

### Masters of Advertising Law Conference - Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations

November 8 - 10, 2022

The biggest advertising, marketing, and promotion law conference in the nation returns for 2022 – now rebranded as the ANA Masters of Advertising Law. This year's conference is structured around the theme "Re-Envisioning the Landscape: Change is Now" and will examine the perennial issues impacting advertising and marketing law – as well as the cutting edge issues affecting the industry as we emerge from the political and societal upheaval of the past two years to our new normal.

The conference brings together top in house counsel from major brands, leading practitioners from America's foremost law firms, and important regulators to discuss key legal and regulatory advertising, marketing, and privacy topics, with detailed drilldowns on the major issues and impactful case studies that provide attendees with the actionable intelligence they need to succeed in today's advertising and marketing ecosystem.

#### Agenda

#### **4:50 PM - Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations**

The explosive growth of esports is showing no signs of slowing, and brands are poised to spend more than ever on in-game advertisements, streaming ads, brand integrations, and sponsorships. This panel will discuss the latest trends and explore successful partnerships in the space from the perspectives of both brands and esports organizations. We will share practical insights and tips from industry insiders and take a look at what the future may hold for various stakeholders in the esports ecosystem.

#### Speakers:

- Joe Khanna: VP, Senior Managing Counsel, Mastercard
- Daniel E. Schnapp: Partner, Sheppard, Mullin, Richter & Hampton LLP
- Genevieve E. Perez: Associate, Sheppard, Mullin, Richter & Hampton LLP
- Ari Segal: Managing Director, Immortals Gaming Club

For more information or to register, please [click here](#).

#### Attorneys

Genevieve Perez

Daniel E. Schnapp

## Practice Areas

Advertising

## Industries

Esports & Games