

# ICEi growth to top 70 per cent



The 2007 International Casino Exhibition (Earls Court, January 23/24/25) will host the biggest collection of remote and i-gaming providers in the show's history.

According to the latest update by show organisers, Clarion ATE, the dedicated ICEi component of the London show will in 2007 comprise 1,500 square metres (1,640sq.ft.) of stand space – a 70 per cent increase on the 2006 show (881sqm./9,479.56sq.ft.) and 87 per cent larger than in 2005 (800sqm./8,608sq.ft.).



Seven months ahead of the show going live at Earls Court, a total of six ICEi exhibitors have doubled their stand space year-on-year, with three organisations – US-based Iovation, Inc. (+200%), the Isle of Man Government (+201%) and Anglo-Spanish interactive games innovator Gextech (+312%) – leading the expansion trend.

Mark Campbell, Chairman at Gextech, confirmed: “With a range of launches across iTV, Internet and Mobile platforms, we are

predicting that 2007 will be a great year for the company. We had a good GIGSE in Montreal and anticipate an even better EiG but believe that the timing and environment are right to really push the envelope at ICEi.”

Karen Cooke of ICEi commented: “The stand take-up for 2007 is way ahead of schedule and we’re confident that ICEi will be full to capacity.” She added: “The show, which has benefited from a new corporate identity unveiled last month, has developed from a modest 304 square metres, when it was launched as Future Game in 2001, to its current status as the biggest in Europe.”