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ICEi strengthens stand-alone status

Clarion ATE, organisers of January's ICEi (Earls Court, London), have further increased the interactive gaming expo's profile as an event in its own right. The exhibition now has its own dedicated website (www.icei-exhibition.com) and online registration facility – live from mid September – representing an evolution from the initial dual marketing strategy under the wing of bricks and mortar gaming sister show, ICE.

Plans for the 2007 edition reveal a migration of ICEi from Earls Court 2 into the larger Earls Court 1 hall, with net stand space occupying an area of 1,500 square metres (1,640sq.ft.) – a 70 per cent increase on the 2006 show. Located at the cross-over between ICE (traditional casino) and ATEI (soft gaming), ICEi will be differentiated with strong branding and will benefit from its own bar and seating area.

Nikki Lazenby, Clarion ATE marketing manager, commented: "ICEi has proved itself as a stand-alone proposition over the last two years. Indeed, no less than 45 per cent of visitors to last January's ICE/ICEi stated a primary interest in online gaming, with 29 per cent citing mobile games and 18 per cent interactive TV applications. The new dedicated website, coupled with a targeted marketing campaign, will offer igaming industry professionals a clear message that ICEi has really come of age. Our new ICEi registration mechanic will also provide us with more accurate data on visitors and their needs, allowing us to analyse year-on-year trends."

The new ICEi website, located at www.icei-exhibition.com, provides a comprehensive breakdown of the 2007 show with sections tailored for visitors, exhibitors and the media. Primary content comprises exhibitor lists, floor plans, show news, online registration (live mid September), accommodation, travel and venue information.

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