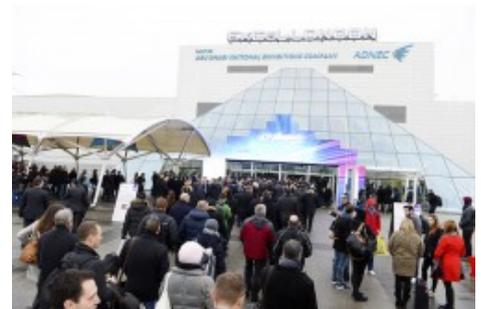


ICE visitor registration jumps 4% year-on-year

ICE Totally Gaming (2 – 4 February, ExCeL Centre, London), is on track to exceed last year's record attendance, according to the latest figures provided by the event organisers. The data, which applies to the period up to and including 14 January, shows pre-registration up by 4% at the same stage of the marketing campaign as last year.



Visitors queuing outside ExCeL London for ICE Totally Gaming

Commenting on the figures, ICE Marketing Director, Jo Mayer said: „We are very encouraged by the figures which measure the number of gaming professional's who intend to participate in the 2016 edition of the world's biggest and most comprehensive gaming exhibition.

„There can be no doubt the ICE proposition is a compelling one, comprising 510 of the world's most innovative companies, an eight strong Conference programme which opens with the International Casino Conference on 1st February at the Hippodrome Casino in Leicester Square, central London and the free to attend ICE Seminars which include sessions dedicated to US Tribal Gaming, Millennials, Affiliates as well as individual briefings on gaming in India, Latin America and sports betting in Africa.

„Whilst there are a range of factors which will mean that not

every one who pre registers is able to attend, I am delighted that the industry has responded so positively to our invitation to ,Enter The Gaming Technopolis'. Geographical hot spots for ICE pre-registration include northern Europe and in particular industry professionals from Germany as well as North America and growing interest from Africa, Asia and Central/South America."

ICE Totally Gaming is the only B2B gaming event that brings together the online and offline gaming sectors. Featuring world-leading innovators drawn from the casino, betting, bingo, lottery, mobile, online and street sectors, ICE provides a comprehensive and international perspective on gaming. Visitors to ICE Totally Gaming can also explore the hottest growth areas in land-based, online and mobile gaming courtesy of the ICE Conferences programme, which delivers a unique opportunity to benefit from targeted learning and networking. ICE 2015 attracted an independently audited record attendance of 25,497.

For more information on ICE and to register for free tickets, visit:

„www.icetotallygaming.com“: <http://www.icetotallygaming.com>