

Clarion confirm Payment Solutions to have dedicated 4,000sqm feature at expanded ICE London

The 2018 edition of ICE London, the world's most popular gaming technology event (6 – 8 February, ExCeL London, UK) will feature a substantial new section located in halls N8 and N9 dedicated to the fast moving world of payments. The ICE Payment Solutions Section, comprising 4,000sqm of space, will provide a focal point for international visitors wanting to meet and engage with the key innovators and thought leaders in the sector.



Greg Saint,
Event Director

Greg Saint, Event Director responsible for ICE London, believes the new area will be high on the list of 'must see' features for gaming professionals during their time in London. He explained: "The purpose of ICE is to showcase and reflect the dominant trends in gaming and payments is a case in point. We were approached by a number of leading players wanting to utilise ICE as a platform to reflect innovations in the sector and to create a meeting point for all those international visitors with an interest in the latest technologies and

advances. I am delighted that we have been able to respond to the needs of the industry in this way and I am confident the resource that we are putting behind the ICE Payment Solutions Section will be well received by visitors.”

ICE London is the world’s most international business-to-business gaming event, with 151 countries represented by the record 30,213 visitors who attended the 2017 edition. Featuring world-leading innovators drawn from across the gaming landscape, ICE London provides visitors with the most comprehensive shop window on the international industry.