

Welcome to Belgrade: 10 ways to make the most out of SiGMA Balkans



For our inaugural Summit in the Balkans, we've prepared an agenda bursting with activities to keep our delegates rushing for stage to networking event to closing parties. For your perusal, we've combined some of the best events into a handy guide to make sure you don't get lost trying to take it all in. Without further ado; here are the top 10 things to look for in SiGMA Balkans 2022.

10 ways to make the most out of SiGMA Balkans

Pre-registration and Welcome drinks

To make the most of your time at SiGMA CIS –where hundreds of delegates are anticipated–you must plan beforehand. The SiGMA pre-registration procedure is intended to control the influx of attendees prior to the exhibition on 23rd August. On August 22nd, delegates are encouraged to participate in this pre-summit mixer at the Buzz Bar in Holiday Inn, Belgrade. Everyone attending this networking event is welcome to the free drinks reception which will act as a great opportunity for everyone to relax, mingle and chat with one another.



Delegates who want to pick up their badges ahead of time and skip the line can do so at registration desks that will also be open. SiGMA advises all visitors to plan early and pick up their lanyards during this pre-registration period to avoid the morning lineups.

To get a badge that acts as a pass for the summit, present a copy of your ticket or phone confirmation. Additionally, these badges can be purchased from the Enercare Center's expo registration counter at any moment throughout the summit. Simply sign up here and bring in your confirmation email on August 22nd.

Dine with the best: Networking Dinners

In order to encourage delegate networking, a number of [upscale dinners](<https://sigma.world/cis/agenda/>) will be held throughout the event's nights. These meals offer a great chance to network and establish relationships in a relaxed environment where attendees can create synergies. Only invites and RSVPs are accepted as proof of attendance, and the guest list is strictly restricted to owners of Premium and Platinum tickets.

One iGathering dinner pass is given to Premium ticket holders, while two iGathering dinner passes are given to Platinum ticket holders. Make a request for the dinner you want to attend after checking your viable ticket. When it comes to meeting the right people in the right place, we've got you covered. Please email events@sigma.world if you would want to be invited by the sponsor or for more information.

Fund your future: Start up Pitch

Our [Start-Up Pitches](<https://sigma.world/cis/pitch/>), which are presented at both the SiGMA and AIBC Summits, bring together the greatest showmanship in the business with the top visionaries of the iGaming and Deep Tech sectors.

The Pitch, combining spectacle with acceleration, gives 100 carefully chosen businesses a designated booth at the Start-Up Village, a tangible ecosystem of entrepreneurs who have access to the many investors and C-Suite executives attending the Summit. The 100 are evaluated based on a variety of different factors after having been given the time and room to polish their elevator presentations and unique selling propositions. The Pitch proper then goes into high gear.



The best 10 initiatives from the village will be chosen to present their start-up to a panel of eminent venture capitalists, business titans, technologists, and angel investors. One will be departing the Pitch with the ultimate prize of up to \$500,000 in equity investment. Beyond this,

victors may also be eligible to win extra benefits including consulting opportunities, office space, access to recruitment services, a successful marketing campaign, and a ton of networking chances.

Battle of the Balkans: The MMA fight

For their debut event outside of Malta, CENTURION FC is going all out with an explosive fight card on the schedule. The [LEO Rudit competition](<https://sigma.world/news/the-lion-roars-again-centurion-fc-to-hold-second-event-in-belgrade/>), which will take place on August 24, promises to attract the top MMA fighters to Belgrade. From the spectacle of the combatants being led to the cage by Roman Centurion Soldiers to their passion, emotion, and sheer strength in the ring, Centurion FC seeks to completely display this magnificent sport during the SiGMA Event.



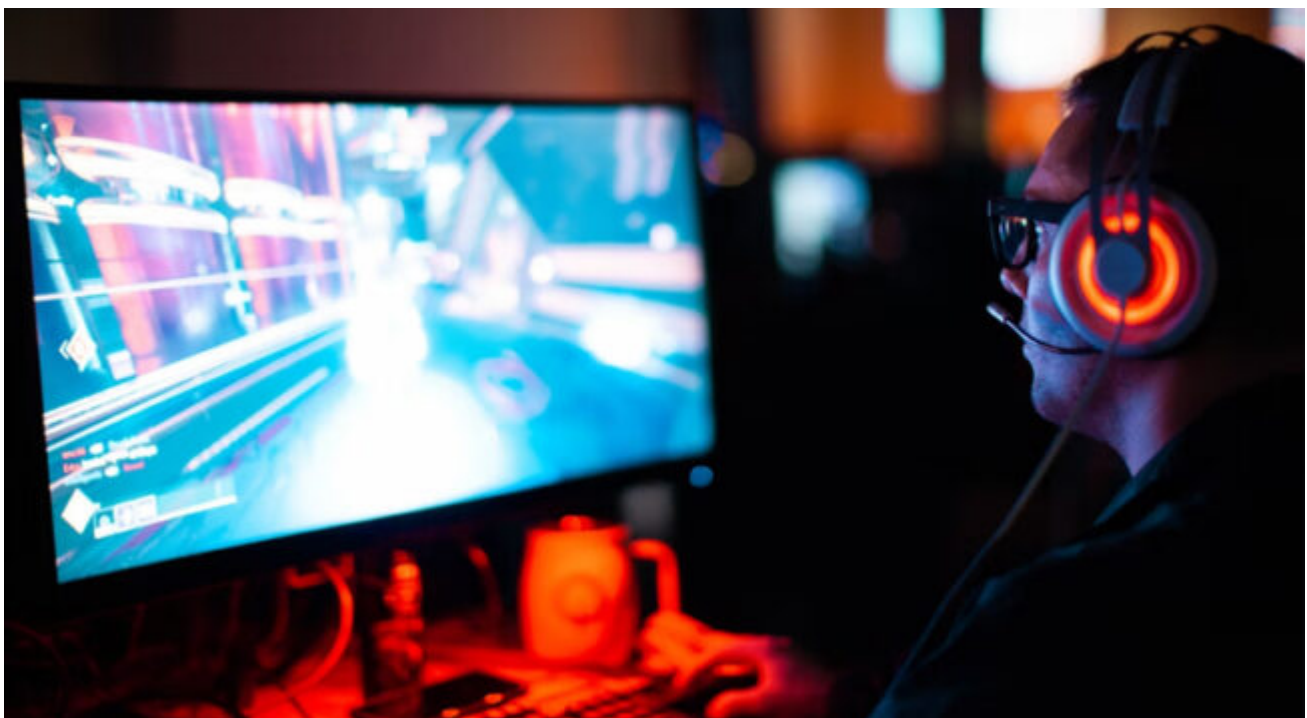
While being served drinks of your choice by our table waiters, delegates will also have the chance to enjoy the event from Executive tables, located close to the fight cage. There will also be a chance for fortunate delegates to have their photo

taken inside the cage.

Expect huge names like Jovan Marjanovic, a local MMA legend who will defend his 6-2 record, Vlastislav “El Chapo” Cepo, a name that all Balkan MMA fans will remember, and Nikolay Grozdey, an up-and-coming fighter who is guaranteed to soon be in the top 10 in Europe, to compete on this night. A side initiative by Centurion FC is to recruit aspiring warriors into their own Legion. They have already signed six boxers, and they are looking for more across Europe.

Thunderbowl: The Esports Tournament

SiGMA will be introducing the competitive, billion-dollar [esports industry](<https://sigma.world/news/sigma-dubai-esports-tourney-battle-ends-in-great-one-tap-gaming-victory/>) to another one of its destinations during the CIS event. The competition will occur throughout the course of the two-day expo in Belgrade. Expect a frenetic atmosphere lit up by lasers and LCD screens at the Esports Arena, where several well-known guest players are set to make an appearance. Players will rule the stage as they engage in a titanic contest of skill and luck.



In a dramatic round robin best-of-1 scenario, four teams playing Counter-Strike GO will compete against one another. The team with the most points will play the team that finished fourth after each team has played each other, while the team in second place will play the team in third in a knockout bracket. This will lead to two best-of-3 semifinal matches and a thrilling grand final. Putting down the challenge are Hellraisers, LVLup, Team Serbia and High MMR balkan stack.

A climactic ending: Closing Night

On August 24, in the center of Serbia's capital, The Hype Club will greet visitors for a [closing night](<https://sigma.world/cis/closing-party/>) like no other. The venue picked for this special evening boasts Belgrade's first luxury and high-class club with a stunning design. Club Hype is housed in a structure that symbolizes a meeting of famous, popular, and artistic individuals in Savamala, the busiest nightlife district in Belgrade. A lavish star-studded event like this cannot be missed because of the beautiful vistas of the riverfront and bridges.

The Closing Night event delivers top-notch entertainment to the thriving tech and gaming district of Belgrade. To wrap up the conference in style, DJ JJoy and DJ Uppeke will keep the dance floor packed by performing late into the night as SiGMA Group celebrates the success of its first major event staged in the Balkans.

Celebrate with the stars: The Awards Night

Debuting on the 22nd, our star-studded [Awards Night](<https://sigma.world/cis/awards/>) will be the first of its kind for SiGMA in the Balkans. Celebrating the best and brightest of an ever-exciting, ever-growing and ever-innovative industry that spans all four corners of the globe. Taking place at the Belexpocentar itself, the Awards ceremony will highlight the pillars of the industry, from leading game

providers to affiliate trackers to eSports leaders. Giving these titans of the industry their time in the limelight, all joining delegates will be able to enjoy a lavish night like no other with plenty of potential brand awareness hotspots for clever sponsors.

Following this ceremony amongst the stars, the evening will then move towards our much-lauded Charity Auction. This live auction will include both physical art pieces as well as NFT collectables, embracing SiGMA's pro-innovation approach with all proceeds going towards the SiGMA Foundation. The Foundation has supported efforts in the Developing World ever since its inception, building schools in Ethiopia and empowering the push for renewable energy in the Philippines.

Indulge in Belgrade: The Cultural Tour

Starting at 10am and concluding by the early afternoon on the 22nd, the [Cultural Tour](<https://sigma.world/cis/agenda/>) takes you on a journey from Belgrade's ancient past to its charming present and beyond into its exciting future. A hub of heritage and nexus of a forward-thinking and innovative people, the tour guides its delegates along the city's Medieval sights and Modern pleasures. From world-class restaurants to coffee on Belgrade's panorama along the Danube and Sava rivers, join us for the perfect introduction to the Balkan's biggest metropolis.



Learn with the masters: The Conference

Spanning the entire Summit, [our Conference](<https://sigma.world/cis/agenda/>) will feature inspiring keynotes, insightful panels and educational workshops with the intent of empowering the global iGaming industry and bringing our delegates closer to the edge of this exciting ecosystem. Featuring six different Agendas covering regulation, marketing, affiliation, eSports and Deep Tech and involving leading speakers from the iGaming industry and beyond, our delegates will be able to gain insight from some of the leading pioneers and innovators in the space. These include titans such as Samir Ceric, Robert Dowling, Alexandre Tomic and many many more.



Keep your eye out: Special Edition of the SiGMA Magazine

This Summit will see the one-of-a-kind Spartan Edition of [the SiGMA Magazine](<https://sigma.world/magazine/>). Combining the industry-leading wisdom of SiGMA with the Deep Tech knowledge of the AIBC Summit, the Spartan Edition is a unique fusion of the leading SiGMA Group Summits with a hand-picked selection of thought-leadership pieces and reflections from some of the leading pioneers in the space. With a unique Spartan-inspired cover, you wont be able to miss it!

Interested in being a part of the next issue of the SiGMA Magazine? Contact our editorial team on katy@SiGMA.World to be in the change to be published!



300 SPARTANS