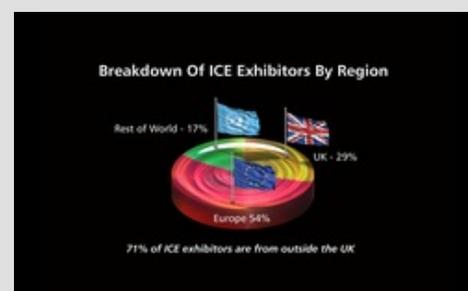


# World of gaming to celebrate ICE coming of age

Exhibition organiser Clarion Events has confirmed that innovators from a total of 45 countries have booked their place at London's ICE Totally Gaming event in January. The exhibition, which will be celebrating 21 years of high stake gaming, is on course to welcome some 400 companies to the Earls Court Exhibition Centre (25th/26th/27th January).

Exhibiting companies are drawn from every sector of the gaming landscape and every corner of the globe, twin factors which, according to ICE Show Director Kate Chambers, make the London show dates so important to the international industry. She explained: „Three months ahead of ICE 2011 going live we have confirmed exhibitors drawn from the betting, bingo, casino, lottery, online, remote and street gaming sectors. Geographically our exhibitors are travelling to London from 45 countries spread from Canada to China, Iceland to India and the Ukraine to the United States. It's this scale of diversity that makes ICE unique: quite simply no other exhibition can offer visitors the totality of the gaming experience concentrated in one place at one time. Complementing the line-up of well known exhibitors and gaming brands including Austrian Gaming



breakdown of ICE exhibitors by region

Industries, G-Tech G2, Merkur Gaming, Playtech Software, SIS, TAB Austria, TCS John Huxley and The Global Draw, amongst many others, I'm pleased to announce that ICE 2011 has also attracted a large number of new attendees with some 33 debutantes drawn from 16 countries on the show floor."

She added: „ICE has become known as the event selected by new and established gaming innovators and suppliers to launch their new products and services. Each year exhibitors debut a combined total of more than 2,000 new products, making ICE the show to attend for buyers wanting to see the very latest developments across the entire gaming landscape. For these reasons three days in January, in London have long and far-reaching commercial effects for all of our customers, buyers and exhibitors alike."

As well as providing online ticket registration and comprehensive exhibitor information, the new ICE web site [www.icetotallygaming.com](http://www.icetotallygaming.com) also includes an overview of the comprehensive conference and learning programme including biographies on the panels of expert industry speakers who will be present at the London show. Features to assist visitors gain maximum value from their 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 make maximum use of the time spent at ICE.