or disappointment from oversupply. A panel of top finance professionals discuss and debate the industry outlook from the perspective of the money that shapes the industry.

10:45 – 11:15 a.m. Networking and Refreshment Break

11:15 a.m. – 12:15 p.m. Concurrent Sessions II

THE LEAGUES' PERSPECTIVE

From passive spectators in the only-in-Nevada days to vigorous opponents in the challenge to New Jersey's appeals to legalize sports betting, major US sports leagues and teams are now embarking on long-term business partnerships with gaming companies in ways that may forever change the way sports are consumed and wagers are made. Why have the leagues so quickly embraced their one-time foe ... and what do they want from sports betting? How will they shape the future of sports betting in America?

FOOD & BEVERAGE

Driving Revenue through Food & Beverage Opportunities: Attendees will gain insight into creative and innovative concepts in food & beverage – from innovation and future trends in menus/food offerings to unique restaurant concepts.

THE MID-ATLANTIC BATTLEGROUND

With 29 casinos (and counting) within a 150-mile radius of Philadelphia, along with myriad other gaming and betting options, the gaming landscape in the Mid-Atlantic has become intensively competitive – and increasingly localized. How will operators continue to achieve growth? Are new gaming offerings such as igaming and sports betting helping or hurting the primary casino gaming product? Gaming operators and analysts discuss what it takes to thrive in this dynamic marketplace.

12:15 p.m. – 1:30 p.m. Keynote Luncheon

1:30 p.m. – 2:30 p.m. Concurrent Sessions III

WHAT'S NEXT IN SPORTS BETTING?

Product development will be one of the key drivers of growth over the next year, and beyond. We can see from early sports-betting metrics that giving the US player options for in-running betting and the ability to cash-out his or her bet is still in its infancy, but how do we think this will develop over the next 12 months? What effect might that trajectory have for revenues – and margins? Should new product development – either entirely new, or adapted from elsewhere – be entirely within the control of the operator, alongside their suppliers? And should regulators have more than just a monitoring role here? Product development – whether new bets, markets or related offerings – has proven itself one of the key drivers of innovation in other developed sports betting markets; will that be the same for the regulated US market, or are there special factors to consider here?

CYBERSECURITY

As the popularity of online gaming and blockchain technology increases, so do the risks of cybercrime. Hackers are becoming smarter, moving faster, and increasing their chances of success to break in. This panel will highlight the technology as well as ways to protect yourself and reduce your chances of becoming a victim.

LEVERAGING ONLINE WAGERING

As more states prepare to allow gaming operators to offer online options – including casino games and sports betting – land-based casinos can view this as an opportunity or a threat. In New Jersey, which has been the leader in both online casino games and online sports betting, operators report that igaming has created mostly new customers, allowing them to build their databases and drive visitation. Learn what works and what won't in this forward-looking session.

2:30 p.m. – 3:00 p.m. Networking and Refreshment Break

3:00 p.m. – 4:30 p.m. LEADERSHIP THINK TANK

As gaming rapidly expands into new frontiers – from online wagering to partnerships with sports leagues to sophisticated payment technologies – the need for steady, visionary leadership is more critical than ever. In this ECGC signature session, leaders from prominent gaming companies with East Coast properties discuss the future of land-based gaming, how sports betting is shaping their operations, the M&A environment, and how and where they seek their next opportunities.

4:30 p.m. East Coast Gaming Congress Concludes