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INTERGAME-BACTA

SHOW ALLIANCE

BACTA, the UK trade association and InterGame Ltd. on Wednesday reached agreement to run one united trade show next year.

Under the agreement, InterGame will devote its considerable influence in the international coin machine industry to the support of BACTA's new European Amusement and Gaming Expo (EAG Expo), which will be held at the Excel exhibition centre in London, on Monday, Tuesday and Wednesday, January 25-27, 2010.

InterGame has a database currently boasting 27,076 names and addresses across both the games and gaming sectors and in 160-plus countries. This will be used to promote EAG Expo.

InterGame's David Snook said: "The prospect of three trade shows in London next January was something which we could not contemplate for the good of the industry, so the agreement with BACTA is the best solution. The synergy involved here, with BACTA's influence in the UK industry and InterGame's within the international market, is a powerful combination."

He added: "The IGX show in January 2009 was designed to make a statement. It succeeded well beyond our expectations and achieved our objectives. Now is the time to build on this success. We will encourage the 30 pioneer companies from IGX 2009 to support the BACTA show."

Martin Burlin, who is heading BACTA's trade show sub-committee, said: "The agreement gives EAG Expo a powerful supporter and most importantly in InterGame, a respected international publication and an international media partner. It will be invaluable to help us disseminate information about the show to the widest possible audience and unquestionably will add footfall to what will become an automatic destination for the British and international gaming and amusement industry each year."

BACTA's management company, Swan Events, headed by Karen Cooke has set up a succession of regular marketing and planning meetings with the InterGame team.

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