

# SAGSE to help boost South American attendance at ICE

ICE 2007 is set to welcome more South American buyers than ever before following the announcement of a joint promotional agreement between the London show organisers, Clarion ATE, and Monografie S.A., the team behind South America's SAGSE exhibitions.



The joint marketing programme – which will comprise electronic marketing across visitor databases for the respective shows, reciprocal advertising banners and hyperlinks on the ICE and SAGSE websites, at-show promotional activities and an enhanced presence for SAGSE on the show floor of ICE 2007 – will culminate in a special delegation of key buyers from South America, organised by SAGSE and hosted by ICE.



John Fenna, Clarion ATE's head of marketing, commented: "ICE is a major international hub for the casino sector and already enjoys phenomenal participation from

industry professionals based in Europe, the CIS and North America. Whilst South American attendance at ICE has almost doubled since 2000 and reached a record-high of 136 in 2006, we are keen to ensure that the upward trend continues and are delighted to be working in partnership with SAGSE as the definitive authority in this region.”

Monografie’s Alan Burak, commercial director and show manager of SAGSE, added: “ICE and SAGSE are amongst the biggest events on the international calendar and we have been working towards this co-operative initiative for some time. Our agreement is designed to provide mutually beneficial advantages and I am confident that buyers and suppliers alike will reap the rewards when they attend the respective events in Buenos Aires in October and London in January.”