



Insights: Publications

5 Key Takeaways: Basics of Promotions, Sweepstakes, Contests, and Gaming

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Written by

Barry M. Benjamin, partner in the New York office and chair of Kilpatrick Townsend's Advertising and Marketing group, presented at the 2018 ANA/BAA 40th Marketing Law Conference, held earlier this month in Chicago. As one of the first speakers at the conference, Mr . Benjamin's presentation – “Basics of Promotion, Sweepstakes, Contests, and Gaming” – focused on equipping those new to the industry with the knowledge, language, and vocabulary necessary to best understand all of the upcoming programming. He covered the basics of sweepstakes and skill contests, as well as the rapidly-evolving legal landscape and court decisions impacting fantasy sports and sports gambling.