

ALL
IN THE HOME
OF iGAMING

iGBLIVE 26
1 - 2 JULY 2026 | EXCEL LONDON

INSIDE iGB L!VE 2026

AUDIENCE | OPPORTUNITIES | SPONSORSHIP



▶ CASINO ▶ SPORTS BETTING ▶ AFFILIATE

THE HEART OF iGAMING

**AFTER AN UNFORGETTABLE LAUNCH AT EXCEL,
iGB LIVE IS READY TO TAKE LONDON TO
ANOTHER LEVEL!**

Join us as we bring the iGaming community together to deliver business for YOUR industry at the iconic ExCeL London from 1 - 2 July 2026. Reconnect with familiar faces, make new connections, and propel your business forward.

What?

iGB LIVE is the premier event for the entire iGaming community. It's where operators, suppliers, game providers, and affiliates unite to generate leads, network, and drive real business growth.

When?

The event will take place from 1 - 2 July 2026 at Excel, London, UK.

Who?

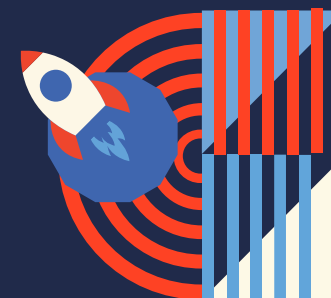
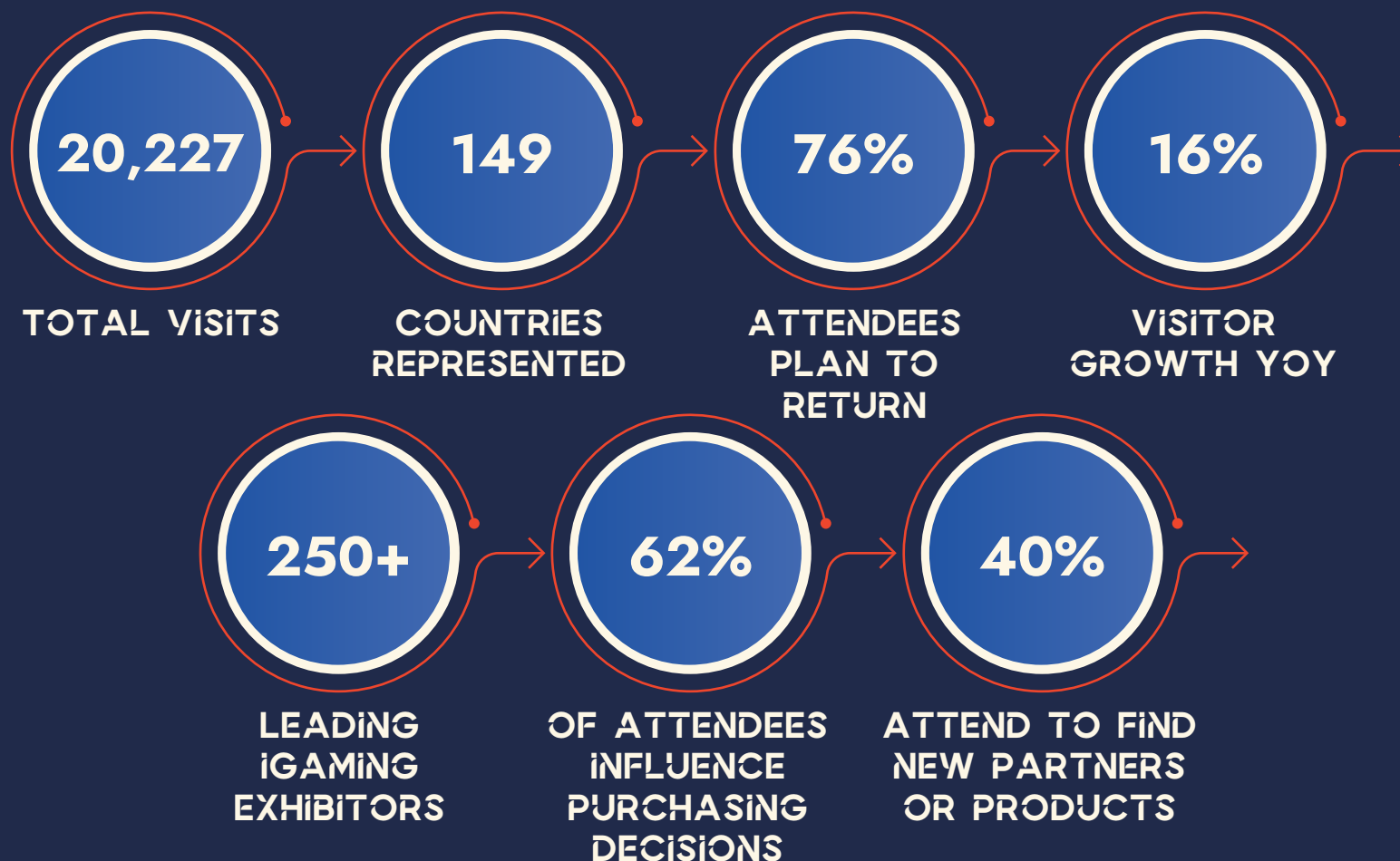
Last year delivered 20,227 visits by the world's leading iGaming Operators, Affiliates and tech vendors to iGB LIVE to meet with over 250 exhibitors and sponsors across 2 days.

Why?

iGB LIVE is designed to drive outcomes, not just attendance. It's the place to meet decision-makers, unlock new opportunities, and build partnerships that shape the year ahead.

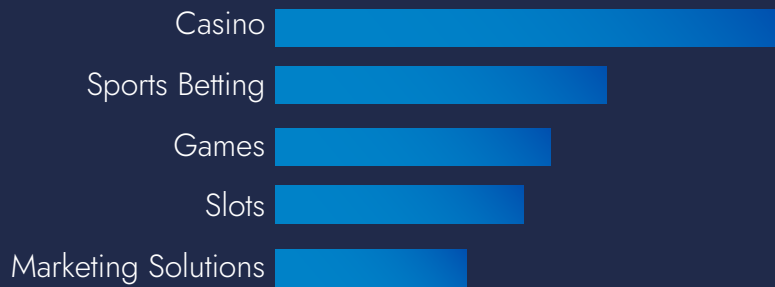


iGB LIVE BY NUMBERS

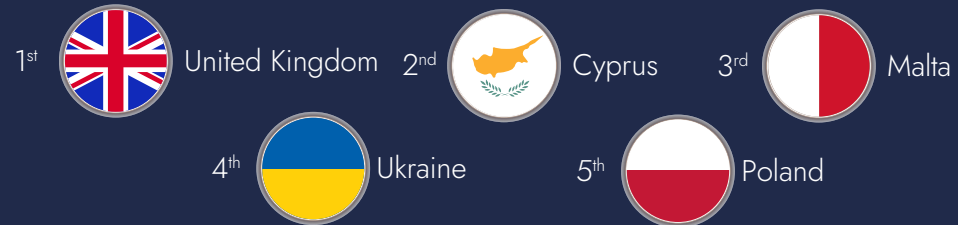


KNOW YOUR AUDIENCE

TOP 5 SECTORS

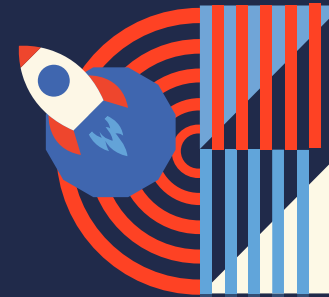
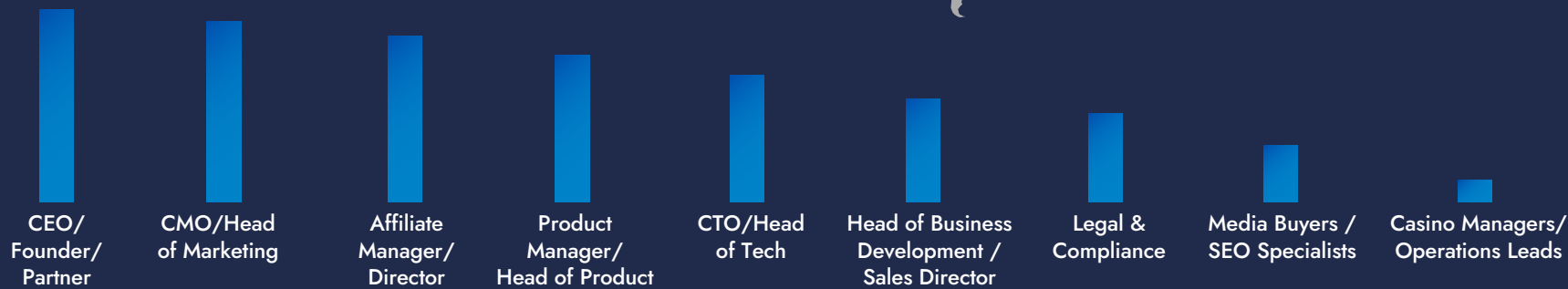


TOP 5 ATTENDING COUNTRIES



149
Global Countries

JOB TITLE REPRESENTATION



WHY SPONSOR iGB LIVE



UNMATCHED REACH

Connect with thousands of iGaming professionals from across the globe.



DIRECT ACCESS TO DECISION MAKERS

Meet senior leaders actively seeking new partnerships and solutions.



GLOBAL NETWORKING

Build relationships with operators, affiliates and technology partners.



LEAD GENERATION

Engage qualified prospects looking for new products and services.



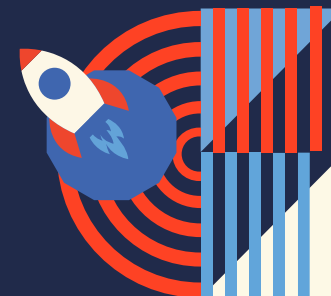
BRAND VISIBILITY

Place your brand at the centre of the global iGaming community.



THOUGHT LEADERSHIP

Position your company as an expert through speaking and content opportunities.



WAYS TO PARTNER WITH iGB LIVE



PRE-SHOW PRESENCE

Promote your brand to the iGaming community before the event begins.

Examples:

- Online registration sponsorship
- Website exposure
- Pre-event digital promotion



VENUE BRANDING

Position your brand across high-traffic locations throughout Excel London.

Examples:

- Hall entrance branding
- Boulevard banners
- Taxi rank branding



DIGITAL

Capture attendee attention with dynamic digital placements across the venue.

Examples:

- Entrance digital screens
- Boulevard hanging screens
- Hall LED cubes



SHOW EXPERIENCES & SPECIAL EVENTS

Align your brand with the most popular networking spaces at the event.

Examples:

- Affiliate Bar sponsorship
- VIP Lounge sponsorship
- Food Court sponsorship
- Welcome Drinks

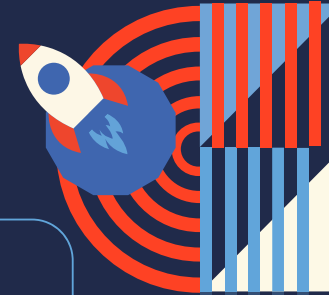


HIGH-VISIBILITY LOCATIONS

Put your brand in front of every attendee throughout the event.

Examples:

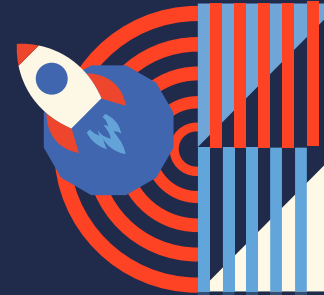
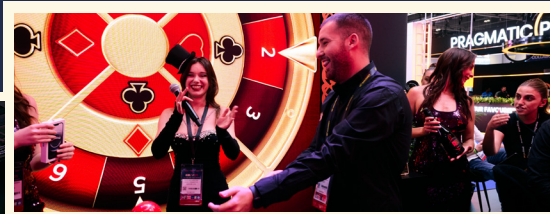
- Lanyard sponsorship
- Badge branding
- Wi-Fi sponsorship
- Full sponsorship catalogue available on request.



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“ iGB Live is one of the highlights of the year and really is a must to attend. Being one of the OG events in our space it brings a level of serious networking, connections, old and new friends along with a lot of fun.

Martin Collins, Head of Affiliates, Merkur Group



GET IN TOUCH



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