

# **120 brand new reasons to visit ICE 2007**

Less than two weeks before the Earls Court doors open, show organisers Clarion ATE have revealed that no fewer than 120 companies taking stand space at ICE 2007 will be exhibiting there for the very first time.

The 120 debutants, drawn from 31 international territories, include 21 companies that previously exhibited in the soft gaming sister show ATEI and 35 suppliers that will be setting out their stalls within ICEi – the dedicated remote gaming zone.

The ICE/ICEi show floor now boasts a record-high of 264 companies based in 44 territories occupying a total net floor space of 14,140 square metres (152,147sq.ft.). Put in to context, the show has grown year-on-year by 33 per cent in terms of countries represented, by 40 per cent in floor space, and by 42 per cent in the number of different companies.

Emma Green, Clarion ATE's sales manager commented: „Visitors to the show will certainly have plenty of new products and services to look out for with 45.5 per cent of exhibitors making their maiden appearance. And it's not just first-time exhibitors that account for the huge expansion this year; more than half of all the exhibitors returning from 2006 have increased their presence.

Visitors can register for free entry online at [www.ice-exhibition.com](http://www.ice-exhibition.com) at pick up their badges on arrival at Earls Court 2.