

ICE registration opens as countdown to ‘three days of unrivalled product discovery’ begins

The official countdown to ICE London has started with registration for the 2023 event (7-9 February, ExCeL London) now open at www.icelondon.uk.com. The ‘Stronger Together’ theme channels the return of international gaming’s major supplier brands with February’s edition firmly on course to be the biggest on record.

Stuart Hunter, managing director of Clarion Gaming believes that ICE23 is set to raise the bar for the global gaming industry. He stated: “The prospect of a full-scale ICE London on its traditional February dates represents a fantastic opportunity for world gaming to re-connect and take advantage of the unparalleled business opportunities the show delivers.



“We recently experienced the optimism and energy at G2E, a dynamic which augurs extremely well for when the international community of 35,000+ gaming pioneers come together in London for access to the latest innovations, technology solutions and expert insights delivered by the world’s most comprehensive gaming expo.

“The quantitative and qualitative research that we’ve undertaken with our stakeholders confirms how much importance

the ICE community places on having access to the latest gaming innovations and I am confident that ICE will once again provide our visitors with the very best opportunity of the year to gather ideas, meet the right people and make the right connections over three days of unrivalled product discovery.”

He added: “As a team we can’t wait to welcome the entire global industry back to what promises to be one of the most memorable and unmissable ICE events in recent history, setting the tone for an exciting 2023 for Gaming. We look forward to seeing the industry get off the fantastic new Elizabeth Line trains and arrive at ExCeL London ready to connect.”

ICE 2023 takes place across 7-9 February, ExCeL London.