

ICE join forces with SBC to run at show sports betting tours

LONDON (13 January) – ICE Totally Gaming, the world's biggest b2b gaming exhibition which runs across the 3rd, 4th and 5th February at London's ExCeL Centre, has teamed up with Sports Betting Community (SBC) to provide two Sports Betting Tours of the exhibition floor. The tours, which are part of Betmarkets, one of the eight ICE Conferences being held alongside the exhibition, will give delegates the opportunity to mix with key industry experts and to discover the latest products that will help their business thrive in a competitive market.

Jo Mayer, Marketing Director responsible for ICE and ICE Conferences commented: "There's a great level of interest in the betting sector, but it is such a big industry that it can be quite intimidating for first-timers to know where to go. We have teamed up with sports betting experts SBC in order to help those wishing to find out more about how the betting industry operates. It also provides a further option for some quick networking among sports betting people and exhibitors."



SBC chairman Rasmus Sojmark added: "So much about getting involved in the betting industry is knowing which companies to look at and who to speak to. The ICE Sports Betting Tour has been designed to help operators make connections with the key people who can help push their businesses forward, whether they are new to the industry or not. I'm pleased to confirm that as part of the tour, ICE exhibitor BetConstruct is sponsoring a draw to win two VIP box tickets for a game at The

Emirates, home of Arsenal FC.”

The tours start at 10.30am on the SBC stand SD2-C/D and will be running on Tuesday 4th and Wednesday 5th. Visitors who attend the Tuesday tour will also be able to pick up tickets for SBC’s London Baby! networking event in the evening. Delegates wishing to register for the tours and highlight the areas they are interested in are advised to visit the SBC News website by clicking [here](#)

In order to take advantage of the tours, delegates need to ensure they have registered for ICE or the concurrent Betmarkets conference.

Tickets for the Betmarkets conference, which runs alongside ICE, can be obtained [here](#). SBC members are eligible for a 10% discount email andy@sbcnews.co.uk for more details. To register for ICE, the world’s largest gaming event

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