

# New-look launch for London Show websites

The online presence of ATEI, ICE and ICEi (23-25 January 2007, Earls Court, London) has been refreshed with updated looks and new URLs. The show-specific websites, which went live at the beginning of August, are located at [www.atei-exhibition.com](http://www.atei-exhibition.com), [www.ice-exhibition.com](http://www.ice-exhibition.com) and [www.icei-exhibition.com](http://www.icei-exhibition.com) respectively.

The new websites, styled to complement the design theme of this year's suite of marketing materials for each respective show, provide a comprehensive breakdown of the January exhibitions, with sections tailored specifically for visitors, exhibitors and the media. Primary content for visitors comprises exhibitor lists, product sectors, floor plans, show news, accommodation, travel and venue information and online registration (live mid September) including automated visa application helpers.

Nikki Lazenby, Clarion ATE marketing manager, commented: „Over 79% of pre-registration for the London Shows is now carried out online and e-marketing is rapidly becoming the preferred media channel for many of our customers. It is therefore vital to have an online presence which is easy to find, easy to navigate and provides all the vital information for industry professionals, many of whom will travel thousands, if not tens of thousands, of miles to visit the show in January.“