

OFFICIAL EVENT GUIDE



SIGMA
AMERICAS
23-25 APR 2024, SÃO PAULO



SiGMA
ADVISORY

Selling or buying a business?

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The new SiGMA M&A Advisory

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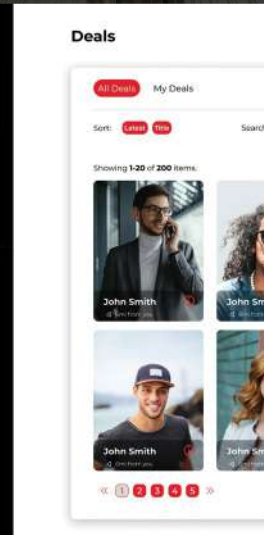
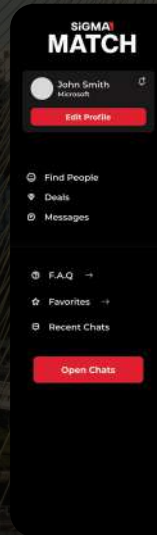
SIGMA MATCH

The free SiGMA Networking tool
A ferramenta gratuita de networking da SiGMA

📱 **Available on desktop + mobile**
Disponível em desktop + dispositivos móveis

🕒 **Easy 5-minute setup**
Configuração fácil em apenas 5 minutos

★ **Available throughout SiGMA Americas**
Disponível durante toda a SiGMA Américas



GO TO SIGMA MATCH
Vá para o SiGMA Match

Disclaimer: SiGMA Group will never ask you for money on SiGMA Match or any of our other social media platforms.
Aviso legal: O Grupo SiGMA nunca pedirá dinheiro no SiGMA Match ou em qualquer uma de nossas outras plataformas de mídia social.

TABLE OF CONTENTS

PAGE 6
Welcome Note
Eman Pulis

PAGE 8
SiGMA Americas
Agenda

PAGE 22
Startup Pitch and
Startup Village



PAGE 24
SiGMA & BIS
Awards

PAGE 32
Floorplan

PAGE 34
Exhibitor List

PAGE 8
BIS SiGMA
Americas Conference

PAGE 17
Shuttle Info

PAGE 26
SiGMA
Official Party



PAGE 28
MMA Fight
Night

PAGE 40
Meet the Speakers

PAGE 54
Media Partners

WELCOME TO BIS SIGMA AMERICAS 2024

2023 was an important year for SiGMA. We successfully launched well received inaugural events for SiGMA Africa, SiGMA Asia and SiGMA Americas in Kenya, Manila and Sao Paulo respectively, and celebrated several new acquisitions and partnerships - including with Brazil iGaming Summit (BIS), Affiliate World, and the addition of several affiliate licences across the US. This year we continue with our global mission, with a full lineup of international shows, including the launch of SiGMA East Europe in Budapest come September. We end our calendar of events with our flagship show in November - Malta Week will also mark our milestone 10 year anniversary, a fitting way to close off a tremendous year for SiGMA.

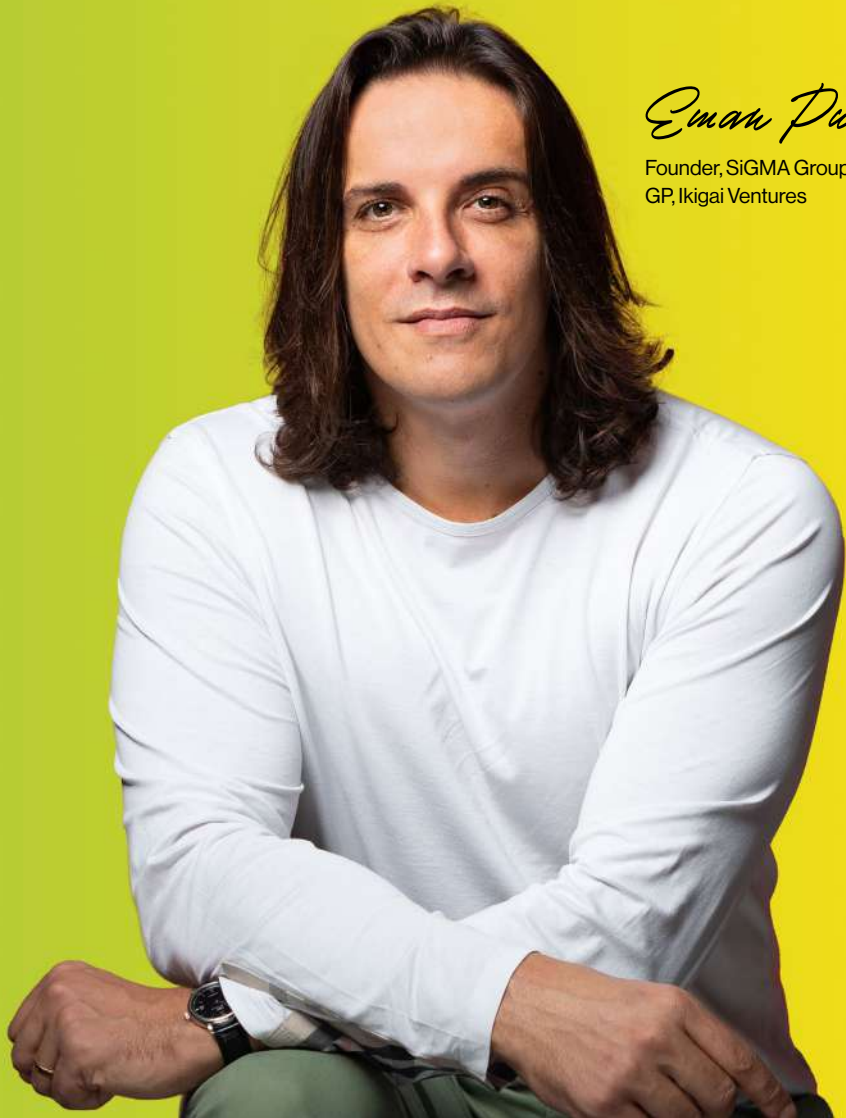
In addition to serving as an important platform for new business to take place, the events have also been instrumental in pushing sustainable, regulated gaming forward in these regions. Both Brazil and Dubai took significant next steps towards a regulated landscape following last year's SiGMA shows.

Alongside our partners BIS, we're back in Sao Paulo for our second event in the region. With the passing of landmark regulation last December we're excited to explore the growing potential for Brazil to lead LatAm's gaming landscape forward.

2023 foi um ano importante para a SiGMA. Lançamos com sucesso eventos inaugurais muito bem recebidos para a SiGMA África, SiGMA Ásia e SiGMA Américas no Quênia, Manila e São Paulo, respectivamente, e celebramos várias novas aquisições e parcerias - incluindo o Brazil iGaming Summit (BIS), Affiliate World e a adição de várias licenças de afiliados nos EUA. Este ano continuamos com nossa missão global, com uma programação completa de shows internacionais, incluindo o lançamento da SiGMA Leste Europeu em Budapeste em setembro. Encerramos nosso calendário de eventos com o destaque de novembro: a Malta Week. Este evento também celebrará nosso décimo aniversário, representando uma maneira verdadeiramente significativa de encerrar um ano excepcional para a SiGMA.

Além de servir como uma plataforma importante para novos negócios acontecerem, os eventos também foram fundamentais para impulsionar o jogo sustentável e regulamentado nessas regiões. Tanto o Brasil quanto Dubai deram passos significativos em direção a um cenário regulamentado após os shows da SiGMA do ano passado.

Ao lado de nossos parceiros do BIS, estamos de volta a São Paulo para nosso segundo evento na região. Com a aprovação de uma regulamentação marcante em dezembro passado, estamos animados para explorar o potencial crescente do Brasil para liderar o cenário de jogos da América Latina.



Eman Pulis

Founder, SIGMA Group
GP, Ikigai Ventures

23 APR - DAY 0 - AGENDA

- 09:00 **Explore Jaraguá Peak: São Paulo's highest point**
Lobby - Hilton Morumbi
Explore o Pico do Jaraguá: O ponto mais alto de São Paulo
Open only to premium ticket holders.
- 12:00 **Culinary Masterclass in São Paulo**
17:00 Lobby – Hilton Morumbi
Masterclass de culinária em São Paulo
Strictly by invitation and open to Platinum ticket holders.
- 14:00 **Pre-Registration**
22:00 Meeting Room – Hilton Morumbi
Pré-registro
- Beat the crowds and collect your badge early.**
Registration desks are open from 2 pm till 10 pm.
- 18:00 **Drinks Reception**
22:00 Meeting Room – Hilton Morumbi
Recepção Com Drinks
Open to all ticket holders.
- 19:00 **SiGMA Awards Courtesy of Smartsoft Gaming**
23:00 Um Rooftop
Prêmio SiGMA, cortesia da Smartsoft Gaming
Strictly by invitation only.
- 19:30 **Co-Hosted iGathering Dinner**
22:30 Canvas Bar & Restaurante – Hilton Morumbi
Jantar De Igathering Co-Organizado
Strictly by invitation and open to Premium and Platinum ticket holders.

24 APR - DAY 1 - AGENDA

- 09:00 **Exhibition**
18:00 Transamerica Expo Center
Exposição – Dia 1
- 09:30 **Conference**
18:00 Transamerica Expo Center
Conferencia – Dia 1
- 13:10 **Centurion MMA Weigh-in Americas**
13:30 Jardins Stage - Transamerica Expo Center
Pesagem da Luta de MMA do Centurion - Américas
- 17:00 **Affiliates x Operators Speed Dating**
18:00 **Afiliados x Operadores - Speed Dating: Américas**
- 18:00 **Networking Drinks**
20:00 Armazém Terrace – Hilton Morumbi
Coquetel de networking
Open to Premium and Platinum ticket holders only
- 19:00 **BIS Awards**
23:00 Um Rooftop
Premios BIS
Strictly by invitation only
- 19:30 **iGathering Dinner supported by WA. Technology**
22:30 **Jantar de iGathering**
Strictly by invitation and open to Premium and Platinum ticket holders.

25 APR - DAY 2 - AGENDA

- 09:00 **Exhibition**
18:00 Transamerica Expo Center
Exposição – Dia 2
- 10:00 **Conference**
17:00 Transamerica Expo Center
Conferencia – Dia 2
- 18:00 **Networking Drinks**
20:00 Canvas Bar & Restaurante – Hilton Morumbi
Coquetel de networking - Open to Premium and Platinum ticket holders only
- 18:00 **Centurion MMA Fight**
24:00 VIP Station
Luta De MMA Do Centurion
- 19:30 **iGathering Dinner supported by Propellerads**
22:30 Amrazen, Hilton Morumbi
Jantar de iGathering - Strictly by invitation and open to Premium and Platinum ticket holders
- 19:30 **iGathering Dinner with Oddsgate**
22:30 **Pobre Juan Morumbi Shopping**
Jantar de iGathering - Strictly by invitation and open to Premium and Platinum ticket holders
- 21:00 **BIS SiGMA Official Party**
03:00 **Festa Oficial da SiGMA BIS** - Open to Premium and Platinum ticket holders only

SIGMA
AMERICAS



GAME ON!

The unmissable sessions on our conference agenda

As sessões imperdíveis em nossa agenda de conferências

24 APR - DAY 1

Itaim Stage

09:30–16:25 - **BIS SiGMA conference**

09:30 – 09:35 - **Official Opening**

Delve into Brazil's evolving gambling landscape. Panels explore updates in state lotteries and their socioeconomic impact, emphasising opportunities for business growth. Discussions also highlight forming an iGaming hub and the national and international ramifications of sports betting regulation in Brazil. Further panels tackle challenges and opportunities in attracting investors and navigating advertising in the sports betting market.

Dia 24

Palco Itaim

09:30–16:25 - **Conferência BIS SiGMA**

09:30 – 09:35 **Abertura Oficial**

Aprofunde-se no cenário de jogos de azar em evolução no Brasil. Painéis exploram atualizações nas loterias estaduais e seu impacto socioeconômico, enfatizando oportunidades para o crescimento dos negócios. As discussões também destacam a formação de um polo de iGaming e as ramificações nacionais e internacionais da regulamentação de apostas esportivas no Brasil. Outros painéis abordam desafios e oportunidades na atração de investidores e na navegação da publicidade no mercado de apostas esportivas.

16:25–17:30

SiGMA/AIBC Startup Pitch Americas

Jardins Stage

10:00–13:10

SiGMA BIS Conference – Session 1

This session focuses on the growing online betting scene in Brazil, including digital marketing's role, successful strategies in the video bingo market, and responsible gambling practices. The discussions extend to the potential impact of legalised resort and urban casinos. Later sessions look at the significance of strategic partnerships between operators and payment providers in the international market and assess the regulatory impact on sports sponsorships.

13:10–13:30 - **Centurion MMA Weigh-in Americas**

13:40–16:15 - **SiGMA BIS Conference – Session 2**

The panels at this session cover key aspects of the gambling industry in Brazil. They include discussions on leveraging influence marketing ethically amidst regulatory challenges, understanding the immediate mindset of Brazilian consumers for effective betting strategies, and transitioning from affiliate to operator roles to optimise success in the market.

16:25–17:30

SiGMA/AIBC Pitch de Start-ups: Américas

Palco Jardins

10:00–13:10

Conferência SiGMA BIS – Sessão 1

Esta sessão foca no crescente cenário de apostas on-line no Brasil, incluindo o papel do marketing digital, estratégias bem-sucedidas no mercado de vídeo bingo e práticas de jogo responsável. As discussões se estendem ao impacto potencial dos cassinos resort e urbanos legalizados. As sessões posteriores analisam a importância das parcerias estratégicas entre operadores e provedores de pagamento no mercado internacional e avaliam o impacto regulatório nos patrocínios esportivos.

13:10–13:30 - **Pesagem da Luta de MMA do Centurion: Américas**

13:40–16:15 **Conferência SiGMA BIS – Sessão 2**

Os painéis desta sessão cobrem aspectos-chave da indústria de jogos de azar no Brasil. Eles incluem discussões sobre a alavancagem do marketing de influência de forma ética em meio a desafios regulatórios, compreensão da mentalidade imediata dos consumidores brasileiros para estratégias de apostas eficazes e transição de afiliado para papéis de operador para otimizar o sucesso no mercado.

25 APR - DAY 2

Jardins Stage

10:00–10:05 - **SiGMA BIS Conference – Session 1**

10:00 – 10:05 - **Official Opening**

10:05–13:25 - **AIBC Conference**

From AI applications for business and daily life to real-life AI stories and legislation insights, we explore the intersection of emerging tech in Brazil and LatAm. Topics include the transformation of risk-weighted assets in finance, crypto adoption trends, and the use of crypto in gaming.

13:25–17:00 - **SiGMA BIS Conference – Session 2**

This session explores gamification's role in boosting player loyalty in Brazil's regulated betting sector. A keynote by Alex Tomic focuses on strategies to mitigate risks and optimise resources in game supplier integration.

Itaim Stage

10:00–17:05 - **SiGMA BIS Conference**

10:00 – 10:05 - **Official Opening**

The conference covers diverse aspects of the iGaming industry, including cultural adaptation for affiliates in Brazil, cryptocurrency's influence on payment solutions, and the evolution of traditional media post-regulation.

Dia 25

Palco Jardins

10:00–10:05 - **Conferência SiGMA BIS – Sessão 1**

10:00 – 10:05 - **Abertura Oficial**

10:05–13:25 - **Conferência AIBC**

Desde aplicações de IA para negócios e vida cotidiana até histórias reais de IA e insights legislativos, exploramos a interseção da tecnologia emergente no Brasil e na América Latina. Os tópicos incluem a transformação de ativos ponderados pelo risco no setor financeiro, tendências de adoção de criptomoedas e o uso de cripto em jogos.

13:25–17:00 - **Conferência SiGMA BIS – Sessão 2**

Esta sessão explora o papel da gamificação no aumento da fidelidade dos jogadores no setor de apostas regulamentado do Brasil. Uma palestra de Alex Tomic se concentra em estratégias para mitigar riscos e otimizar recursos na integração de fornecedores de jogos.

Palco Itaim

10:00–17:05 - **Conferência SiGMA BIS**

10:00 – 10:05 - **Abertura Oficial**

A conferência aborda diversos aspectos da indústria de iGaming, incluindo adaptação cultural para afiliados no Brasil, influência de criptomoedas em soluções de pagamento e evolução da mídia tradicional pós-regulação.

BIS | SIGMA
AMERICAS
23-25 APR 2024, SÃO PAULO



SIGMA | AEW
EAST EUROPE
2-4 SEP 2024, BUDAPEST



SIGMA | AEW
EURASIA
FEB 2025, DUBAI





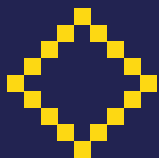
SIGMA
ASIA

3-5 JUN 2024, MANILA



SIGMA
EUROPE

11-14 NOV 2024, VALLETTA



SIGMA
AFRICA

MAR 2025, CAPE TOWN

**This is
huge!**



SIGMA
AMERICAS



SHUTTLE SERVICE

Transamerica to Hilton Morumbi
08:30 - 18:30

DINNER'S ON US!

23 APR

18.00 - 22.00

Drinks reception

Location: Meeting Room - Hilton Morumbi

open to all tickets holders

19.30 - 22.30

VIP Dinner

Location: Canvas Bar & Restaurante - Hilton Morumbi

By invitation only

(Premium and Platinum ticket holders)

24 APR

18.00 - 22.00

Networking Drinks

Location: Armazem Terrace - Hilton Morumbi

(Premium and Platinum ticket holders)

19.30 - 22.30

VIP Dinner with WA.Technology

By invitation only

(Premium and Platinum ticket holders)

23 de Abril

18.00 - 22.00

Recepção com drinks

Local: Sala de Reuniões - Hilton Morumbi

(Aberto a todos os portadores de ingressos)

19.30 - 22.30

Jantar VIP

Local: Canvas Bar & Restaurante - Hilton Morumbi

Exclusivo para convidados

(portadores de ingressos Premium e Platina)

24 de Abril

18.00 - 20.00

Coquetel de networking

Local: Terraço Armazem - Hilton Morumbi

(portadores de ingressos Premium e Platina)

19.30 - 22.30

Jantar VIP com WA.Technology

Exclusivo para convidados

(portadores de ingressos Premium e Platina)

O JANTAR É POR NOSSA CONTA!

25 APR

18.00 - 22.00

Networking Drinks

**Location: Canvas Bar & Restaurante
- Hilton Morumbi**

(Premium and Platinum ticket holders)

19.30 - 22.30

VIP Dinner supported by Propellor Ads

**Location: Armazem Terrace - Hilton Morumbi
By invitation only**

(Premium and Platinum ticket holders)

19.30 - 22.30

VIP Dinner with Oddsgate

**Location: Pobre Juan - Morumbi Shopping Centre
By invitation only**

(Premium and Platinum ticket holders)

25 de Abril

18.00 - 22.00

Coquetel de networking

**Local: Canvas Bar & Restaurante
- Hilton Morumbi**

(portadores de ingressos Premium e Platina)

19.30 - 22.30

Jantar VIP

Local: Terraço Armazem - Hilton Morumbi
Acesso somente por convite

(portadores de ingressos Premium e Platina)

19.30 - 22.30

Jantar VIP com Oddsgate

Local: Pobre Juan - Morumbi Shopping Centre
Exclusivo para convidados

(portadores de ingressos Premium e Platina)



If you're a premium or platinum ticket holder then you're in for a treat. Make sure you don't miss out on the VIP dinners taking place during BIS SIGMA Americas - RSVP to your email invitation to secure your seat. With no-expense spared and an exclusive top tier crowd, the SIGMA iGathering is your go-to evening event this week.

Wondering which dinner you're signed up for? Scan the QR code on your badge to view your personal agenda.

BIS SIGMA AMERICAS: WHAT TO EXPECT


Following shows in Dubai and Cape Town earlier this year, we're back in Sao Paulo for our second event in the region. With the passing of landmark regulation last December all eyes have been on Brazil. There's plenty to talk about. And with two full days of conference at our disposal, we've packed the agenda with panels and keynotes that do just that. Special guest speakers include government officials, as well as influencers and C-level affiliates, operators, and suppliers. While many are familiar faces to Brazil's gaming scene, newcomers lend a different perspective to discussions on this evolving landscape.

BIS SiGMA Americas isn't just an event; it's a powerhouse of opportunities. SiGMA is ready to deliver unique insights into this tier one market, unrivaled networking opportunities, and a top notch expo experience that gathers a carefully curated selection of the absolute best in business.

Don't miss out on the side events either. From an MMA fight night to an awards ceremony, we're going all out to bring you unmissable opportunities to network. There are dinners and drink receptions practically every night, and, of course, we're ending things in style with an official closing party. If you've ever attended a SiGMA event, you'll know that's not something you'll want to miss.

2023 foi um ano incrível para o Grupo SiGMA, com uma onda sem precedentes de crescimento e inovações que deixaram o mundo dos jogos em polvorosa. À medida que avançamos para 2024 e nos aproximamos de uma década de sucesso, a SiGMA está pronta para redefinir o cenário da indústria - trazendo uma turnê mundial repleta de eventos globais, parcerias inovadoras e aquisições estratégicas.

Após shows em Dubai e Cidade do Cabo no início deste ano, estamos de volta a São Paulo para nosso segundo evento na região. Com a promulgação da regulamentação histórica em dezembro passado, todos os olhos se voltaram para o Brasil. Há uma série de tópicos importantes para discussão. E com dois dias completos de conferências à nossa disposição, preenchemos a agenda com painéis e palestras que abordam exatamente esses temas. Palestrantes convidados especiais incluem autoridades governamentais, bem como influenciadores e afiliados de alto nível, operadores e fornecedores. Embora muitos sejam rostos familiares no cenário de jogos do Brasil, os novatos oferecem uma perspectiva diferente para as discussões sobre esse cenário em evolução.



Get ready for BIS SiGMA Americas 2024. This is the event that will absolutely blow you away, and you won't want to miss a moment of it.



A BIS SiGMA Américas é mais do que apenas um evento; é um epicentro de oportunidades. Com parceiros como o Brazil iGaming Summit, você pode contar com a SiGMA para oferecer insights exclusivos sobre este mercado de ponta, oportunidades de networking incomparáveis e uma experiência de exposição de excelência, reunindo uma seleção cuidadosa de líderes do setor.



Are you looking to meet the next startup unicorn?

A little known industry secret is that the best return profile in venture capital has historically been produced by newcomers at the early stages of investing. Our accelerator initiatives embrace innovation and ambitious entrepreneurship by unlocking development potential and offering support and mentorship.

SIGMA's Startup Village - this exclusive space on the expo floor offers a high-visibility platform for companies to benefit from personalised introductions and worldwide exposure to investors and businesses.

Watch the pitches live, participate in audience Q&As, or exchange business cards with projects that catch your eye. The SIGMA Pitch kicks off on the 24th at 12:50 on the Itaim stage.



STARTUP PITCH FINALISTS

Quem será a próxima estrela em ascensão no mundo das start-ups?



GeniusBet
geniusbet.ai



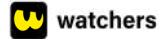
Betpass
betpass.tech



Prove
prove.com



RoxChat
rox.chat



Watchers
watchers.io



Amplify
amplifyugc.co

Um segredo pouco conhecido da indústria é que o melhor perfil de retorno em capital de risco historicamente tem sido produzido por novatos nos estágios iniciais do investimento. Nossas iniciativas de aceleração abraçam a inovação e o empreendedorismo ambicioso, desbloqueando o potencial de desenvolvimento e oferecendo suporte e mentoria.

O Start-up Village da SiGMA - este espaço exclusivo na área da exposição oferece uma plataforma de alta visibilidade para empresas se beneficiarem de apresentações personalizadas e exposição global a investidores e empresas.

Duas competições Pitch para Startups - Assista às apresentações ao vivo, participe de perguntas e respostas com a plateia ou troque cartões de visita com projetos que chamarem sua atenção. O SiGMA Pitch começa no dia 24, às 12h50, no palco Itaim.



The SiGMA Awards

23 APR - 19.00 - 23.00 - UM Rooftop

Awards season is upon us, and we're bringing you a standout evening full of good food, great networking and top notch entertainment. Celebrating a truly deserving industry, and hosted by Lilly Douse and Rick Goddard, the awards highlight the companies and individuals shaping the course of the gaming and emerging tech landscape. We're also proud to be supporting the SiGMA Foundation by holding a charity auction. Up on the block are contributions from leading local and international artists - previous pieces currently hang in the Burj Khalifa, so make sure you get in on the action.

this is one event you won't want to miss!

RSVP to your invite to secure your seat.

BIS Awards - 24 APR - 19.00 - 23.00 - UM Rooftop

Featured at the auctions

All proceeds are in aid of SiGMA Foundation



Golden Carnival
Derek Mason

Mona's smile
Edgar Mifsud





1XBET

OFFICIAL PARTY



SAVAGE & SHĒ



Get ready to wrap up BIS SIGMA Americas 2024 with a bang as we gear up for SIGMA's Official Closing Party.

Open to premium and platinum ticket holders, the Tokio Marine Hall sets the stage for a cabaret-themed event. Brace yourself for a night you won't forget, with sultry burlesque performances and decadent lounge areas buzzing with play-for-fun game tables.

Welcome canapes and drinks are served between 9 pm and 10 pm in the foyer, before the main hall opens for the Cabaret show - which kicks off at 10.00 pm. Get ready to sway to the beats of global DJ duo, Savage and SHe - playing from midnight to 2 am, followed by DJ Enzo who hits the decks from 2 am to 3 am.

Prepare-se para encerrar a BIS SIGMA Américas 2024 com chave de ouro na Festa Oficial de Encerramento da SIGMA.

Disponível para portadores de ingressos premium e platina, a Tokio Marine Hall será o palco para um evento temático de cabaré. Prepare-se para uma noite inesquecível, com performances de burlesque sensuais e áreas lounge repletas de mesas de jogos divertidos.

Canapês e drinks de boas-vindas serão servidos entre 21h e 22h no foyer, antes da abertura do salão principal para o show de Cabaré - que começa às 22h. Prepare-se para curtir o som da dupla global de DJs, Savage and SHe - tocando da meia-noite às 2 da manhã, seguido pelo DJ Enzo que assume as pick-ups das 2 da manhã às 3 da manhã.

SIGMA
AMERICAS



MMA Returns to SiGMA with Centurion FC

MMA retorna à SiGMA com Centurion FC

SiGMA's MMA fights are back, with Centurion FC bringing a powerful fusion of combat sports and MMA entertainment to Sao Paulo. Follow their live on stage weigh-in at the MMH on the 24th before things heat up at the VIP Station in Santo Amaro on the 25th.

Doors open at 18:00, with the undercard kicking off at 19:00. Get ready for the main card - starting at 20:00.

Centurion has transformed from a pure event promoter into a gaming affiliate - bringing sportsbook providers, a live stream platform, and betting operators together on a single, synchronized corner of the Centurion site. While MMA battles are streamed, this dedicated platform will offer sports fans some seriously enticing betting opportunities.

If SiGMA is the heavyweight champion in the iGaming conference arena, Centurion is gearing up to become the MMA equivalent. Get ready for a showdown that'll rock both worlds!

As lutas de MMA da SiGMA estão de volta, com o Centurion FC trazendo uma poderosa fusão de esportes de combate e entretenimento de MMA para São Paulo. Acompanhe a pesagem ao vivo no palco do MMH no dia 24 antes das coisas esquentarem na Estação VIP em Santo Amaro no dia 25.

Os portões abrem às 18h, com o card preliminar começando às 19h. Prepare-se para o card principal - com início às 20h.

O Centurion evoluiu de um mero promotor de eventos para um afiliado de jogos, unindo provedores de apostas esportivas, uma plataforma de transmissão ao vivo e operadores de apostas em um único e integrado espaço em seu site. Enquanto as lutas de MMA são transmitidas, essa plataforma proporcionará aos entusiastas de esportes oportunidades de apostas irresistivelmente atrativas.

Se a SiGMA é a campeã peso pesado na arena de conferências de iGaming, o Centurion está se preparando para se tornar o equivalente em MMA. Prepare-se para um duelo que vai balançar ambos os mundos!





APR 25

MEET GABI GARCIA

CONHEÇA GABBY GARCIA

SHE WEIGHS IN ON THE MAIN STAGE AT 12.45 ON THE 24TH.

Gabi Garcia, a formidable presence in MMA, adds star power to SIGMA America's MMA Flight Night on the 25th. Fans eager for insights from the heavyweight sensation will be in with the chance to meet this MMA icon as she shares her thoughts on the upcoming fights and her journey in the sport. Scheduled for a press conference on the 23rd, Garcia's appearance precedes an anticipated meet and greet session. Her participation underscores SIGMA's commitment to showcasing top-tier talent and providing an unforgettable experience for fans of combat sports.

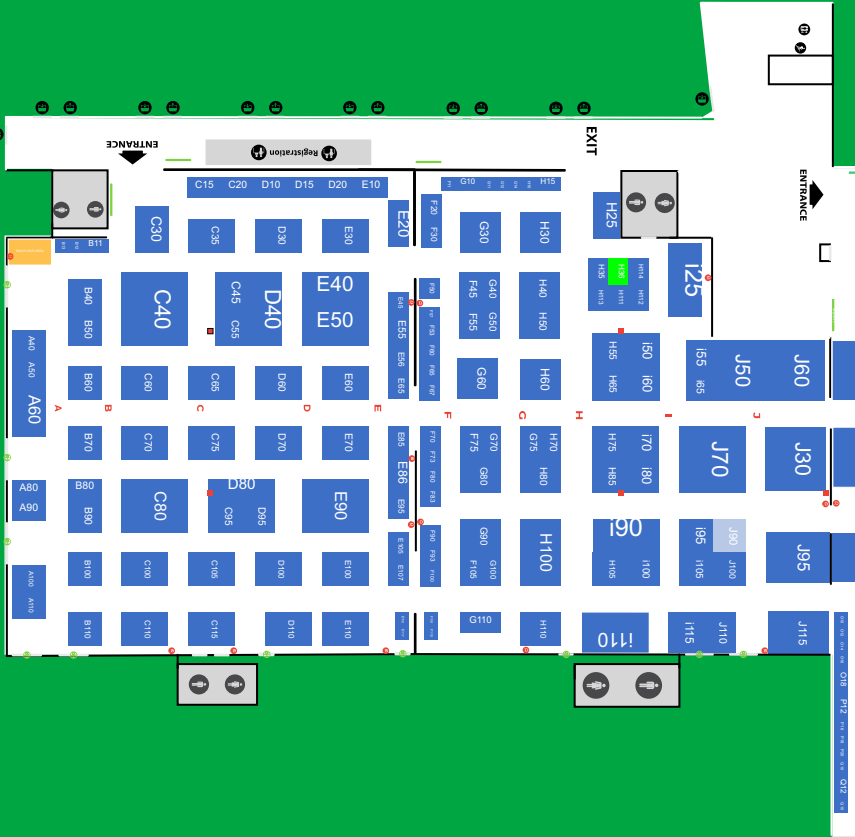
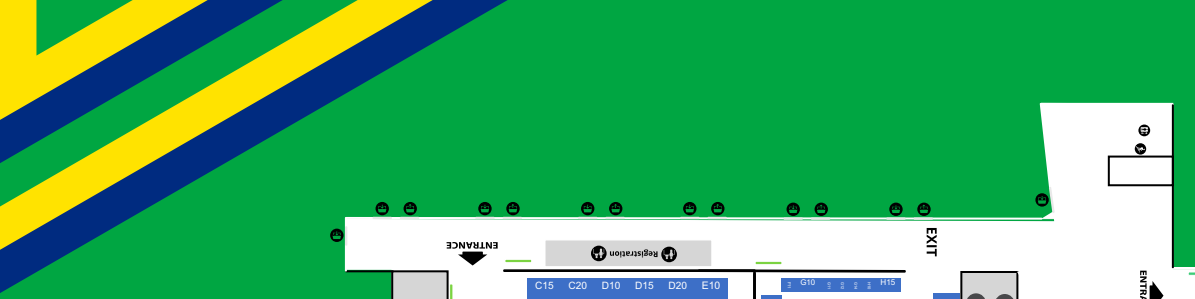
Breaking barriers in women's MMA

Gabi Garcia is a dominant force in the world of mixed martial arts (MMA), renowned for her imposing presence and exceptional skills. Standing at 6 feet 2 inches tall and weighing around 240 pounds, Garcia competes in the women's heavyweight division, where she has amassed an impressive record of victories. With a background in Brazilian jiu-jitsu and judo, Garcia's grappling prowess is unmatched, often overwhelming opponents with her strength and technique. Beyond her achievements in the cage, Garcia is celebrated for breaking barriers in women's MMA and inspiring a new generation of fighters with her resilience and determination.

Gabby Garcia, uma figura imponente no mundo do MMA, traz consigo um poder estelar que promete iluminar a Noite de Lutas de MMA da SIGMA Américas no dia 25. Os fãs ansiosos por conhecer mais sobre a sensação dos pesos pesados terão a oportunidade de encontrar este ícone do MMA, enquanto ela compartilha seus pensamentos sobre os próximos combates e sua trajetória no esporte. Com uma conferência de imprensa agendada para o dia 23, a presença de Garcia antecipa uma aguardada sessão de encontro. Sua participação destaca o compromisso da SIGMA em mostrar talentos de alto nível e proporcionar uma experiência inesquecível para os fãs de esportes de combate.

Quebrando barreiras no MMA feminino

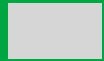
Gabby Garcia é uma força dominante no mundo das artes marciais mistas (MMA), renomada por sua presença imponente e habilidades excepcionais. Com 1,87 metros de altura e pesando cerca de 109 quilos, Garcia compete na divisão de peso pesado feminino, onde acumulou um impressionante histórico de vitórias. Com experiência em jiu-jitsu brasileiro e judô, a maestria na arte da luta agarrada de Garcia é incomparável, muitas vezes dominando adversárias com sua força e técnica. Além de suas conquistas no octógono, Garcia é celebrada por quebrar barreiras no MMA feminino e inspirar uma nova geração de lutadoras com sua resiliência e determinação.



Startup Village



Conference



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D

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Wolff

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Y

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Z

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OPERATORS VS AFFILIATES SPEED DATING

Join us on 24th at the SiGMA Stage for the OPERATORS VS AFFILIATES SPEED DATING event.



How does it work?

With each round lasting just one minute, affiliates will make their introductions, following which you'll have **30 seconds** to ask crucial questions. Do your interests align? Have your business card at the ready and make plans to explore future business opportunities later that evening at our networking drinks event.

We recommend bringing plenty of business cards and gathering near the stage to ensure a seat. This is a valuable opportunity to connect with all our affiliates!

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Agende uma reunião com a equipe LatAm enviando um e-mail para sales@quixant.com

QUIXANT

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Quixant

Quixant is the global leader in gaming and sports betting technology. Our market-leading hardware platforms with embedded Software Suite solutions, cabinets and kiosks, enable gaming and sportsbook manufacturers to optimise performance, focus development efforts on creating unique content and launch world-class leading products in record time.

Highlight Features

Providing tailored solutions for different budget, performance, and market requirements.

Dedicated multilingual LatAm team that have a deep understanding and extensive experience, providing specialist and localised industry expertise and support.

Developing supply chain solutions, operational processes and investing in managing stock requirements - ready to serve the market in all LatAm and global markets - including Brazil.

Providing support and consultancy services throughout.

www.quixant.com
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Quixant

A Quixant é líder global em tecnologia para jogos de azar e apostas esportivas. Nossas plataformas de hardware líderes de mercado com soluções de software suite integradas, gabinetes e quiosques, permitem que fabricantes de jogos de azar e apostas esportivas otimizem o desempenho, concentrem os esforços de desenvolvimento na criação de conteúdo exclusivo e lancem produtos líderes de nível mundial em tempo recorde.

Personalização de soluções para atender a diversas necessidades de orçamento, desempenho e exigências de mercado.

Equipe multilíngue dedicada à América Latina, com profundo conhecimento e vasta experiência na indústria, fornecendo suporte especializado e localizado.

Desenvolvimento de soluções de cadeia de suprimentos e processos operacionais, com investimento na gestão eficiente de estoques, prontos para atender aos mercados da América Latina e globais, incluindo o Brasil.

Prestação de serviços abrangentes de suporte e consultoria em todas as etapas do processo.

Leading the Conversation: Meet the VIP influencers and KOLs

Dive into insights and inspiration from our esteemed VIP speakers and special guests at the BIS SiGMA Americas conference and expo. Discover thought leaders, industry pioneers, and experts who will share invaluable knowledge, trends, and strategies. Here are some of the faces you don't want to miss. To view the full two-day conference visit the online agenda.



Carsten Koerl - The entrepreneur and investor

Carsten Koerl, CEO of Sportradar, led the firm to a Nasdaq IPO in 2021, retaining 32% ownership. Previously, he founded Bwin, now part of Sportradar, pioneering sports data services for media and betting industries.

Carsten Koerl, CEO da Sportradar, liderou a empresa até sua IPO na Nasdaq em 2021, mantendo 32% de propriedade. Anteriormente, ele fundou a Bwin, agora parte da Sportradar, pioneira em serviços de dados esportivos para as indústrias de mídia e apostas.



Ronald Lopes - The Affiliate Influencer

Ronald Lopes, a renowned iGaming figure, aims to mentor 300 Brazilians to multimillionaire status via the P4P market. Awarded Best Affiliate of the Year and Best Affiliate Influencer in 2023.

Ronald Lopes, uma figura renomada no iGaming, tem como objetivo orientar 300 brasileiros para o status de milionários por meio do mercado P4P. Recebeu os prêmios de Melhor Afiliado do Ano e Melhor Influenciador Afiliado em 2023.

Pioneirismo no Diálogo: Conheça os Influenciadores VIP e KOLs

Mergulhe em insights e inspirações de nossos estimados palestrantes VIP e convidados especiais na conferência e exposição BIS SIGMA Américas. Descubra líderes de pensamento, pioneiros da indústria e especialistas que compartilharão conhecimentos, tendências e estratégias inestimáveis. Aqui estão alguns dos rostos que você não vai querer perder. Para ver a programação completa dos dois dias, visite a agenda on-line.



Stephen Crystal - The gaming veteran

Stephen A. Crystal, a gaming industry veteran with 30+ years' experience, oversees \$4 billion+ in gaming project finance and mergers. He owns/operates four Las Vegas casinos and consults globally in gaming sectors.

Stephen A. Crystal, um veterano da indústria de jogos com mais de 30 anos de experiência, supervisiona mais de US\$ 4 bilhões em finanças de projetos de jogos e fusões. Ele é proprietário e opera quatro cassinos em Las Vegas e presta consultoria globalmente nos setores de jogos.



Heitor Miguel - The emerging tech consultant

A versatile entrepreneur and corporate attorney based in Brazil, brings over 15 years of experience. As Managing Partner of PMZ Capital, he specializes in business ventures, investments, and consulting, with a focus on expanding businesses to the USA and navigating blockchain technology, particularly NFTs.

Heitor Miguel, empreendedor versátil e advogado corporativo com mais de 15 anos de experiência no Brasil, destaca-se na gestão como Sócio-Gerente da PMZ Capital. Sua especialização abrange empreendimentos comerciais, investimentos e consultoria, com ênfase na expansão de negócios para os EUA e na compreensão da tecnologia blockchain, especialmente no contexto dos NFTs.



Hon. John Aquilina - The Ambassador

Hon. John Aquilina, Malta's Ambassador to Brazil and Chile, exemplifies diplomatic prowess and leadership. With a career spanning diplomacy and public service, he strengthens bilateral relations, fosters cooperation, and promotes mutual understanding between nations.

O Hon. John Aquilina, Embaixador de Malta no Brasil e no Chile, é um exemplo de habilidade diplomática e liderança. Com uma carreira que abrange a diplomacia e o serviço público, ele fortalece as relações bilaterais, promove a cooperação e estimula o entendimento mútuo entre as nações.



Negrete - The Social Media Superstar

Negrete, boasting four million Instagram followers, rose to fame for comedic sports videos, notably player imitations. Initially pursuing football, he became Pelé's stunt double, pivoting to social media stardom. Recently awarded Best Influencer 2024 at SIGMA Eurasia Awards, affirming his influencer status.

Negrete, que conta com quatro milhões de seguidores no Instagram, alcançou a fama por meio de vídeos cômicos sobre esportes, especialmente imitações de jogadores. Inicialmente buscando uma carreira no futebol, ele se tornou o duplê de Pelé, fazendo a transição para a fama nas redes sociais. Recentemente premiado como Melhor Influenciador de 2024 nos Prêmios SIGMA Eurásia, confirmando seu status de influenciador.



BEYOND THE EVENT: WHAT THE SIGMA COMMUNITY HAD TO SAY

Além do Evento: Reflexões da Comunidade SIGMA

Thinking about adding another SIGMA event to your 2024 calendar? Explore firsthand accounts from attendees of our recent events held in Dubai and South Africa, and get insight into the benefits they've derived, from networking opportunities to practical knowledge gained. These testimonials offer a glimpse into the real-world impact of our events, providing a solid foundation for your decision to attend. Discover how our past attendees have leveraged their experiences to drive success in their professional endeavours. Join us as we journey through the heartfelt narratives of our diverse community, each testimonial a testament to the power of shared experiences. Whether it's the camaraderie, the insights, or the sheer joy of participation, these testimonials encapsulate the essence of what makes our events unforgettable.

Pensando em acrescentar outro evento da SIGMA ao seu calendário de 2024? Explore relatos em primeira mão de participantes de nossos eventos recentes realizados em Dubai e na África do Sul, e obtenha insights sobre os benefícios que eles tiveram, desde oportunidades de networking até conhecimentos práticos adquiridos. Esses depoimentos oferecem uma visão do impacto real de nossos eventos no mundo real, fornecendo uma base sólida para sua decisão de participar. Descubra como nossos participantes anteriores alavancaram suas experiências para impulsionar o sucesso em seus empreendimentos profissionais. Junte-se a nós enquanto percorremos as narrativas sinceras de nossa comunidade diversificada, sendo cada depoimento um testemunho do poder das experiências compartilhadas. Seja pela camaradagem, pelos insights ou pela pura alegria da participação, esses depoimentos capturam a essência do que torna nossos eventos inesquecíveis.

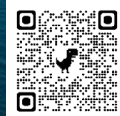
THE MEETING POINT OF THE MEDITERRANEAN

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"The event was very well organized, combining well-sought speakers and influencers in the space. A lot of great and refreshing ideas came out of the panel conversations - especially about what is yet to come. Always looking forward to a SiGMA event."

- Brycan Dayao, COO - Infiny Group

"O evento foi muito bem organizado, reunindo palestrantes e influenciadores de renome no setor. Muitas ideias excelentes e inovadoras surgiram das conversas nos painéis - especialmente sobre o que está por vir. Sempre ansioso por um evento da SiGMA."

- Brycan Dayao, COO - Infiny Group



"Probably the best SiGMA Eurasia I've attended. And I have attended them all! The panel was very interesting and well moderated."

**- Joseph F. Borg, Partner & Head
of Innovative Technology
- WH Partners**

"Provavelmente a melhor conferência da SiGMA que já participei. E eu participei de todas! O painel foi muito interessante e bem moderado."

**- Joseph F. Borg, Sócio e Chefe de Tecnologia Inovadora
- WH Partners**



SIGMA Eurasia provided an exceptional forum to discuss cryptocurrency needs in the Middle East. The event was superbly organised and I was lucky enough to be on one of the great panels. I am looking forward to sharing my thoughts at the next events that SIGMA will put on.

- Julian Goffin, Founder & CEO – Lunulata

“A SIGMA Eurásia proporcionou um fórum excepcional para discutir as necessidades de criptomoedas no Oriente Médio. O evento foi super bem organizado e tive a sorte de participar de um dos ótimos painéis. Estou ansioso para compartilhar meus pensamentos nos próximos eventos que a SIGMA organizará.”

- Julian Goffin, Fundador e CEO - Lunulata



“Great networking and side events organised, made a lot of connections, and will definitely join the next SIGMA summit. It was really great, see you guys in Malta!”

- Florin Simovici, Co-Founder & CEO – Traffic Manager

“Ótimos eventos de networking e atividades paralelas. Fiz muitas conexões e definitivamente participarei da próxima conferência da SIGMA. Foi ótimo, nos vemos em Malta!”

- Florin Simovici, Co-fundador e CEO - Traffic Manager



"Since 2013, our supportive relationship with SiGMA as their global legal partner has brought tremendous growth, drawing our firm's clients year after year. The expansion of SiGMA into new markets, coupled with its focus on unparalleled innovation and networking further proves our enduring connection."

- Tal Itzhak Ron, Chairman and Global CEO - Tal Ron, Drihem and Co.

"Desde 2013, nossa relação de apoio com a SiGMA como parceiro legal global tem proporcionado um crescimento tremendo, atraindo clientes para nossa empresa ano após ano. A expansão da SiGMA para novos mercados, aliada ao seu foco em inovação e networking sem igual, comprova ainda mais nossa conexão duradoura."

- Tal Itzhak Ron, Presidente e CEO Global - Tal Ron, Drihem and Co.



"The trademark of SiGMA - great professional networking and tons of fun. SiGMA Eurasia was smoothly organised and everything in Dubai radiates business vibes."

- Georgi Stoianov, COO - LaPayo

"A marca registrada da SiGMA: excelente networking profissional e toneladas de diversão. A SiGMA Eurásia foi organizada de forma impecável, e Dubai transborda uma atmosfera de negócios."

- Georgi Stoianov, COO - LaPayo



“Having been afforded the opportunity to attend SiGMA was really a boost to both my knowledge and network within this sector. The attendees and exhibitors at SiGMA Africa were of great quality and there were people who wanted to do business. The bonus of being part of the team delivering value through panels and speaking was really a great boost for me and made my time well worth it as I was made to feel so welcome by the organisational team. Thank you and I can't wait to be at the next one.”

- Daniel Robus, CRO – Contactable

“Ter tido a oportunidade de participar da SiGMA foi realmente um impulso tanto para o meu conhecimento quanto para minha rede de contatos neste setor. Os participantes e expositores da SiGMA África eram de excelente qualidade e haviam muitas pessoas interessadas em fazer negócios. O privilégio de contribuir para a equipe, entregando valor por meio de painéis e palestras, foi verdadeiramente gratificante para mim, e fez com que meu tempo fosse extremamente bem aproveitado, pois me senti muito bem recebido pela equipe organizadora.

Obrigado e mal posso esperar pelo próximo.”

- Daniel Robus, CRO - Contactable



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- Tal Itzhak Ron, Presidente e CEO Global - Tal Ron, Drihem and Co.



"Probably one of the most professional events I've been to, and I've been to a lot. Impeccably organised and well attended by some serious professionals. Well done!"

- Keith McDonnell, Director – KMI Group

"Provavelmente um dos eventos mais profissionais que já participei, e já participei de muitos. Impecavelmente organizado e bem frequentado por profissionais sérios.
Bem feito!"

- Keith McDonnell, Diretor - KMI Group



"The event was exceptionally well-organized, and the venue was top-notch. It was well-attended, allowing us to connect with 90% of the local key players and numerous additional companies and customers. We appreciated the intimate atmosphere compared to larger events. The conference stage section was robustly set up and efficiently managed. We are already looking forward to attending next year's event and will likely bring an even larger team."

- Andrew Maclean, VP of Sales - Pariplay

"O evento foi excepcionalmente bem planejado, e o local estava impecável. A presença foi significativa, proporcionando-nos a oportunidade de nos conectar com 90% dos principais players locais, além de várias outras empresas e clientes. Apreciamos a atmosfera íntima em comparação com eventos maiores. A sessão do palco da conferência foi robustamente montada e gerenciada de forma eficiente. Já estamos ansiosos para participar do evento do próximo ano e provavelmente traremos uma equipe ainda maior."

- Andrew Maclean, VP de Vendas - Pariplay



“SiGMA Africa '24 surpassed my expectations, providing a dynamic platform for meaningful discussions and networking. The diversity of perspectives and expertise shared during the event was truly enriching. I'm eager to apply the insights gained and am already marking my calendar for the next summit!”

- Hamed Rahimi, Regional Manager – Africa – Amusnet

“A SiGMA África 2024 superou minhas expectativas, proporcionando uma plataforma dinâmica para discussões e networking significativos. A diversidade de perspectivas e expertise compartilhada durante o evento foi verdadeiramente enriquecedora. Estou ansioso para aplicar os insights adquiridos e já estou marcando em meu calendário a data para a próxima conferência!”

- Hamed Rahimi, Gerente Regional - África - Amusnet



“SiGMA Africa was more of a garden of knowledge and a fountain of networking. It shouldn't be a miss in 2025 if you want to grow and sustain your business.”

- Nkopane Tshehla, Managing Director - Larocure (Pty)

“A SiGMA África foi mais um jardim de conhecimento e uma fonte de networking. Não perca a próxima se você deseja crescer e sustentar seu negócio.”

- Nkopane Tshehla, Diretor Executivo - Larocure (Pty)

SIGMA PODCAST



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Bitcoin World Media

BitcoinWorld.co.in is the fastest-growing Crypto News & Media Platform since 2020. We are a Google News-approved publication, and all our news including Press Releases, Exclusive Articles, and Review Posts appears.



Casino International

CASINO INTERNATIONAL AMERICANO is the Spanish language leading magazine for the Latin American region produced by gaming industry professionals, and participating in all regional events as well as global events.



Digital Gaming News

Digital Gaming News is a 100% digital media focused on the development of the iGaming segment for Peru, Latin America, and Europe. We publish news, advertorials, interviews, and podcasts in Spanish and English, and soon in Portuguese as well.



Futbol Sites

Top ranking digital sports media group for soccer related audiences in Latin America and the U.S with over 60 million monthly unique users in their web properties and over 350 million users reached monthly on their social media channels. Owns and Operates 20+ web properties and brands.



G&M News

Launched in 2019, G&M News produces and distributes original content in three languages: Spanish, English, and Portuguese. Additionally, G&M News holds a leading position among all gaming media in Ibero-America on the professional network LinkedIn.



G3 Media

G3 Media provides global news, research, and expert insights to the gaming community via print, digital, and podcasts, across our brands: Pulse, Newswire, Wire and Insight, covering the land-based, sports betting and interactive markets.



Gambling Insider

Gambling Insider is the premier business-to-business publication and daily news website for the gaming industry. Our editorial team brings you the inside track on the global gambling market, interviews with the field's biggest movers and shakers, and in-depth analysis from some of the sharpest minds in the business.



Games Magazine Brazil

With 29 years of trajectory, GMB is leader in audience and a world reference about the gaming industry in Brazil thanks to its rigorous content, interviews, insights, exclusive coverage of events, real-time news and strong social media presence.



Gaming Intelligence

Gaming Intelligence serves the information and advertising needs of the global interactive gaming industry through digital and print channels, both in English and Spanish, and recognises industry excellence with the annual Gaming Intelligence Hot 50 awards



Gioico

Gioconews is a very full gaming network with a monthly review of 100 pages. Its branch office is in Italy, but it has an international delivery because the magazine is a bilingual one, in Italian and in English version. It also has an online daily paper. It is the point of reference for the gambling industry.



Grupo Zona 3W

Zona de Azar® pioneers digital media by curating daily «News Clippings,» condensing expertise, experience, and professionalism. Our daily Newsletter informs over 12,000 Active Subscribers with the day's key content, delivered promptly each morning.



IBH

IBH Media is a global powerhouse in digital marketing and PR services. Leveraging its expertise in navigating the complex media landscape, IBH Media assists businesses in enhancing their brand visibility, audience engagement, and growth strategies.

Media Partners



Huidu

Huidu provides: software development, brand marketing, payment channels, human resources, investment and financing, which are from product development and launch and traffic gain and realisation, and covers enterprises and project parties, efficiently empowering operation and growth.



Isa-Guide

ISA-GUIDE.de stands for up-to-date and carefully researched news from the international world of gambling, exciting reports and interviews with industry representatives, product news as well as the latest court decisions in gambling law.



Igaming Future

iGF is a community powered media platform, created with the sole purpose of driving the industry forward, equipping our audience for what's coming next.



Professor Crypto

Take advantage of «Crypto Classes» that feature content based around Crypto Reviews, NFTs, Metaverse, and Web 3.0. We take pride in being an International Media Partner for Blockchain-based events worldwide.



Intergamingi Magazine

Published bi-monthly for the global online gaming sector in print and digital format, each issue of iINTERGAMINGi contains industry news, analytical features & interviews and includes sections dedicated to the sports betting, casino gaming and affiliate sectors



PSP Box

PSPBox is first marketplace allowing payment service providers to enhance their online presence and promote their business, whilst providing a simplified user journey for merchants to find the ultimate payment solution according to their needs.



SCCG Management

SCCG Management is a leading advisory firm in the global gaming industry with offices in every region of the world and over 100 best-in-class client partners specializing in iGaming, Sports Betting, Sports Marketing, Gaming Technologies and more.



The Coin Republic

The Coin Republic provides news on the cryptocurrency market, the US stock market, blockchain, and associated industries. Market news, technological upgrades, mergers, lawsuits, and high-profile bankruptcies, we cover it all using our website and social media handles.



Voce No Hype

We are an influencer marketing agency focused on original productions and 360 degree experiences. We have exclusive influencer campaigns and strategies focused on branding, experience and conversion.



Washington Elite

The Washington Elite is the premier platform for financial news delivered on-location from around the world to the international blockchain community. Their goal is to expedite the global adoption of Blockchain Technology through elite networking experiences, news media, and investment.



Yogonet

Yogonet.com is a digital newspaper dedicated to the gaming industry with daily editions in English, Spanish and Portuguese. With an average monthly readership of 200,000, Yogonet brings you the latest news on the gaming business every day.

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