

London shows excel in exhibition survey

ATEI and ICE, the co-located London shows serving the amusements, gaming and gambling sectors, are amongst the top-performing business exhibitions in Britain, according to an index produced by the Association of Exhibition Organisers (AEO).



According to survey data from the 2004 exhibition, over 60 per cent (ATEI 61%, ICE 63%) of attendees view the show as “'extremely' or 'very important' to their business”, compared with a UK exhibition industry average of 40 per cent. More than half of visitors (ATEI 56%, ICE 57%) said that they will “definitely return next year”, against an industry index benchmark of 42 per cent. No visitor to the London Show said that they would “definitely not return next year”; the industry norm stands at four per cent.

Julian Graves, marketing & commercial director responsible for ATEI and ICE, said: “These figures speak volumes for the calibre of exhibitors who attend the London shows and use them as a platform to launch new products. The investment made by our exhibitors and the creativity which they bring to their

show presence makes those three days in London amongst the most important in the calendar. All of the feedback suggests that 2005 will be no exception.”