

# ICE London show to expand in 2009

## The traditional show to be re-branded „International Gaming Expo“

Clarion Gaming has announced major changes to the 2009 January shows, which will see the entire ground floor of both Earls Court 1 and 2 re-branded as the “International Gaming Expo”.

Head of exhibitions, Karen Cooke explained: “Massive advancements in technology combined with new legislation have resulted in significant changes to the global gaming industry. In order to represent all aspects of the gaming platform – land-based, high-stake, low-stake and remote – we are pleased to announce that from 2009 the ground floor of Earls Court will be re-branded to form the International Gaming Expo. We are confident that this change, which has been taken following detailed research and discussions with our stakeholders, will represent a clear proposition to attract new visitors and strengthen the show’s status as the world’s leading gaming event.”

The International Gaming Expo will have its own dedicated, “gaming centric”, above- and below-the-line visitor marketing campaign, which will be conducted throughout the 90-plus media channels utilized by Clarion Gaming.

Show organizers will be working with representatives of low stake gaming companies and suppliers of ancillary products to ensure that their preferred routes to market are included in the campaign.

In a parallel move, the Amusement Trades Exhibition International (ATEI) will be hosted in the self-contained Upper Level of the hall with its own exclusive entry and exit points. The decision to ring-fence ATEI and create a self-

contained event has also been taken in the wake of widespread stakeholder consultation. Cooke continued: "In line with the requests expressed to us, there will be no internal link between ATEI and the re-branded International Gaming Expo: this will help in the retention and circulation of visitors and the creation of a unique atmosphere within each respective exhibition."