

Launch of ICEi brings online future of gaming into focus

The interactive gaming sector is set to benefit from its own dedicated international b2b expo following news that ATE, organisers of the world-renowned ICE and ATEI exhibitions, are revamping the i-gaming section of the London Show to create the launch of a new brand known as 'ICEi'.



A stand-alone section within ICE, the well-established show serving traditional land-based and offshore casino operators, ICEi will showcase the latest developments in interactive gaming covering web, mobile and other platforms such as iTV betting. Organisers anticipate around 30 leading suppliers occupying over 700sqm (7,500sq.ft) of floorspace to showcase their products and services at ICEi with a number of key names already confirmed including Betfair, Boss Media, Chartwell Technology, Cirsa Interactive, iGlobal Media, Microgaming Software Systems, Net Entertainment, Optical Mark Systems, Playtech and Real Time Gaming, to name but a few.

Statistical analysis of the 2004 show, which attracted 7,322 ICE-registered professionals plus a further 10,453 visitors from the co-located ATEI [soft gaming and electronic leisure] exhibition, reveals that 28.7 per cent of attendees are

directly involved in i-gaming with 32.4 per cent of ICE visitors listing internet/online/mobile gaming amongst the key product and service sectors they come to see.

Julian Graves, ATE Marketing & Commercial Director, explained the rationale behind the creation of the new brand: "i-gaming has been an integral and increasingly important component of ICE since its first incarnation as 'Future Game' back in 2001. The show is already attracting a significant number of new media professionals and with a growing proportion of our core casino, gambling and betting industry visitor base now turning their attention to new online opportunities it's imperative that we move with them and are able to deliver a focused showcase to meet their specific needs."

ICEi 2005 will be promoted by a dedicated marketing campaign featuring advertisements in key i-gaming publications, an extensive media relations programme via online channels and print media and specially tailored direct mail targeting ATE's own unique database, with additional support being harnessed from key industry institutions including the Interactive Gaming, Gambling and Betting Association (iGGBA) and the Interactive Gaming Council (IGC).

Graves concluded: "The message is clear: just as ICE and ATEI are the single most important reference points for the global industries they serve, so too is ICEi destined to become a 'must do' event for i-gaming professionals and I would strongly urge anyone involved in this sector to join us in January."

ICEi takes place at London's Earls Court Exhibition Centre on 25-27 January 2005. For more information and online registration for free entry badges visit www.ATEOnline.co.uk/ICEi