

MEGA DISPLAY AT JANUARY'S ICE

The 2007 International Casino Exhibition (ICE), which opens its doors on 23-25 January at London's Earls Court Exhibition Centre, is on course to become the biggest and most comprehensive display of Casino products and services in its 15-year history.

ICE organisers, Clarion ATE, have succeeded in growing the show by 36 per cent. In addition to occupying its established 10,000 m² Earls Court 2 home, the Casino display will also cover around a quarter of the 12,500 m² ground floor of Earls Court 1.

ICE 2007 will welcome 28 new companies from 19 countries to its fold. Looking to make a huge impact with its debut appearance, French company Caro Developpement is taking a substantial 201.8 m² stand - the 12th largest in the show.

Karen Cooke, Clarion ATE's Head of Exhibitions,



Photo: Britain on view



explained "ICE has an unsurpassed reputation as the definitive Casino show for doing business. It comes as no great surprise therefore that so much growth is taking place on the exhibitor side. With this growth comes the obvious benefit to operators that they can visit London and find all their needs in one place. And with so many new and existing companies offering an ever wider range of new equipment and services, it's clear that there has never been a better time for industry professionals to attend ICE."



ICE

23 • 24 • 25 JAN 2007
EARLS COURT 2 • LONDON

Serious business for serious players.



As the world's premier exhibition for gaming and gambling professionals, ICE 2007 is set to be the definitive international event for anyone interested in this spectacular industry.

Bringing together over 250 exhibitors from around the globe, ICE will deliver the latest industry innovations, products and technology from the world's most impressive and dynamic manufacturers

and suppliers. What's more, ICEi - the dedicated remote gaming exhibition - will continue to showcase all that's new in this exciting sector.

Come to ICE for:

- 3 days of serious business opportunities
- 3 days of top level networking
- 3 days not to be missed!

Register now at

www.ice-exhibition.com

Or call: +44 (0)20 7370 8583 Please quote code ECE

