

# SPORTS BETTING MANAGEMENT

Six times a year, **Sports Betting Management** brings you the latest trends in the new gaming industry. It's also where you can find insightful commentary, exclusive Q&A's with gaming leaders, real-world case studies, success stories and a wealth of information about the latest games and related products.

**U.S. sports wagering has the potential to be legal in all but five states and is forecasted to generate an estimated \$166-\$333 million in annual revenue by 2022<sup>1</sup>.**

**Sports Betting Management** is the only publication that offers a 360-degree/comprehensive package opportunity for advertisers (print magazine, online website, digital edition, eBlast coverage all included with your ad package).

**Video and re-targeting programs also available!**



	NIGA & BETTING ON SPORTS AMERICA ISSUE				G2E ISSUE	
	JANUARY Ad Close: 12/13/19 Materials Due: 12/17/19	APRIL Ad Close: 3/02/20 Materials Due: 3/04/20	JUNE Ad Close: 5/12/20 Materials Due: 5/15/20	AUGUST Ad Close: 7/22/20 Materials Due: 7/27/20	OCTOBER Ad Close: 9/08/20 Materials Due: 9/11/20	DECEMBER Ad Close: 11/22/20 Materials Due: 11/27/20
COVER STORY	Sports Betting Rollout Update	Sports Betting in Indian Country	Profile of the American Sports Betting Customer	Making the Most from eSports	Sports Betting & Sports Leagues	Sports Betting's Mobile Future
REGIONAL OPERATOR SPOTLIGHT	Arkansas	New Mexico	New Jersey	Pennsylvania	Illinois	Indiana
OPERATIONS	Working with Affiliates	The Importance of Integrity	Resort Cross Marketing	Integrating Live Event Wagering	Cross Promoting with Sports Leagues	Lessons from Established Sports Betting Markets
PRODUCTS	Geolocation Technology	Virtual Sports Products	Betting Terminals	Sportsbook Support Products	Payment Systems	Online Sports Betting Support Products
BONUS DISTRIBUTION	<b>RAVING NEXT: Indian Gaming Analytics &amp; Marketing</b> Jan. 28-30 Isleta Resort, N.M. <b>WESTERN INDIAN GAMING CONFERENCE</b> TBA • USA <b>ICE LONDON</b> Feb. 4-6 ExCeL London, UK	<b>NIGA</b> March 26-27 San Diego, Calif. <b>BETTING ON SPORTS AMERICA</b> April 28-29 The Meadowlands, N.J.	<b>ICE NORTH AMERICA</b> June 8-10 Austin, Texas <b>EAST COAST GAMING CONGRESS</b> TBA Atlantic City	<b>BETTING ON SPORTS UK</b> TBA London	<b>G2E</b> Oct. 5-8 Sands Expo, Las Vegas <b>TRIBALNET</b> TBA USA	

1. Casino Journal 2017 VAC Report