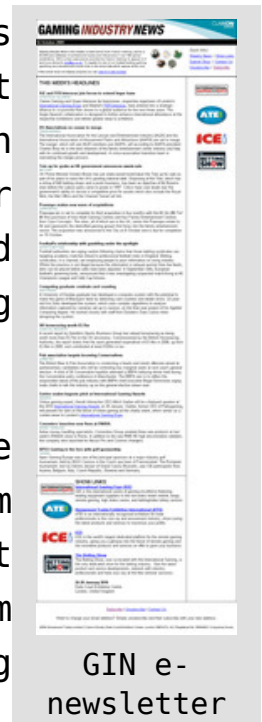


Industry cheer for Clarion's GIN

Clarion Gaming has launched Gaming Industry News 2010, its widely acclaimed e-mail news digest which enables IGE exhibitors, including those in ATEI, ICEi and the Betting Show, to promote their products and services to over 20,000 buyers and influencers in Clarion's unique database spanning 190 jurisdictions.

GIN, which is despatched each week through to the end of the year and then twice weekly from January, brings together insight on the latest industry topics with news and developments from companies and organisations who will be exhibiting at Earls Court in 2010 (January 26-28).



Explaining how exhibitors can make best use of the service, marketing manager Charlotte Skinner said: "GIN allows organisations to drip stories into the market and begin to establish a profile with buyers and influencers months in advance of the exhibitions opening. Many of our exhibitors are already taking advantage of this free editorial service, using GIN as a media channel to help generate awareness with the key influencers who will be buying in January."

She added: "The digest format which GIN developed has helped place it amongst the leading free distribution news services in the industry, with some organisations making it required reading for all staff. We know how effective it is by the numbers who register for the exhibitions via the GIN mechanism and also by the number of GIN stories used by print and electronic media. Stories can be submitted to GIN via gin@sjc.co.uk." X