

IGE 2009

EVERYTHING IN THE WORLD OF GAMING ALL UNDER ONE ROOF

The 2009 International Gaming Expo (IGE) takes place at Earls Court Exhibition Centre, London on 27-29 January. In addition to the world-beating ICE, catering for traditional land-based and onboard Casinos, and the burgeoning ICEi remote gaming show, the new formula now incorporates a raft of new gaming products and services including suppliers of low stake gaming machines and ancillary products, lottery and betting devices and new ranges of terminals covering the complete gamut of iVT, VLT, FOBT and server-based gaming systems.

By the beginning of December, two months ahead of the Earls Court doors opening, organisers Clarion Gaming confirmed a total of 260 companies had booked space on the show floor, including 79 in the ICEi section, occupying a combined area in excess of 20,000 square metres.

The internationalism of the 2009 show will surpass all previous records with exhibitors drawn from a staggering 43 sovereign jurisdictions. The home nation is the most heavily represented with 78 UK-based exhibitors, followed by the USA and Taiwan (17 exhibitors each), Malta (15), Italy (13) and Austria (12).

Buyers' initial response to the new-look IGE has been highly encouraging. The first wave of pre-registration data reveals a 34.1 per cent increase



Buckingham Palace



in pre-registrations for free entry badges, compared with the same stage last year (11 weeks out).

IGE Marketing Manager, Charlotte Skinner, explained: "Our pre-registration data confirms the value of creating an event which embraces land-based Casinos, remote gaming, low stake gaming, iVTs and ancillary products. Visitors to IGE will have access to the universe of gaming equipment systems and platforms all in a single location. The spike in our pre-registration figures reflects IGE's status as the most complete gaming exhibition on the calendar".

Extending the close relationship with the European Casino Association, this year's show will be preceded by the inaugural International Casino Conference, bringing together Casino industry professionals to debate the latest developments in the market.



Text: Mike Hollis
Photos: EUROPEAN CASINOS-The Elite

**INTERNATIONAL
GAMING EXPO**
ICE ICEi

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

Earls Court | London | 27th - 29th January

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