

ICE 2006 TO STAGE GREATEST GLOBAL ATTRACTION

Visitors to the 2006 edition of the International Casino Exhibition (ICE), which takes place on 24-26 January at London's Earls Court 2, will experience a varied showcase from suppliers drawn from the greatest number of countries ever seen under one roof. The number (124) and proportion (67%) of exhibiting companies based outside the United Kingdom will also mark all-time highs for



English pub



Karen Cooke

debut appearance this year. Novomatic - Austrian Gaming Industries will again dominate the show floor, weighing in with a colossal 1,104 sqm. ATE's head of exhibitions, Karen Cooke, explained: "The strength of the show lies in its truly cosmopolitan flavour. More than 180 suppliers drawn from 34 nations, all exhibiting their latest products and services in Earls Court 2, is a very tempting prospect indeed for gaming professionals, regardless of jurisdiction or scale of operation. The product mix and variety of games and systems on display will provide new opportunities for everyone".



Harrods



The Tower Bridge

ICE, adding further to its credentials as the most international gaming event in the industry calendar. Of the 185 confirmed exhibitors, occupying total net floor space of more than 10,000 sqm., 41 will be located within ICEi, the dedicated i-gaming area. Joining 61 British exhibitors, US-based companies will constitute the largest non-domestic presence with 18 companies on the show floor. The Netherlands and Spain will both be represented by 10 exhibitors, followed by Russia with nine, Slovenia and Sweden both with eight, and five from each of Austria and France. 32 companies from 17 countries are scheduled to make their



A global force in the gaming industry.

The international reach and influence of ICE remains formidable. Year-on-year the show brings the world's most creative and imaginative industry suppliers to London.

Thousands of industry professionals, operators, regulators and legislators regard ICE as a critical part of their operations throughout the world.

It's where you can be absolutely certain of doing valuable business, make new contacts and renew old ones.

And you can be certain that what you'll find and the business you'll do at ICE will determine the future profitability of your company.

However, you need to be there to reap the rewards.

Pre-register today and find out everything you need to know about the show and visiting London, at www.ATEOnline.co.uk/ice
Or call: +44 (0) 870 429 4606
fax: +44 (0) 870 429 4607

