

# iGB Live! to 2021

- Event will now take place on 13-16 July 2021
- 2020 shows to be replaced with new, innovative content & networking formats

London – Clarion Gaming has announced that iGB Live! 2020, scheduled to take place on 22-25 September at the RAI in Amsterdam, has been postponed to 2021.

The show will now take place at the same venue on **13-16 July 2021**.

While iGB Live! 2020 had a critical mass of core exhibitors and sponsors, as well as strong pre-registration numbers, the iGB team ultimately opted to push the event back to its normal July dateline next year as a result of the constantly evolving situation and safety concerns regarding novel coronavirus (Covid-19).

In recent days, new travel restrictions have been announced by European governments, amid an increase in Covid-19 cases in some countries.

Despite the industry's strong support for the event under difficult circumstances, the postponement will help ensure the show delivers exceptional outcomes and experiences for attendees and commercial partners in 2021.

Commenting on the decision, group event director Naomi Barton said: "As disappointing as this news is, we feel it is the most responsible decision to take".

"We really wanted to deliver this event for our partners and stakeholders. However, with measures that are beyond our control, we feel a postponement is the right thing to do, as we cannot guarantee that delegates, exhibitors and sponsors will be able to get to the event safely. If we can't deliver

the value and return on investment that is experienced at our events, we will wait until that is possible.”

With the physical event postponed, the iGB team will instead focus on connecting affiliates, operators and suppliers in a different way. A brand-new initiative, iGB Network, is being developed, details of which will be announced in due course.

“iGB Network will have a digital and a physical element, but we will definitely, if we are able and in a safe and responsible way, bring the industry together – even face to face where we can” Barton added.

In the meantime, the iGB Live! Online platform will remain open to users as a networking and content platform, with registration free via the iGBLive.com site.

More than 1,500 igaming and affiliate marketing professionals have already signed up to the platform, which includes all video sessions from the digital show on demand, and will be updated with exclusive content throughout the year.

The rescheduled show now looks set to coincide with the launch of the Netherlands’ online gaming market, scheduled for July 2021.

“This means that the next editions of iGB Live! and iGB Affiliate Amsterdam will take place as the Dutch igaming market finally open for business,” Barton added. “This makes each show all the more valuable as a networking and discussion forum, for market incumbents and newcomers alike.”