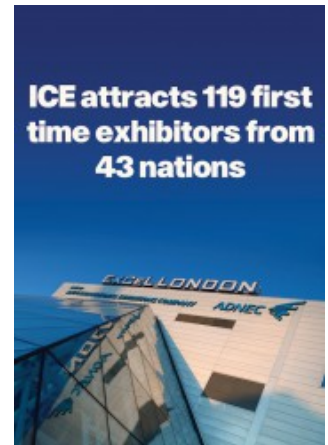


# First time exhibitors give ICE the ,X Factor‘

\*ICE attracts 119 first time exhibitors from 43 nations\*



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London – ICE 2016, will feature a total of 119 companies making their first ever appearance at what is widely regarded as the most influential exhibition in world gaming (2-4 February, ExCeL Centre, London). The figure represents 23% of the Gaming Technopolis, and according to Marketing Director, Jo Mayer, is an important feature of the ICE success story and another stand-out reason to attend.

Jo Mayer commented: „The distribution of our new exhibitors, which are drawn from all parts of the gaming landscape, is equally as significant as their number. Our 119 debut exhibitors are travelling to London from an amazing 43 countries, including long haul journeys such as South Africa, Anguilla, Hong Kong, India and Australia.

„The inclusion of so many new exhibitors ensures that the ICE proposition remains fresh and invigorating and that industry professionals making the journey to London have a unique

opportunity to gain ,first mover advantage' by being part of the Gaming Technopolis. This is one of the many features which give ICE the X Factor on the schedule of international gaming exhibitions.“

The full list of nations represented by first time exhibitors at ICE 2016, comprise: Anguilla, Argentina, Armenia, Australia, Belgium, British Virgin Islands, Bulgaria, Canada, China, Costa Rica, Curacao, Cyprus, Czech Republic, Fiji, France, Georgia, Germany, Gibraltar, Hong Kong, India, Ireland, Israel, Italy, Korea, Luxembourg, Macedonia, Malta, Netherlands, Nigeria, Panama, Philippines, Poland, Portugal, Russia, Serbia, Seychelles, Slovakia, South Africa, Spain, St Vincent & The Grenadines, Sweden, Taiwan and USA.

For more information on ICE, including the acclaimed ICE Conference & Seminar programme and to register for free tickets, visit:  
„www.icetotallygaming.com“: <http://www.icetotallygaming.com>