

Successful show and conferences at recent Australasian Gaming Expo

The organisers of this year's Australasian Gaming Expo (AGE) have announced that the show was yet another resounding success, attracting over 11,000 people over the three day event. The exhibition saw more than 210 exhibitors display their latest gaming and hospitality related products.

In addition to the trade show, industry representative Associations in Australia and New Zealand united to present a range of plenary discussions and conference sessions to over 200 registered delegates on the first morning of the show.

"We were very pleased with the high quality of the equipment and products on display, the creativity of the stand presentations, and the industry representation including key executives, senior management and other trade visitors from the gaming industry," said Ross Ferrar, Executive Officer of the Australasian Gaming Machine Manufacturers Association (AGMMA), which hosts and operates the AGE.

"There were some 780 gaming machines on display, and AGMMA's seven members alone featured their products and services over a record 4,000 square metres of the 15,000 square metres of exhibition space. The 17th annual AGE is securely positioned as a world class gaming event, and a strategically important industry show for the Australian region," Ferrar explained.

Overall, the trade show and conference offered a number of solutions for a sustainable and successful gaming industry, including the release and development of new products. A current concern – the revenue decline due to the impact of smoking restrictions on venues – was discussed amongst both visitors and exhibitors, and its effect on suppliers to the

industry. Key gaming companies believe that global, technological, demographic and societal influences – together with changing consumer preferences – will impact the gambling landscape.

With regard to the future, the recent approval of ticket-in ticket-out (TITO) technology for the major Australian market of New South Wales, will no doubt stimulate and energise the development of products and services for casinos, clubs, hotels, betting outlets and other gaming operations over the coming years.

Next year's AGE will be held at the Sydney Convention & Exhibition Centre on August 24-26, 2008. For further information, visit www.austgamingexpo.com.