

# ICE promises stunning showcase as exhibits break 20k mark

Visitors to the ICE Totally Gaming Show, taking place across 25-26-27 January 2011, will face the most inspirational and innovative line-ups of products and services ever seen at the London Show. A proposition being made by show organisers, Clarion Events, as they released the latest exhibitor roster just over 10 weeks ahead of the Earls Court doors opening.



Over 300 exhibitors have already contracted more than 20,000 square metres (215,00sq.ft) of floor space, with organisers confident that dozens more suppliers will confirm their reservations over the next few weeks of the countdown.

ICE 2011 will be by far the most international in the event's 21-year history, with show floor manufacturers, distributors and service suppliers drawn from no fewer than 50 countries. A cosmopolitan collection that incorporates leading brands from every niche in the gaming spectrum, including casino, street/coin-op, bingo, online/remote, betting and lottery sectors – all combining to create the most comprehensive and complete gaming universe seen anywhere on the international circuit.

Previewing the event, show director Kate Chambers said: "The great news for visitors is that no matter which sector they are involved with all of the major suppliers of products and services will be at ICE 2011 in force. Visitors making the journey to Earls Court do so safe in the knowledge that every conceivable gaming application will be on display, as well as

a plethora of new concepts. ICE represents an unrivalled opportunity to meet up with old friends and see the brand new technology that is shaping the future of gaming.”

### **First-time technology exponents**

There are already 51 companies planning to make their debut appearances at ICE 2011, making the journey from 21 countries across the globe. And if the sizes of their first-time showcases are anything to go by, some of the debutants are clearly planning to make a huge impact on the international scene. BuzzBet UK will be making the biggest maiden bow from a 144sqm (1,550sq.ft) stand, whilst three more – Spain’s Gigames, Lotos Casino of the Seychelles and Proizbira from Slovenia – are also aiming to impress with stands in excess of 100sqm (1,000sq.ft). Other sizeable newcomers include Evolution Gaming and Kambi Sports Solutions (both UK), iTec Hardware and edict egaming (Germany) and Smartbetting (Czech Republic), whilst further well-known names new to ICE number amongst them Bodog, PokerTek, DigiDeal, Jadestone, Densitron Displays, SO GE.M.A. – to mention but a few.

### **Big brand movers**

Frequent visitors to ICE will already be familiar with the major global brands that have made their presence felt on the show floor. But this January’s top 10 line-up of industry stalwarts – comprising Novomatic-Austrian Gaming Industries, IGT-Europe, WMS Gaming, Bally Technologies, Atronic International, TCSJohnHuxley, Amatic Industries, Merkur Gaming and Aristocrat Technologies – will be joined by iGaming specialists Playtech Software, whose 516sqm (5,550sq.ft) stand catapults them into third place in floor space rankings; a sign that the show’s online/remote sector has truly come of age. The return of Recreativos Franco to Earls Court helps maintain the strong cross-over that exists between casino and street gaming, joining other leading names with a strong interest in low stake high volume gaming including APEX Gaming

Europe, Barcrest Group, Unidesa-Cirsa, The Global Draw, TAB Austria, JPM International, Zest Gaming, Inspired Gaming Group and Bell-Fruit Group amongst others.

### **□Building the experience**

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 conference and learning programme taking place at ICE and includes biographies on the key note speakers that have been secured. Explaining the rationale for the programme, Kate Chambers said: “We work closely with the sectors we serve and their trade bodies. By doing this we hope to build an event that reflects and satisfies the broad needs of the gaming industry at every level.”