

Clarion call for Las Vegas



Kate Chambers

London – Clarion’s Totally Gaming team, which is responsible for world leading gaming events including ICE (London), GiGse (San Francisco) and October’s EiG, which is once again being held in Berlin, will be taking the opportunity to meet with clients and expand on its exciting plans for the next 12-months, when it takes a presence at the forthcoming G2E in Las Vegas.

Explaining the purpose of the annual transatlantic trip, Clarion’s Kate Chambers said: „The timing fits in perfectly with our marketing and communications cycle. It allows us to meet with stakeholders, update on our progress with ICE 2016 and reach out to our clients’ marketing teams in order to preview the creative that we have been working on for next February’s event. Following our success in winning the Association of Exhibition Organisers Marketing Campaign of the year award for ICE 2015, I am certain there will be considerable interest in what we have planned for 2016.“

She added: „Whilst probably best known for ICE, EiG and GiGse, Clarion is also responsible for a raft of other dedicated business to business gaming brands, including „TotallyGaming.Com“:<http://www.TotallyGaming.Com>, Japan Gaming Congress, WrB, Slot Academy and Slot Summit. These are all influential brands in their own right and I think it’s

important to take every opportunity to explain how they can help satisfy the commercial and training needs of the international gaming community.“

„I look forward to Vegas for a number of reasons. I think it's important for the new members of the team to visit and experience what Las Vegas is all about but also for them to see how our nearest competitor approaches the task of organising what is a respected and important exhibition.“

For more information on ICE Totally Gaming visit „www.icetotallygaming.com“:http://www.icetotallygaming.com