

The Betting Show now in association with the IBA & ABB

Organisers of The Betting Show, Clarion Gaming, have confirmed that they will now be working directly with the Association of British Bookmaker (ABB) and The Independent Bookmakers Association (IBA) to deliver a new look learning and networking platform.

Taking place on the 14 and 15 October 2009, this year's show will feature a variety of exhibitors, plus the close relationship with the ABB and IBA has allowed for a new learning experience aimed at new and established bookmaker to help enhance general practice knowledge; also available will be a completely new format for discussing current industry issues in a more personal forum.

The IBA's Vice-Chairman, Joe Phillips, commented "This year's learning sessions are going to offer every independent the chance to get to grips with changes in the industry. The alliance we have with Clarion Gaming means that the learning sessions will be tailored to answer the specific questions our members are asking of us at the IBA. The Betting Show is going to be the best opportunity to learn, ask questions and get answers from the industry leaders."

The Betting Show will take place in Hall 11 at the Birmingham NEC. The show will feature a bar area which will not only provide a more relaxed environment to do business, it will also be ideal for one-to-one meetings.

For further information on The Betting Show or you are interested in exhibiting visit: www.bettingshow.com