

ICE 'Totally Gaming' goes live and clicking

Online visitor registration for ICE, the world's most comprehensive gaming exhibition covering the betting, bingo, casino, lottery, online, street and remote sectors (Earls Court, London 25/26/27 January), has gone live with show organisers Clarion Events predicting in excess of 100,000 unique visits from gaming professionals based in more than 120 nations.

As part of its commitment to deliver more for all of its visitor and exhibitor stakeholders, Clarion has made a major investment in digital, transforming what was a conventional exhibition presence into a multi-functional portal where visitors can keep fully up to speed with developments across all gaming sectors in addition to planning their visit to ICE in minute detail and in so doing maximising the value of time spent at show.

Developed by Illumina Digital, the agency responsible for designing the acclaimed BBC iPlayer, www.icetotallygaming.com includes a wealth of information and applications including integrated Twitter, facebook and LinkedIn pages for exhibitor and gaming updates, an archive of Clarion's weekly Gaming Industry News service, information and click-throughs to the 70-plus community of gaming media which are supporting ICE and the latest information posted directly by the 400 exhibiting companies showing at ICE 2011.

Features to assist visitors gain maximum value from their



IGE;ICE;Website;

visit include the ICE Interactive Floor Plan, which has been designed to help show attendees identify new companies and products, link-up with exhibiting companies prior to the show, and streamline time spent at ICE. In addition, the site includes an overview of the comprehensive conference and learning programme taking place as part of the exhibition including biographies on the panels of expert industry speakers who will be present in London.

Kate Chambers, Show Director responsible for ICE, believes the digital investment will help extend the business opportunities created for stakeholders beyond the physical space of the exhibition. She explained: "Whilst the opportunity to meet face-to-face with innovators from all strands of the gaming industry is unique to the exhibition, our objective is to leverage the power of the ICE brand to deliver on behalf of our customers every day of the year. We have delivered the first stage of our digital strategy and the early analytics are highly encouraging."