

ICE expands boundaries with global marketing push for 2005 show

Organisers of the International Casino Exhibition (Earls Court, London, 25-27 January 2005) have embarked on the biggest visitor marketing drive in the history of the show with advertisements brandishing ICE as 'an incredible place to do business' appearing in no fewer than 22 casino industry publications spread across Europe, North and South America, the CIS and Africa.

More than 60 ICE-dedicated adverts will be supported by an exhaustive promotional programme which incorporates an extensive media relations programme of news and features in English, Russian, Spanish, Portuguese and a number of Eastern European languages, as well as an enhanced level of direct mail activity, new online marketing initiatives and a separate promotional campaign for ICEi, the newly branded sector of the show dedicated to interactive gaming.



John Fenna, ATE Head of Marketing commented: "In addition to targeting operators in jurisdictions across Europe, the Americas, Asia, Africa, the Far East and Australasia, more resources are being poured into key growth areas. Last year's concerted effort to bring in

more operators of high- and low-payout gaming establishments from Eastern Europe and the CIS resulted in a 24 per cent increase in the number of buyers from this region, compared with an average increase across the London Show of 6.8 per cent. Russia and the former Soviet states remain a priority for ICE to attract new business.”

He added: “Every aspect of ICE is in the ascendancy: the number of exhibitors, the number of visitors, the amount of exhibit space, the number of products on show and the number of countries represented by attendees. With the sustained efforts of the exhibitors and our continued investment in attracting a superior audience, ICE 2005 is all set to deliver a truly spectacular showcase for casino industry professionals and really live up to its billing as ‘an incredible place to do business’.”

For more information and online free entry badge registration visit www.ATEOnline.co.uk/ICE