

# **Totally Gaming Awards announces Novomatic as 2013 'headline sponsor'**

London (9 Nov) – Following what it described as a ,highly successful debut', ICE Totally Gaming is pleased to announce that gaming machine manufacturer Novomatic has extended its lead role in the Totally Gaming Awards as the headline sponsor for the second consecutive year. As traditionally ICE Totally Gaming's largest exhibitor company, Novomatic said it views the awards evening – this year being held at the prestigious East Wintergarden in Canary Wharf – as an integral part of the show.

Discussing the endorsement, Jens Halle, Managing Director, Austrian Gaming Industries GmbH (AGI) noted: "The 2012 presentation of the Totally Gaming Awards added a new dimension to ICE and so, as the largest exhibitor present at the show, we felt a certain responsibility to back the new initiative. We were not disappointed, as the Awards ceremony was a high class and certainly high-prestige event. For that reason we are delighted to extend our headline sponsorship into a second year as ICE enters its new era with new dates, a new show venue in ExCeL and a new and exciting location for the awards evening also."

Kate Chambers, Director of Gaming for Totally Gaming, added: „I am absolutely delighted to welcome Novomatic as Lead Sponsor of the second Totally Gaming Awards. For many years Novomatic has been a tremendous supporter of ICE and it is therefore most fitting that Totally Gaming week should open with their sponsorship of the show's official awards ceremony. 2013 marks a new chapter for ICE as we move into London's leading purpose-built exhibition space at ExCeL and on new dates in February. The Totally Gaming Awards is also moving

home to the fantastic surroundings of Canary Wharf. In conjunction with our colleagues at the European Casino Association, the Remote Gambling Association and the National Casino Industry Forum, we have made some important changes to the format of the Totally Gaming Awards which will now comprise a sit-down meal and entertainment. The purpose of the Awards however, remains the same – namely to recognise excellence, professionalism and best practice across gaming in all of its various formats and delivery channels. I look forward to welcoming Novomatic, its guests and the gaming industry at large to what is the official and most enjoyable way to launch Totally Gaming week in London.”

The Totally Gaming Awards 2013 will take place on the February 4th, 2013, the evening before the ICE Totally Gaming show opens at London ExCeL. For more information on the Awards, or to book a ticket, please email „charlotte.cowdrey@clarionevents.com“:mailto:charlotte.cowdrey@clarionevents.com, or go to „www.totallygamingawards.com“:http://www.totallygamingawards.com