



January 27-29 2009  
Hotel Ibis London Earls Court

# INTERGAME EXPO

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**➤ PRESS RELEASE - 22/01/09**

## INTERGAME EXPO

### FLYING START FOR IGX

**VISITOR registrations are pouring in for the first IGX games and amusement exhibition due to take place from January 27 to 29 at the Ibis Hotel Earls Court, London, where an extensive range of product can be seen.**

A number of trade organisations are holding meetings at the Ibis in conjunction with the show, including the Independent Operators' Association and the retailers' organisation, the British Beer and Pubs Association, and there will be an intellectual copyright debate by the Amusement Industry Council of Europe.

"The show is shaping up really well and we are confident that it will deliver everything that we hoped it would," said Maggie Lynch of organisers InterGame Conferences.

Included in the exhibitor line-up at the Ibis will be Aztec Coin, AB Plastics, Bally Wulff, BAPTO, CMI, Cummins-Allison, E-Service, Elton Games, EXA Group, Geordie Pool, Harry Levy, Hazel Electronics, Hazelgrove Superleague, Master Billiard Supplies, Heywood Pool and Snooker, Jaybox, Pan Amusements, PMT, Radical Shock, Carnaby Gaming Machines, Sacoa, Simply Pool, Excel Leisure, Sound Leisure, SPP Group, Towergate, Vegas Imports, Wessex Coin and Whittaker Bros.

A substantial up-front marketing campaign has been conducted through the magazines, website and through thousands of personalised emails to the massive InterGame database. A number of other marketing initiatives are also in place to ensure 'footfall'.

This will include free bars on many of the IGX stands and a happy hour after the show closes on the Tuesday and Wednesday evenings.

A full show and a flood of attendance assurances from contacts within the international industry during industry events over the past three months, guarantee that IGX will get off to a flying start.

**For more information please contact:**

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**Anyone who has not pre-registered can register on the day at the main registration desk.**

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