

PRESS RELEASE

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ICEi charts new entry

Europe's leading b2b remote gaming expo, ICEi is further developing its own unique status following news that the 2007 show is set to get dedicated entrance and registration facilities. This will be the first time that i-gaming professionals enter the Earls Court-based exhibition in their own right via the West Brompton entrance, located directly opposite West Brompton Underground/Railway Station.

ICEi visitors will arrive at the front of the exhibition, now located in the larger Earls Court 1 Hall without having to pass through either the ICE (traditional casino) or ATEI (soft gaming & electronic leisure) components of the London Show. Access to both of these sister shows – the latter of which has now extended onto Level 1 of Earls Court 1 while ICE has spread onto the Earls Court 1 ground floor – will also be much quicker and easier than ever before for ICEi attendees, being located at the crossover of both shows.

London Show visitors, whether they are badged ICEi, ICE or ATEI, will have free access to all three parts of the exhibition. Clear signage and easy-to-follow 3-D floor plans will be deployed to help buyers navigate the three-hall layout, as well as high-visibility floor walkers, whose job it will be to direct attendees to where they want to go in the shortest possible time.

Early projections for ICEi by organisers Clarion ATE show the exhibition growing 70 per cent year-on-year with 1,500 square metres (16,140sq.ft.) of net floor space set aside for well in excess of 50 suppliers.

Head of Exhibitions, Karen Cooke commented: "ICEi has grown enormously since its inception in 2001 when a handful of i-gaming exhibitors first arrived in the 304sqm.-Future Game zone of ICE. All credit must go out to the thousands of keen suppliers, operators, platform providers and consultants who have participated over the last six years to make ICEi into what it will truly be in January 2007 – a fully fledged standalone event."

The latest 3-D and 2-D floor plans can be downloaded from www.icei-exhibition.com, with updates being added in the run up to the show.

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