TRUEiGTECH Maps the Next Era of iGaming at SBC Summit Lisbon and G2E, Las Vegas 2026

TRUEiGTECH takes its operator-first iGaming tech to SBC Summit Lisbon and G2E Las Vegas 2026.



TRUEiGTECH will be at SBC Summit Lisbon and G2E Las Vegas in 2026. Book a meeting to discuss scalable iGaming technology, Prediction Market, Casino Platform, Sweepstakes Casino, Sportsbook Solutions, and more.

LISBON, PORTUGAL, September 17, 2026 /EINPresswire.com/ -- TRUEiGTECH, a global iGaming technology and development company, will attend SBC Summit Lisbon [Sep 29 - Oct 1] and G2E Las Vegas [Sep 28 - Oct 1] in back-to-back appearances this month, giving operators, investors, and technology leaders on two continents a single window to meet the team.

SBC Summit Lisbon, billed as "the greatest show in gaming," co-locates the Payment Expert Summit and Affiliate Leaders Summit this year, extending its reach across payments and performance marketing alongside core iGaming and betting content.

Book a meeting at SBC Summit Lisbon

> The next phase of iGaming won't be defined by a single product or trend; it'll be defined by how much control operators have over the infrastructure underneath their business”
>
> *Raj Thomas, CEO of TRUEiGTECH*

G2E Las Vegas draws more than 25,000 gaming professionals from 120+ countries, with 2026 programming spanning iGaming, sports betting, payments, AI, and compliance.

Book a meeting at G2E Las Vegas

SBC Summit and G2E reach different audiences, but operators are showing up with the same short list of questions: How fast can we launch? How much of the technology do we actually own? Can it scale without forcing a platform migration every time the business grows?

TRUEiGTECH's pitch to both rooms is built around four pillars it's carrying across every touchpoint this season:

- Launch Faster - enterprise-ready architecture designed to compress development timelines.
- Build Beyond White Label - fully customized platforms operators own outright, not a re-skinned template.
- Expand Across Markets - compliance-conscious infrastructure built for regulated and emerging markets alike.
- One Technology Partner - a single engineering partner from product strategy through post-launch optimization.

The portfolio behind that pitch spans prediction market platforms, sweepstakes casino software, online casino platforms, sportsbook technology, casino and slot game development, casino game aggregation, and AI-enabled tools for personalization, fraud prevention, and operational automation.

What's on the floor at each show

At SBC Summit Lisbon, the focus broadens to the full lifecycle; launching a new vertical, modernizing an existing platform, or expanding into additional markets across casino innovation, sportsbook evolution, payments and security, game content aggregation, and AI-driven player intelligence, mirroring the show's 2026 Technology & Innovation agenda.

At G2E Las Vegas, TRUEiGTECH's conversations will center on the U.S. and international markets: scalable casino and sportsbook infrastructure, AI-enabled operations, sweepstakes technology, prediction markets, and the build-versus-buy decision operators are facing as G2E's new Business Solutions & Tech Zone pushes the show further into enterprise technology territory.

Leadership perspective

The next phase of iGaming won't be defined by a single product or trend; it'll be defined by how much control operators have over the infrastructure underneath their business," said Raj Thomas, CEO of TRUEiGTECH. SBC Summit and G2E put us in the room with operators across two of the industry's most important markets. Whether they're building sportsbooks, casinos, prediction markets, sweepstakes, or an AI-enabled gaming ecosystem, our job is to build the technology around their commercial strategy, not the other way around.

About TRUEiGTECH

TRUEiGTECH is a global iGaming technology and development company building scalable, customizable solutions for prediction markets, sportsbook, casino, sweepstakes, casino games, slot games, game aggregation, and AI-enabled gaming. With an operator-first approach, the

company combines platform engineering, product customization, integrations, and compliance-conscious architecture to help businesses build and scale gaming ecosystems they fully own.

Raj Thomas
TRUEiGTECH
+91 88842 84050
raj@trueigtech.com
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