

ICE Totally Gaming posts back-to-back growth with 2012 edition registering a 6.3% increase in attendance

LONDON (3rd February) – ICE Totally Gaming 2012 lived up to its pre-show ambitions attracting a total of 21,555 gaming industry professionals to what Craig Churchill, senior vice president of IGT International described as ‘... the number one show globally.’ The initial gross attendance figure announced by ICE Totally Gaming organiser, Clarion Events, represents a 6.3% increase on the 2011 figure and a substantial 15.4% increase on the attendance registered at the 2010 edition.

Reflecting on the outline figures, Kate Chambers, Portfolio Director responsible for ICE Totally Gaming, said: “I’m delighted that we were able to mark the great times that have been enjoyed by the industry at Earls Court with an upbeat, confident and successful edition of ICE Totally Gaming. In 2011 we took the decision to rebrand as ICE Totally Gaming with a new corporate identity focusing on our unique proposition as the only event in the world to bring together the online and offline gaming sectors. In just two years, our attendance has grown by some 15% and with ICE moving to a purpose-built modern venue at London’s ExCeL centre in 2013 the outlook is highly positive. Our new home at ExCeL and new dates of February 5th, 6th and 7th 2013 have been extremely well received by our exhibitors, so much so that I can confirm 75% of the floor space at ICE Totally Gaming 2013 has already been reserved. This level of pre-booking so far ahead of an event going live is unprecedented and augurs extremely well for the next chapter in the life of ICE Totally Gaming.”

The solid foundations already put in place for 2013 are also evident in the reactions from a cross section of ICE Totally Gaming stakeholders. A snap shot exit survey conducted across all three days of the exhibition showed a 90% Satisfaction Rating with exhibitors and visitors alike paying tribute to the success of the leading business-to-business event. Jens Halle, managing director of Austrian Gaming Industries said the last edition of ICE held at Earls Court was ‘perhaps the best yet’ with Craig Churchill, senior vice president of IGT International describing the event as simply ‘phenomenal’. Max Loukianov, chief technology officer of Nine Line Labs, who travelled with colleagues from Houston, Texas, described ICE as being an ‘...amazing show and incredibly diverse’ with Mark Smith, chief executive officer and managing director of Gamesman stating the annual gathering of the world’s leading gaming innovators had delivered ‘more than we could have ever expected.’

Kate Chambers concluded: “Whilst the ICE 2012 attendance figures are extremely satisfying, the real measure of any event is the response of the individuals and the organisations who commit their time and their resource travelling to ICE Totally Gaming. As a team we will take on board all of the feedback, ensure that we continue to do the positives, address those areas in which we believe we could have done better and focus on taking this wonderful event to the next level in our new home and on new dates for 2013.”