

ICE show floor gets fine-tuning for 2005

The 2005 International Casino Exhibition (ICE), which takes place on 25th-27th January at London's Earls Court 2 Exhibition Centre, is being finely tuned by the show's organisers, ATE. Following a few minor floorplan alterations, including the relocation of some exhibitors and modifications to aisles and gangways, ATE are predicting an even larger showcase than the 2004 edition which hosted a record-breaking 166 exhibiting companies from 31 nations.

By the beginning of July over two-thirds of ICE 2005 had been allocated with 113 companies from 26 countries confirming their space. Sales manager Karen Cooke explained the situation: "In the first year of the relocation from Earls Court 1 to Earls Court 2 the structure of the show was always going to involve some degree of risk-taking by every party involved. Fortunately the new formula was widely accepted as a success and very few changes have been requested by our customers. With most of the returning companies now satisfied with their position at next January's show we are now beginning to fill the remaining space and have received around 25 enquiries from new companies looking to participate."

A significant aspect of next year's show will be an expanded i-Gaming Zone, complete with its own identity and differentiated from the rest of ICE by using colour-coded carpet tiles and shell scheme constructions.

For more information on ICE 2005 visit www.ATEOnline.co.uk/ICE or email Karen Cooke (kcooke@ateonline.co.uk).