

ICE 2006: Facts & Figures



2006 is the 13th edition of the International Casino Exhibition (ICE). It also marks the sixth time that an i-gaming zone – now known as ICEi – has been incorporated. This January's event is the first to take place under new ownership, following the acquisition of ATE by Clarion Events in Summer 2005.

Full House!

186 exhibitors from 33 countries occupy Earls Court 2, comprising 142 (29 nations) in ICE and 44 (12 nations) in ICEi.

Marginal increase in Floorspace

10,064 square metres net (108,292sq.ft.) overall, including 898sqm. (9,663sq.ft.) dedicated to ICEi.

International Strength

Outnumbering domestic exhibitors by a ratio of more than 2:1, international exhibitors number 127 (98 in ICE, 29 in ICEi), taking up 68 per cent of the show floor.

Exhibitor Distribution Expands

Exhibitors stretch from Argentina to Australia, Canada to the Czech Republic, South Korea to South Africa and the United States to the Ukraine.

USA Top as Seven of Top 11 increase Presence

Outside of the host nation, the United States has the most exhibitors with 19 (19 in 2005), followed by the Netherlands on 10 (11 in '05), Russia 9 (7), Spain 9 (8), Canada 8 (5), Slovenia 8 (8), Sweden 8 (6), Austria 6 (4), Australia 5 (6),

France 5 (4) and Italy 5 (3).

Novomatic takes Top Slot

Novomatic – Austrian Gaming Industries once again has the biggest ICE stand weighing in at a colossal 1,104sqm. (11,879sq.ft.), followed by IGT-Europe with 504sqm (5,423sq.ft.), Atronic International with 396sqm (4,261sq.ft.) and TCSJohnHuxley with 330sqm. (3,551sq.ft.). Five more companies – R. Franco, Interblock, Gaming Partners International, Unidesa Gaming & Systems and Aristocrat Technologies Europe – have stands of 200sqm. (2,152sq.ft.) or more and a further 15 have a presence in excess of 100sqm. (1,076sq.ft.). The biggest exhibitor in ICEi is Boss Media, whose stand covers 80sqm. (861sq.ft.).

New Services

More bars, restaurants and seating areas have been introduced on Level 2 of Earls Court 1 (accessed via ATEI), as well as a business technology centre with free internet access available to all Show attendees.

Publications Well-Read

26 b2b publications have stands at ICE/ICEi 2006.

ICE exhibition dates, 2007 to 2010

Tuesday 23rd January – Thursday 25th January 2007

Tuesday 22nd January – Thursday 24th January 2008

Tuesday 27th January – Thursday 29th January 2009

Tuesday 26th January – Thursday 28th January 2010

First-Time Exhibitors

Drawn from 18 countries, 32 companies are making their first appearance at ICE/ICEi, representing 17.2 per cent of the total. 78.6 per cent of debutants are drawn from 22 countries outside the UK (18 in 2005).

First-Time Exhibitor – ICE	Stand Number	Country
Belatra Company Ltd.	3502	Belarus
Cadillac Jack	3500	USA
Cardroom Enterprises Ltd	3163	UK
Casino Life Magazine	NewsPoint	UK
Cinque Punto Cinque Srl	3120	Italy
Entertainment Industry	NewsPoint	Ukraine
Euro Games Technology	3648	Bulgaria
European Casinos - The Elite	3517b	Spain
Fair Play Gaming UK	3468	UK
Global Payments Gaming Services	3553	USA
GZ Technologies Inc.	3524	Taiwan
iView	3512	Canada
Quixant Ltd	3573	UK
SAGSE	3528	Argentina
SIQ	3510	Slovenia
Villart Industrial Group Ltd	3000	Russia
World of Games	NewsPoint	Russia
Zest Gaming	3572	Italy

First-Time Exhibitors – ICEi	Stand Number	Country
1 Gaming Inc	3094	Canada
Cantor Gaming	3456	Australia
Championsbet Consulting	3069	Austria
Greentube I.E.SAG	3190	Austria
G-Fed Games	3085	Canada
Quedesjeux	3174	France
SafeCharge	3183	Israel
Goldrace.com	3374	Korea
Avanzia	3290	Malta
EssNet Interactive AB	3074	Sweden
Gex Technologies Ltd UK	3181	UK
Microgen	3292	UK
Cyberarts Licensing LLC	3526	USA
iovation, Inc	3073	USA

Link: ICE 2006 At-Show Press Briefing (Statistics)

ICE/ICEi 2006 Exhibitors by Country

Argentina – SAGSE (3528), Yogonet.com (3068)

Australia – Ainsworth Game Technology (3442), BMM International (3506), Cantor Gaming (3456 – ICEi), Global Gaming Industries (3470), Konami Australia (3020)

Austria – Amatic Industries (3413), CARD-A Shuffle Master International Co. (3342), Championsbet Consulting (3069 – ICEi), Greentube I.E.S. (3190 – ICEi), Novomatic – Austrian Gaming Industries (3030), SMI – Software & Messtechnik Institut (3250)

Belarus – Belatra Company (3502)

Belgium – Belgian Gaming Technology (3128), CartaMundi (3444), Mauquoy Token Company (3222), Seeben (3254)

Brazil – Games Magazine (3453)

Bulgaria – Casino Technology (3260), Euro Games Technology (3648), Gaming Technologies (3164)

Canada – 1 Gaming (3094 – ICEi), CashCode Company (3236), CasinoBlasters.com (3086 – ICEi), Chartwell Technology (3280 – ICEi), Citadel Commerce Corp. (3092 – ICEi), G-Fed Games (3085 – ICEi), iView (3512), Parlay Entertainment (3390 – ICEi)

Czech Republic – Apex Gaming Technology (3466), Gamey Industries (3364 & 3366)

Finland – European Game & Entertainment Technology (3080 – ICEi)

France – Adaptive Micro Systems Europe (3455), Gaming Partners International (3326), Journal des Casinos (3567), Quedesjeux (3174 – ICEi), Scan Coin Perconta – France Espèces (3226)

Germany – Atronic International (3018), Casino Supplies (3318), Patir Design (3426), Wirecard (3165 – ICEi)

Hong Kong – Dallmeier International (3356)

Ireland – Kimble Manufacturing (3228)

Israel – Playtech (3266 – ICEi), SafeCharge (3183 – ICEi)

Italy – Abbiati Casino Equipment (3242), Cinque Punto Cinque (3120), Dal Negro (3518), Magic Dreams (3160), Zest Gaming (3572)

Japan – Aruze Corporation (3010), HIMECS Co. (3255)

Korea – Goldrace.com (3374 – ICEi)

Latvia – CTC Holdings (3558)

Malta – Avanzia (3290 – ICEi), Bell Med (3178 – ICEi), Malta Lotteries and Gaming Authority (3382 – ICEi)

Netherlands – Casino Locking Systems (3649), Gaming Support (3362), GLI – Europe (3225), IGT-Europe (3436), KEMA (3246), NMi (3423), Orion Gaming (3448), Progressive Gaming International Corp. (3212), Signs4U (3348), Suzo-Happ Group (3244)

Portugal – Prize Magazine (NewsPoint)

Russia – Amusement Industry Catalogue (NewsPoint), Big Game (M&M Publishing House) (3066), Gaming Business (3568), Kare Technology (3446), Set-Production (3324), Unicum Group of Companies (3412), Villart Industrial Group (3000), World of Games (NewsPoint), ZeroLabs/ZA0 Flint & Co. (3564)

Serbia & Montenegro – Lucky Line (3630)

Slovakia – Evona Electronic (3548)

Slovenia – Alfastreet (3060), Carat Technology (3350), Electra ST (Slomaster Gaming Machines) (3624), Euroblock, Gaming Technologies (3252), Gold Club (3024), ICIT (3527), Interblock (3050), SIQ (3510)

South Africa – Gamer Casino Seating (3111)

Spain – Applus+ CTC (3112), Casinos de Latinoamerica (3517a), CEW International (3162), European Casinos – The Elite (3517b), Fournier Playing Cards (3550), Gaming Signs (3124), Nova Desitec (3640), R. Franco (3400), Unidesa Gaming & Systems (3200)

Sweden – 24h Network (3098 – ICEi), B2B Poker (3372 – ICEi), Boss Media (3270 – ICEi), EssNet Interactive (3074), Future Gaming (3555), Net Entertainment (3370 – ICEi), Ongame Network (3184 – ICEi), Tain (3380 – ICEi)

Taiwan – GZ Technologies (3524)

U.K. – 192.com Business Services (3082 – ICEi), 3M Touch Systems (3556), Ace Coin Entertainments (3570), Andromica Video Systems (3508), Aristocrat Technologies Europe (3300), Asahi Seiko (Europe) (3554), Berwin Leighton Paisner (3571), Betfair (3498 – ICEi), BetStone (3121), BettingJobs.com (3294 – ICEi), Brintons (3424), Cammegh (3122), Capital Gaming Limited (3514), Cardroom Enterprises (3163), Casino & Gaming International (3028), Casino International Magazine (3529), Casino Life Magazine (NewsPoint), Casino Review (3522), Casino World (3223), CTL (3354), Densitron Gaming (3224), EGaming Review / Pageant Media (3071 – ICEi), Empire Casino Recruitment & Consultancy (3422), EndX Group (3212a), Eurocoin (3325), Fair Play Gaming UK (3468), FutureLogic Europe (3458), G3 Magazine (NewsPoint), Gasser Chair Company (3360), GB Group – URU (3172 – ICEi), Gex Technologies UK (3181), Giesecke & Devrient (3126), Global Draw (3457), Global Payment Technologies (Europe) (3116), Hitwise (3180 – ICEi), IGaming Business (3083 – ICEi), Infogame UK (3367), Innovative Technology (3459), InterGaming (3452), Isle of Man Government (3460 – ICEi), Martin Williams Casino Equipment (3336), Matsui Europe (3218), MEI, a division of Mars International (3557), Microgaming Software Systems (3089 – ICEi), Microgen (3292 – ICEi), Money Controls (3368), Octavian International (3230), Orbis Technology (3490 – ICEi), PIMS-SCA (3084 – ICEi), Prestige Seating Technology (UK) (3322), Quixant (3573), Synectic Systems (3503), TCSJohnHuxley (3100), Torex Gaming (3590), Tribeca Tables Europe (3075 – ICEi), Uniforms by John Marks (3111), Vuetec (3565), World Gaming (3070 – ICEi), Your Guide (NewsPoint)

Ukraine – Entertainment Industry (NewsPoint)

U.S.A. – Ascend Media Gaming Group (3505), Bally Gaming and Systems (3542), Cadillac Jack (3500), Casino Enterprise Management (NewsPoint), Cyberarts Licensing (3526), Cyberview Technology (3516), DEQ International (3414), Gaming Standards

Association (3026), Global Cash Access (3248), Global Gaming Business (3566), Global Gaming Expo (3574), Global Payments Gaming Services (3553), IDX / Osborne Coinage (3256), iovation (3073), JCM (3454), RealTime Gaming (3170 – ICEi), River City Group (3090 – ICEi), Spin (3461), WMS Gaming (3312)