

European Casino Association backs striking vision for ICE

The influential European Casino Association (ECA), a body which represents almost 1,000 casinos and around 80,000 employees across 23 countries, has given its unequivocal support to the new vision for January's ICE show unveiled by organisers Clarion Events. The ECA's Ron Goudsmit confirmed: "The new ICE vision has the ECA's full backing and support." He added: "Everyone at Clarion including the company's executive management and the team responsible for actually putting on ICE is bringing the exhibition to the next level and in the process keeping the best interest of the industry at heart."

Kate Chambers, Show Director responsible for ICE, confirmed: "2011 marks the 21st anniversary of high stakes gaming on the ICE show floor. Just 16 pioneer companies exhibited in 1991; in January there will be over 400 travelling to London from all over the world. You can only achieve this level of growth by working with the industry and investing heavily in a marketing and communications programme which in the last decade has helped to attract 172,114 buyers to ICE from 180 territories, eclipsing both G2E Las Vegas and G2E Asia as the most international exhibition on the gaming calendar.



Ron Goudsmit

"ICE 2011 will benefit from a 58 per cent increase in marketing spend, a 35 per cent budgetary increase to create the on-site experience for visitors, a 120 per cent increase in investment in at-show content to bring key note speakers to London and an entirely new budget devoted to the development

of ICE Digital which will transform ICE into a 365, 24/7 brand. All of this is set against the backdrop of significantly reduced exhibiting costs. At the heart of our vision is a continued commitment to deliver better value for money and a better return on investment for visitors and exhibitors alike. The development of ICE is already well underway, underpinned by a vibrant technology-driven new corporate identity, the creation of new business opportunities, topical new content, new exhibitors and a multitude of additional reasons to attend what is the most complete exhibition in gaming.”

ICE 2011 (25/26/27 January, Earls Court, London) will feature in excess of 400 lead companies drawn from all strands of the gaming experience comprising remote, street, casino, bingo, betting, online and lottery. To apply for tickets visit www.icetotallygaming.com.