

2012 confirmed as biggest ICE Totally Gaming event on record

Visitors to ICE Totally Gaming will be part of the biggest ever online/offline gaming exhibition, according to figures released by show organisers Clarion Events. The news comes following confirmation that a total of 22,466 sqm of stand space has been contracted to gaming exhibitors, a record high for an edition of ICE and great news for innovation hungry gaming professionals who will be travelling to ICE Totally Gaming from an anticipated 120 plus sovereign jurisdictions.

Reflecting on the figures, Matthew Appleby, Marketing Communications Manager responsible for ICE, stated: "This is fantastic for gaming professionals everywhere who, when they attend ICE in January, will have access to a world beating spectrum of gaming providers drawn from betting, bingo, casino, lottery, online, mobile and street gaming sectors all of whom will be using the biggest online/offline gaming space to showcase their latest innovations. The reassuring message for visitors is, if it's in gaming it will definitely be at ICE Totally Gaming in January. With over 400 exhibitors on the show floor it's by far the best place to discover the very latest gaming products and services as well as discuss the latest trends in the business."

The companies with the largest stand presence at ICE Totally Gaming 2012 comprise: Novomatic (1,416 sqm), IGT Europe B V (701 sqm), Playtech (516 sqm), WMS (510 sqm), Bally Technologies Inc (485 sqm), Interblock (460 sqm), JPM/Astro Corp (450 sqm), SPIELO International (420 sqm), Amatic Industries (348 sqm), Alfastreet and Merkur Gaming GmbH (both 340 sqm).

He added: "Although the line-up of exhibiting companies reads like a 'Who's Who' of the gaming world, ICE Totally Gaming also attracts the start-ups and fledgling companies who bring a fresh perspective to gaming and who could become the big gaming brands of the future."