



**Valley Forge Convention Center Partners, LLC
Petition for Interactive Gaming Certificate
OHA Docket #: 7944-2018
October 3, 2018**

Today's Topics

Introductions

- Leadership Team & Organizational Overview
- Key Partners in Marketing & Technology: FanDuel Group, IGT, GAN, GeoComply & Aristotle

Cross-Marketing & Convergence of Online/On-Premise

- Branding Valley Forge Interactive with Online Slots, Tables and other offerings
- Online Operations to drive new traffic to VF Brick & Mortar Casino

Account Creation, Consumer Protection & Compliance to Gaming Control Board Standards

- How patrons will initially enroll/register then access Valley Forge Interactive
- Considerations for KYC, Responsible Gaming and Privacy/Protection/Security of PII Data
- Adopting Interactive ICS, Implementing Board-Approved Products & PGCB's Ongoing 24/7 Oversight Access

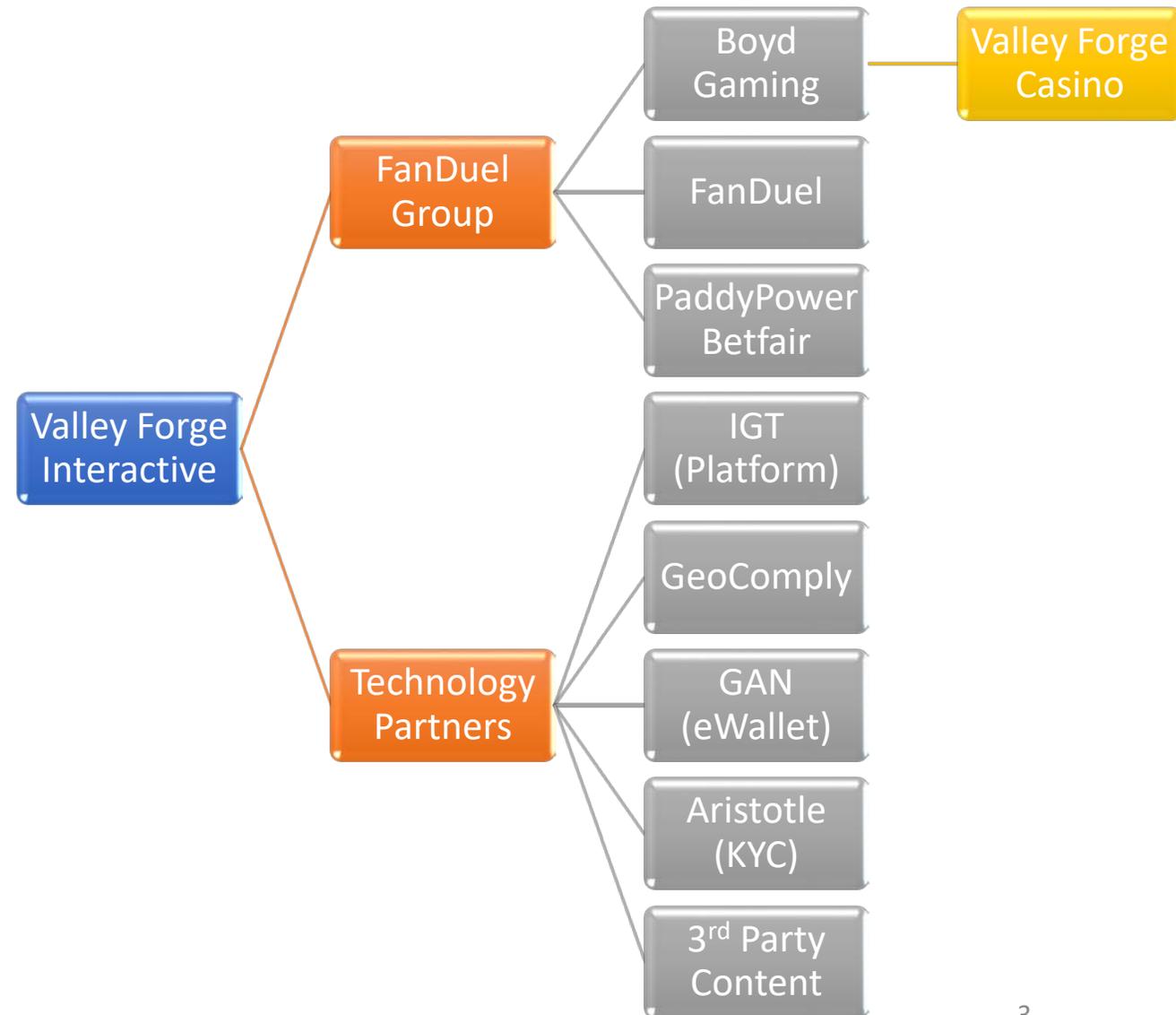
Introductions to Valley Forge Team

Leadership Team & Organizational Overview

- In-State Interactive Leadership
 - Dave Zerfing - Valley Forge GM
- Corporate Interactive Leadership
 - Bill Wright - SVP Operations
 - Blake Rampmaier - CIO
- FanDuel Leadership
 - Tim Morrow – CTO

Key Partners in Marketing & Technology

- Marketing/Branding: FanDuel Group
- Platform: IGT, GAN
- Geo-Fencing: GeoComply
- KYC: Aristotle



What is FanDuel Group?

#1 US online operator

Active across

Daily Fantasy Sports



Horse Racing



Online Casino



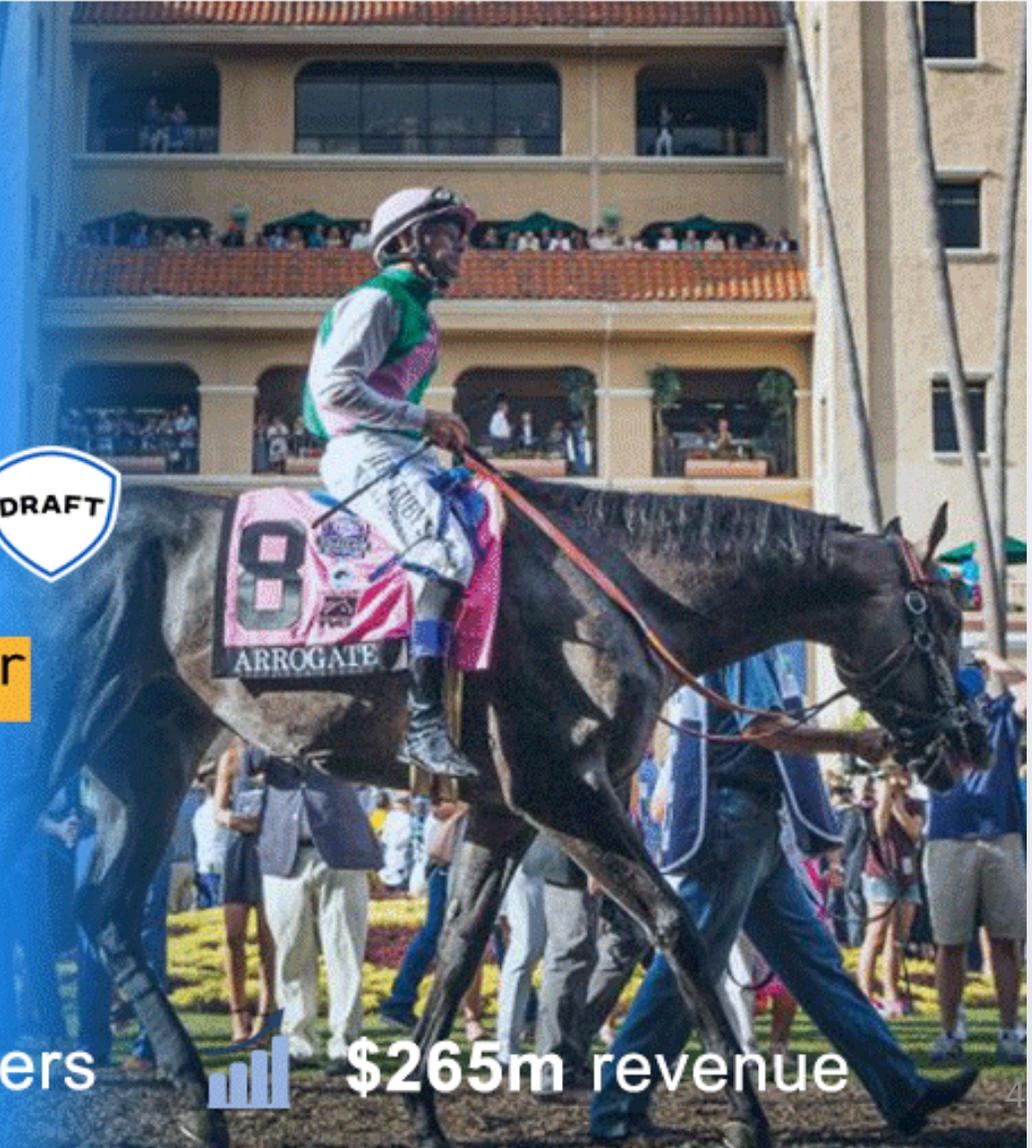
45 states



8m customers



\$265m revenue



FanDuel Group is the US Subsidiary of Paddy Power Betfair



**TOTAL
EMPLOYEES
7,000+**

KEY FUNCTIONS

Product Developers	1,300+
Risk & Trading	350
Marketing Professionals	200+

Experience Partnering with US Land-Based Gaming and Racing Entities on a Mutually Beneficial Basis

- Successful experience offering B to C Internet casino via Betfair alongside Golden Nugget's own offering.
- Multiple experiences as mutually beneficial operators/service providers in US horseracing including the New Jersey Sports and Exposition Authority (Monmouth Park, Meadowlands Racetrack) and Harrah's Philadelphia.
- Early market leader in providing B to C sports betting services (online and retail) in New Jersey for New Meadowlands Racetrack
- Establishing similar relationship with Greenbrier in West Virginia
- Pennsylvania provides next opportunities for I-gaming and sports with Valley Forge

Qualifications

- Licensed in multiple US jurisdictions for racing, gaming and DFS
- Subsidiary, Betfair Interactive US LLC ("BIU"), holds CSIE license from NJ DGE
 - BIU is filing an Enterprise Entity Application and Disclosure Information Form with PGCB
- Large and unique customer database
- Television and digital marketing expertise
- Positioned to bring global expertise in online sports and casino
 - Paddy Power Betfair risk and trading capabilities offer best-in-class customer sports betting experiences on FanDuel sports betting platforms

Branding: interactive.VFcasino.com

Interactive Offerings

- Slots
 - Video Poker
 - Table Games
 - *Random Number Generator (RNG)*
- Table Games (Live Dealer)
- Poker
- Race & Sports – Application(s) to be submitted.

URL Considerations

- Current: www.VFcasino.com
- “Interactive” Sub Domain

The screenshot displays the Valley Forge Casino Resort website. At the top, the logo for Valley Forge Casino Resort is prominent, followed by navigation icons for Gaming, Dining, Entertainment, Nightlife & Bars, Hotel, and Groups. Below the navigation bar, a dark header contains links for 777 Slots, Table Games, Jackpots, Live Dealer, Virtuals, Promotions, Loyalty Club, VIP Perks, Mobile, and Contact Us.

The main content area features several key elements:

- REAL PEOPLE:** A testimonial for Donna, a real player since 2017, holding a stack of cash.
- REAL MONEY:** A testimonial for Larry, a real player since 2014, holding a stack of cash.
- LATEST WINNERS:** A table listing recent winners and their amounts:

Winner Name	Game	Amount
COREY S	Roulette Touch	\$ 350
LAURA S	Sphinx Wild	\$ 147.2
SHANNON P	Titan Storm	\$ 2,240
LEWIS K	Lock it Link Nightlife	\$ 4,199.6
- Register Today:** A prominent call-to-action button.
- Game Grid:** A collection of featured and new games, including:
 - BAR-X COLOSSAL (Slots)
 - BLACK DIAMOND (Slots)
 - OCEAN Magic (Slots)
 - SLINGO EXTREME (Slots)
 - Hotline (Slots)
 - VALLEY OF THE GIANTS (Slots)
 - Black Jack (Card)
 - ROULETTE ROYALE (Table Games)
 - DOUBLE DOUBLE BONUS POKER (Video Poker)
 - FU DAO LE (Slots)
 - PROSPERITY TWIN (Slots)
 - 88 FORTUNES (Slots)
 - Crazy MONEY (Slots)
 - WHEEL OF FORTUNE (Slots)
 - CLEOPATRA (Slots)
 - CASH SPIN (Slots)
 - ZEUS GOD OF THUNDER (Slots)
 - ICE WILDS (Slots)
 - Quick Hit PLATINUM (Slots)

Convergence of Online/On-Premise

Mirror Land-Based Offerings in PA

- On Web Browsers & Mobile Apps
- Current Customers & New Players
 - *While within Pennsylvania*

Drive Traffic to Valley Forge

- Utilizing Online Customer Data
- BConnected Loyalty Program
 - *Gaming Offers*
 - *Entertainment Offers*
 - *Dining Offers*
 - *Hotel Offers*
 - *Other On-Premise Promos*

The screenshot displays the Valley Forge Casino Resort website with a navigation bar and three promotional banners. The navigation bar includes icons and labels for Gaming, Dining, Entertainment, Nightlife & Bars, Hotel, and Groups. The first banner is for the '\$100,000 GRIDIRON CHALLENGE' running from Tuesday, September 04, 2018, to Tuesday, January 01, 2019. It is open to all Valley Club members and offers a chance to win \$100,000 in cash by correctly guessing the winners of NFL games. The second banner is for 'BLACKJACK Wednesdays' from Wednesday, September 19, 2018, to Wednesday, October 17, 2018. It is open to all Valley Club members and offers a chance to win up to \$3,000 in cash. The third banner is for 'SIDE QUESTS SUNDAYS' from Saturday, September 22, 2018, to Saturday, October 27, 2018. It offers a high-level gaming experience in the Craps Pit from noon to midnight.

VALLEY FORGE
CASINO RESORT

GAMING DINING ENTERTAINMENT NIGHTLIFE & BARS HOTEL GROUPS

\$100,000 GRIDIRON CHALLENGE
TUESDAY, SEPTEMBER 04, 2018 - TUESDAY, JANUARY 01, 2019

NOW THROUGH JANUARY 1, 2019
OPEN TO ALL VALLEY CLUB MEMBERS

Who even needs an excuse to watch football? But now you can win up to \$100,000 in CASH by correctly guessing the winners each week this season! Swipe your Valley Club Card at the Gridiron Challenge kiosks each week to choose the upcoming week's winning teams.

Make Your Picks: Select the teams you think will win beginning on Tuesday at 6am until 30 minutes before the first football game each Sunday. Picks can be made for all regular season games until Sunday, December 30. You receive one FREE pick each week.

BLACKJACK Wednesdays
WEDNESDAY, SEPTEMBER 19, 2018 - WEDNESDAY, OCTOBER 17, 2018

Open to All Valley Club Members
Challenge yourself at the tables every Wednesday to win your share of up to \$3,000 CASH!
Print your voucher prior to 7:45pm at any kiosk to enter.

DETAILS

SIDE QUESTS SUNDAYS
SATURDAY, SEPTEMBER 22, 2018 - SATURDAY, OCTOBER 27, 2018

A High-Level Gaming Experience Sundays in the Craps Pit Noon - Midnight

Visit the designated Side Quest Craps Table every Sunday this month to play the game like never before. You can win prizes for almost every roll of the dice!

Online Account Registration

The screenshot displays the Valley Forge Casino Resort website's online account registration page. The top navigation bar includes the resort's logo and icons for Gaming, Dining, Entertainment, Nightlife & Bars, Hotel, and Groups. A secondary navigation bar features links for Slots, Table Games, Jackpots, Live Dealer, Virtuals, Promotions, Loyalty Club, VIP Perks, Mobile, and Contact Us. The main content area is titled "Betfair Registration" and includes a breadcrumb trail "ACCOUNT DETAILS > CONTACT DETAILS". The registration form consists of several sections: "Title" with a dropdown menu; "First Name" and "Last Name" input fields; "Date of birth" with separate dropdowns for Month, Day, and Year; "Username" input field; "Email" input field; "Password" input field with a "SHOW" button and instructions: "Must be at least 8 characters. Include at least one letter and one number"; "Security Question 1" with a dropdown menu (selected: "What was your childhood nickname?"); "Security Answer 1" input field; "Security Question 2" with a dropdown menu (selected: "What is your favorite color?"). To the right of the form is a "Why Betfair?" section with three bullet points and a "Contact us" section with three contact options: "Chat live with a Betfair expert", "Call us from 5:00pm - 2:00am EST 1-887-689-0662", and "Email us at support@betfaircasino.com".

VALLEY FORGE
CASINO RESORT

GAMING DINING ENTERTAINMENT NIGHTLIFE & BARS HOTEL GROUPS

777 Slots Table Games Jackpots Live Dealer Virtuals Promotions Loyalty Club VIP Perks Mobile Contact Us

Betfair Registration

ACCOUNT DETAILS > CONTACT DETAILS

Title
Please sel... ▾

First Name **Last Name**
[Input Field] [Input Field]

Date of birth
Month ▾ Day ▾ YY ▾

Username
[Input Field]

Email
[Input Field]

Password
Must be at least 8 characters
Include at least one letter and one number
[Input Field] [SHOW](#)

Security Question 1
What was your childhood nickname? ▾

Security Answer 1
[Input Field]

Security Question 2
What is your favorite color? ▾

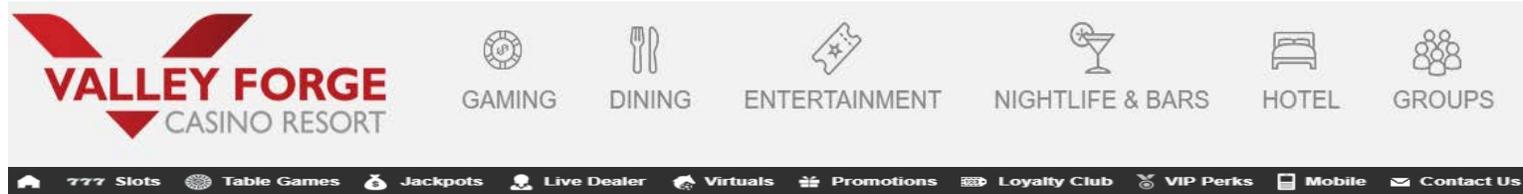
Why Betfair?

- Choose from a host of exclusive slots, table and poker games.
- Sign up today and benefit from our Casino sign up bonuses.
- Listed on the London Stock Exchange, licensed by NJ's Division of Gaming Enforcement.

Contact us

- 🗨 [Chat live with a Betfair expert](#)
- ☎ Call us from 5:00pm - 2:00am EST
[1-887-689-0662](tel:1-887-689-0662)
- ✉ Email us at
support@betfaircasino.com

Responsible Gaming & Self Limits



Responsible Gaming with Betfair Casino

Enjoy legal online gaming in New Jersey responsibly and sensibly. At Betfair Casino, we offer a range of different options that can be used to manage your gaming activity at any time. This includes tools which allow you to limit the amount you can deposit or wager, time limits to help you control how much time you spend gaming or the option to exclude yourself from gaming for a period of time. All mentioned limits can be set in the various sections below when logged in.

If you or someone you know has a gambling problem and wants help, call 1-800-Gambler

Tools to help you manage your gaming activity >

Help & support organizations v

There are a number of help and support organizations available which offer valuable information and advice across a range of areas. Details are below, including contact information for each organization.

Council on Compulsive Gambling of New Jersey

The Council on Compulsive Gambling of New Jersey ([CCGNJ](#)) provides information, education and referral services for anyone affected by problem gambling.

Gamblers Anonymous

Gamblers Anonymous is a fellowship of men and women who have joined together to do something about their own gambling problem and help other compulsive gamblers do the same. There are regional fellowships around the world.

www.gamblersanonymous.org

For more information on gaming responsibly and sensibly, visit the following links:

[Practical tips to stay within safe limits](#)

[Myths associated with gambling](#)

[Information regarding the risks associated with gambling](#)

[The potential signs of a gambling problem](#)

Deposit limit >

Wager limit >

Time limit >

Compliance to PGCB Standards

Adopting Interactive Internal Control Standards (ICS)

- Leveraging experience with operations in other online gaming markets
- Building to a best-in-class model with both end-consumer and ease-of-regulatory oversight in mind

Implementing Board-Approved Products

- Experienced interactive suppliers paired with providers of products already deployed in PGCB's land-based sites
- Bringing the highest standards to innovations and integrity to the Pennsylvania market

PGCB's Ongoing 24/7 Oversight Access

- As needed/requested access into entire iGaming technology stack
- Including features specifically designed to streamline regulatory oversight

Additional Security Measures Taken to Protect Customer Privacy & PII Data

**** Maintain all items as required by state and federal government***