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## GAMING NEWS

### Las Vegas to host iGaming North America

23 February 2011

LITTLETON, Colorado -- (PRESS RELEASE) -- Finally the gambling capital of the world will get an up-close look at its future during the inaugural iGaming North America conference to be held May 2-4, 2011 at Monte Carlo Casino & Resort in Las Vegas.

Organizers BolaVerde Media Group, Lewis & Roca and The Innovation Group have taken a new approach in designing the curriculum as a "boot camp" for entrants into the North American i-gaming markets. The event will provide education and training to prospective participants in the regulated US and Canadian Internet gaming markets. Through this program, attendees will acquire a roadmap and the tools necessary to get from Point A (regulatory approval) to Point B (launch) with a firm handle on their capital, staffing, marketing and operational needs.

With the theme "The Road to Legalization," the groundbreaking event is designed to introduce the land-based gaming businesses of North America to the \$30 billion global iGaming industry. It is the production of a new venture backed by Steven Rittvo, owner of The Innovation Group, Mark Balestra, director of BolaVerde Media Group, and Anthony Cabot, a prominent gaming attorney based in Las Vegas, with an advisory committee chaired by Sue Schneider, a veteran of the iGaming industry and the principal of eGaming Brokerage.

"The discussion has evolved beyond the speculative tone we've seen in recent years, and there's a high demand for practical guidance as businesses enter uncharted territory." Mr. Balestra explained. "Certainly the program will cover political and regulatory issues, but the primary focus will be on 'how-to' rather than 'what-if.'"

The lineup of presenters and panelists includes professional poker superstar Howard Lederer, as well as executives from the world's leading online and offline gambling businesses, including Caesars, GTECH, Betfair, WMS and more.

The organizers have crafted a program geared for preparing businesses for entrance into the world's largest regulated Internet gambling market. Topics include:

- Marketing for Start-up and Ramp-up
- Staffing and Outsourcing Needs
- Cross-Marketing Strategies
- Managing and Integrating Online & Offline Loyalty Programs
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"A window is opening for North America's licensed operators, existing iGaming operators and media and entertainment ventures expanding into new markets," Ms. Schneider explained. "For all of these businesses, this event will present a much needed forum for learning and sharing ideas, as well as the region's first marketplace for gambling's most promising sector."

Mr. Cabot added, "With the surge in activity at both the state/provincial as well as federal levels, the time is right for all of the operators, consultants, vendors and suppliers focused on the North American audience to come together for this important informational event."

Regulation in the US and Canadian markets appears imminent and several bills for regulation are pending in various jurisdictions. Yet even with its global reach and undisputed commercial success, the technology and geolocation issues and opportunities surrounding iGaming are still not well understood by many of those in the traditional gaming industry in North America. Come May 2, that will all begin to change.

Sponsors to the 2011 event include Continent 8, Betfair/TVG, Dickinson Wright and Blank Rome.

The organizers are offering an early-bird rate for those who register by March 3. Discounts are available to groups of three or more as well.

For more information, visit: [www.igamingnorthamerica.com](http://www.igamingnorthamerica.com).

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