

German industry heads to London as pre-registration is 25% up



German operators will receive an extremely warm welcome at ICE, states Marketing Director, Jo Mayer.

London – ICE Totally Gaming, which is taking place across 3rd/4th/5th of February at London's ExCeL Centre, is on course to have a significantly higher German presence with show organisers confirming that pre-registration figures from the country are up 25% on those for 2014. The spike in interest, which is being influenced by the cancellation of this month's IMA event in Düsseldorf, mirrors the same situation in 2013 when the London show also welcomed a larger number of German gaming professionals. The cancellation of IMA, caused by the current state of confusion in the German domestic market where punitive legislative proposals could result in drastically reducing the number of machines in German arcades and bars,

effectively makes ICE the German industry's international business-to-business gaming event of the year.

Discussing the development, ICE Marketing Director Jo Mayer said: *„Legislative uncertainty, if it is as significant as the situation appears to be in Germany, will obviously impact exhibitions which only exist to serve industry needs. I have huge sympathy with the show organisers and of course with the German industry. What I can say is that ICE has a proud reputation for being the meeting place for the international gaming industry and the make-up of our visitor base is one of the really unique features of ICE. As such the German operators who make the short journey to London will receive an extremely warm welcome and will have access to a world beating line-up of 500+ exhibitors drawn from more than 50 jurisdictions as well as a thriving paid for Conference programme and free to access seminars. Gaming professionals from every corner of the globe will be at ICE alongside what could well be a record breaking contingent from Germany.“*

ICE, the world's favourite gaming event is on course to eclipse the 2014 success story when an independently audited 23,506 attendees from a record 156 nations, travelled to London. For more information on ICE and to register for free, visit www.icetotallygaming.com