

Bold new look for London Shows



23 • 24 • 25 JANUARY
EARLS COURT • LONDON

The public face of ATEI, ICE and ICEi, collectively known throughout the international gaming, gambling and i-gaming sectors as 'The London Show', has undergone something of a makeover with the introduction of three bold and contemporary logos. The designs, according to organisers Clarion ATE, have been developed 'to complement each other and reflect the changing dynamic of the London showcase'.



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Nikki Lazenby, Clarion ATE's marketing manager responsible for the initiative, explained: „The show logos had not been significantly altered for nearly a decade and in that time attendance has grown by over 75 per cent, the proportion of international visitors increased to 45.4 per cent of the total and the number of represented countries is consistently in excess of 100. We should also bear in mind the launch of ICEi and its rapid development into one of the most exciting and talked about features of the exhibition.“

„The show is currently undergoing an important period of development, in particular the introduction of ATEI Level 1, and it is fitting that the new identities dovetail with what is the most important ATEI/ICE since the Earls Court residency began in 1992.“



ATEI, ICE and ICEi take place at London's Earls Court Exhibition Centre on 23, 24 and 25 January 2007.