

# Waiting list for ICE 2004

With demand for space exceeding supply, organisers of London's International Casino Exhibition (ICE) have been forced into drawing up a 14-strong waiting list of companies still wanting to exhibit at the 2004 show.



Despite a 33 per cent increase (2,500sq.m./26,900sq.ft) in available floor space, made possible by the relocation of ICE to Earls Court 2, the extra space has been rapidly absorbed by existing exhibitors increasing the size of their stands and by new entrants confirming booths at a very early stage.



ICE Sales Manager Karen Cooke explained: "As we get closer to the show it's not uncommon for exhibitors to refine their stand requirements. If this results in space being freed up then the companies we have on the waiting list will be given first option. The demand for space is not only a reflection on the dynamics of the UK market as it moves towards deregulation

but also a recognition that ICE consistently brings together leading suppliers with the most influential international buyers."