

ATEI / ICE / ICEi 2007 Electronic Media Information

BACTA provide industry back-up

BACTA has outlined its plans for the 2007 ATEI, where the British trade association will have a dual presence at the world's premier coin-op event. Offering advice, information and support to all its members from stand 2100 on Level 1 of Earls Court 1, the association's secretariat will be on hand to discuss important domestic issues such as the recent change in stakes and prizes, the new additional codes of practice and BACTA's consultation process over the new Gambling Act 2005. The Compliance Team will also be out on the floor providing useful guidance on applications for operator, premises and personal licences. BACTA Members attending the London show will once again benefit from exclusive use of the BACTA Member's Lounge, located in the Thames Room with direct access from the show floor. Here, free refreshments will be served throughout the day and there will also be private meeting rooms made available for members' use, allocated on a daily booking system.

Industry heavyweights help pack ICE

The international casino industry's biggest names have given their full backing to ICE with key suppliers from seven countries filling the top 10 exhibitor slots at January's show (Earls Court 2, London – 23/24/25 January). Novomatic – Austrian Gaming Industries will have the greatest floor presence with an immense showcase covering 1,104 square metres (11,879sq.ft.), followed by Netherlands-based IGT Europe with a stand measuring 701.25sqm. (7,545sq.ft.) and Germany's Atronic International with 396sqm. (4,261sq.ft.). Filling fourth and fifth positions, Aristocrat Technologies Europe (377sqm. / 4,057sq.ft.) and TCS John Huxley (330sqm. /

3,551sq.ft.) are both UK based whilst the next two heavyweight exhibitors are Spain's Unidesa Gaming & Systems (260sqm. / 2,798sq.ft.) and Informatica Franco (242.51sqm. / 2,609sq2.ft.). Completing the top 10 line-up are Austria's Amatic Industries (242.12sqm. / 2,605sq.ft.), Italy's Fair Play (231.35sqm. / 2,489sq.ft.) and US company WMS Gaming (215sqm. / 2,313sq.ft.).

Breaking the ICE

The forthcoming ICEi will, for the first time in the show's history, include a prestigious networking party aimed at bringing together over 500 of the remote gaming industry's top professionals within a social setting. Entitled /"Breaking the ICE"/, the event will be held on the evening of Tuesday 23 January at Albannach in London's Trafalgar Square. Spread over three floors with floor to ceiling windows and sumptuous décor referring back to the bar's Scottish heritage, Albannach is a truly palatial location and widely regarded as one of London's most prestigious and decadent late night cocktail bars. The evening will begin with cocktails served in the elegant lounge bar, which benefits from fantastic views over London, with partying moving down to ,Doon' – a subterranean space widely regarded as one of the capital's sexiest nightclubs. Tickets cost £35 each (+ VAT) and will be issued on a first-come, first-served basis with limited availability. For more information and online ticket reservations, visit www.breakingtheiceparty.com.