

GOOD EXPECTATIONS FOR ICE 2008

The 2008 International Casino Exhibition (ICE), which opens its doors between Tuesday 22nd and Thursday 24th January at London's Earls Court Exhibition Centre, is on course to mark its sixteenth birthday with a record-breaking display of Casino products and services.

ICE organisers, Clarion Gaming, announced that the show is set to grow by 12.1 per cent over the 2007 exhibition, itself a record breaking event. The latest figures reveal that 189 companies (25 up on the same stage last year) drawn from 35 countries, have confirmed their stand space at ICE, together occupying net floor space of over 13,735 sqm. ICE 2008 will welcome 37 new companies from 16 countries to its fold.

One year more, Novomatic-Austrian Gaming Industries will have the bigger stand of ICE with 1.104 sqm.

Organisers of the show have announced a new target: of attracting visitors from 180 territories. The current tally, which covers all visitors to the show since 1995, stands at 178. Charlotte Skinner, Marketing Manager, commented: *"The International Casino Exhibition is exactly that; it's no exaggeration to say the Casino world will descend on London in January. Whether an exhibitor or a visitor, there has never been a more important year in which to ensure attendance at ICE; the exhibition's reputation as the definitive show to do business grows unabated. For operators, over the course of ICE's three days they will find every product they need, all under one roof"*.

In other news, ICE offer visitors visa service as online ticket registration goes live.

When visitors register, the online visa helper will automatically detect if they are from one of the close to 100 nations that require a visa to enter the UK. A personalised letter of invitation to the London Show from the organisers will be instantly generated, which can be used in support of a visa application.



London Eye



Band performing during The Changing of The Guard ceremony taking place in the courtyard of Buckingham Palace



A view of ICE 2007



ICE 2008 will be the setting chosen by EUROPEAN CASINOS-The Elite to award its "Golden Dice" trophies



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**...MEET, NETWORK AND
CONDUCT BUSINESS AT THE
WORLD'S PREMIER GAMBLING
& GAMING EVENT**

**22ND - 24TH JANUARY 2008
EARLS COURT, LONDON**

Due to the worldwide casino boom, January 2008 will see the biggest and best ICE yet. With over 350 exhibitors taking their place at ICE, it's the best opportunity to network and do business with your industry peers.

**REGISTER NOW AT
WWW.ICE-EXHIBITION.COM**

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ICE
Produced by
CLARION

Trade Show of the Year
ICE **ICE** AWARDS