

Clarion take gaming portfolio to Vegas



Kate Chambers,
Portfolio Director,
Clarion

London (24 September) – Clarion’s Totally Gaming team, which is responsible for delivering industry leading events including ICE (London, UK) next month’s EiG (Berlin, Germany) and the San Francisco based GiGse, which recently announced a return to its traditional dates in April 2015, will be using G2E to meet with clients and expand on its exciting plans for the next 12-months and beyond. Clarion will be on booth 5620 as part of the reciprocal agreement it enjoys with the organisers of G2E.

Explaining the objectives of the transatlantic trip, Portfolio Director Kate Chambers, who is leading the team from London said: „Vegas is the ideal opportunity for us to connect with our stakeholders and explain in person the latest developments and initiatives we are introducing across the Totally Gaming portfolio. EiG, which takes place in Berlin in October, is our next big event and one which has undergone a major strategic overhaul in partnership with a 70 strong Advisory Board drawn from the industry.

„Born out of the iGaming explosion in Europe some 13 years ago, EiG has come of age; it now stands for Excellence in iGaming and has a truly international reach to match. We have made significant changes to the way in which the content is delivered and introduced a single price, access all areas pass which has proved particularly popular with operators for whom attendance is up a staggering 100% year-on-year.

„Our conversations concerning GiGse, North America’s iGaming event of choice, will focus on the return to the Hyatt Regency, San Francisco, CA earlier in the spring across April 21-23. We listened to our customers who were passionate in their desire to return to GiGse’s original dates and bring the event forward in the 2015 calendar. As a consequence we have moved quickly to secure and to announce our April dates in order to provide the markets we serve with maximum advance notice.“

She concluded: „G2E will allow us to demonstrate the strength of our portfolio and the invaluable opportunities the brands deliver for organisations working to enter new markets, gain insight from industry thought leaders, establish partnership programmes and of course to market products and services to the most influential, international community of buyers and influencers available.“

For more information on EiG, ICE and GiGse, visit „www.eigexpo.com“: <http://www.eigexpo.com>, „www.icetotallygaming.com“: <http://www.icetotallygaming.com> or „www.gigse.com“: <http://www.gigse.com>.