

# IGE 2009

OPENING A NEW HORIZON

The global Casino industry has provided a ringing endorsement of the renamed



International Gaming Expo (IGE) with 90 per cent of this year's exhibitors confirming their attendance at the 2009 event. Occupying the entire ground floor area of Earls Court 1 and Earls Court 2, the IGE is being billed as the world's leading gaming event.

IGE, incorporating ICE and ICEi, takes place across 27, 28 and 29 January 2009 in London. The swift take up of space means that the 10,660 square metres of stand space in Earls Court 2 was sold out a full six months ahead of the show opening.

IGE Sales Manager, Jon Hales, commented: "The most influential names in the Casino industry are backing the new look IGE. With our above-and below-the-line visitor campaign, which starts in the autumn, plus the support and endorsement of the European Casino Association, we can look forward to a strong and buoyant launch of what promises to be the world's leading gaming event".



IGE Sales Manager, Jon Hales

The final attendance at the 2008 show reached an all-time high of 12,972. The

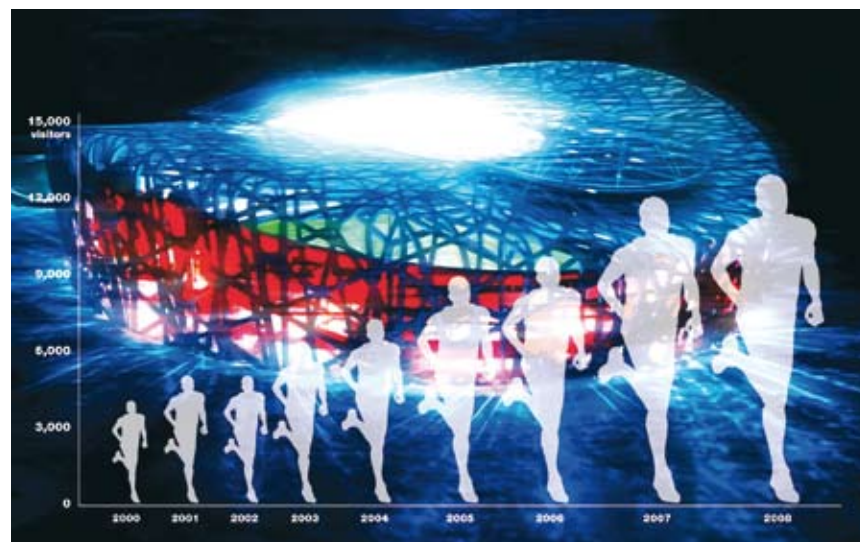
figure, comprising 10,111 unique ICE dedicated visitors and a further 2,861 in the remote gaming show ICEi, represented an annual growth of 7.9 per cent.

Charlotte Skinner, IGE Marketing Manager, explained: "Looking at our line-up of exhibitors, the show floor will resemble a 'Who's Who' of the Casino industry, a fact which represents fantastic news for Casino professionals who travelled to London from an amazing 115 national territories in 2008. Although 2008 is an extremely hard act to follow the entire sales and marketing team is committed to delivering another record-breaking event for the sectors which we serve".

Text: Ian Sutton  
Photos: IGE & EUROPEAN CASINOS-The Elite



London - Houses of Parliament



Evolution of visitor numbers from January 2000 to January 2008



A picture from last year's edition, showing executives from Abbiati and Novomatic, two steadfast exhibitors at ICE

INTERNATIONAL  
GAMING EXPO  
ICE ICE

## First Choice For Gaming

When over 200 of the gaming industry's most **respected** manufacturers launch in excess of 2,000 products at the same expo, you know that it's an event which means business.

**Be part of the experience**

2009 will see ICE and ICEi incorporated under the International Gaming Expo umbrella brand - the largest and most comprehensive gaming exhibition in the world.



[www.ige-exhibition.com](http://www.ige-exhibition.com)

Earls Court | London | 27th - 29th January

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