

Registration now open for Sensational ICE Totally Gaming

London – Ticket registration has opened for ICE Totally Gaming 2014, which is being held from 4-6th February at ExCeL London. Officially the world's largest business-to-business gaming event, admission is free and can be accessed at www.icetotallygaming.com.



Jo Mayer, Marketing Director responsible for ICE Totally Gaming said: "Our theme for 2014 is **sensational**, and the response we have received to date certainly fits that billing. Pre-registration is 14% up on this stage last year and that is despite the fact the 2013 campaign opened earlier in order to help communicate our relocation to ExCeL. All of the signs are very positive as we prepare for another world class show."

The 2013 edition of ICE, the first to be held at ExCeL London, attracted an independently audited attendance of 22,247, 54% of whom traveled to London from outside the UK. The biggest gaming show in the world comprised some 481 exhibiting companies and organisations occupying 60,267m² (gross) of space.