

Tell your #MyICEStory and enter the competition to win a £1,000 Amazon Card

Clarion Gaming, organisers of next week's ICE London (12/13/14 April, ExCeL London) has launched a social media competition running across Twitter, Instagram and Facebook to celebrate the return of the world's most popular b2b gaming industry expo. The #MyICEStory competition is an opportunity for the industry to share the photos that showcase and reflect their relationship with the ICE brand and the unique ICE experience whether that's celebrating a new piece of business, giving it their best shot on the stage at Pitch ICE, getting a selfie with one of the many celebrities who have attended the show, or even the moment when they met their future partner – but didn't realise it at the time! The post that achieves the most votes will win a £1,000 Amazon Gift Card.

Explaining the thinking behind the #MyICEStory competition and how it works, **Clarion Gaming's Marketing Director, Jeannette Gilbert** said: *"This year at ICE London, we're celebrating what it means to be together again, which is why, for the first time in the show's history, we're setting the ICE community with a challenge that will see the ultimate winner receive a £1,000 Amazon Card. We are asking members of the industry to share the photos that best represent their journey with ICE. It might be a snap from your first show all those years ago, it could be when you launched your business, it could be a team photo, or from one of ICE London's infamous big nights out - whatever your story ICE story we want to hear about it! Members of the ICE community can vote for their favourite entry on our gallery wall on ICE365.com. The post with the most votes wins, so please share far and wide! For those that want to, there's an opportunity to have a photo taken at the show at the ICE taxi photobooth in the boulevard that visitors can upload to social as part of the competition."*

To participate simply share your photos on Twitter, Instagram or on our Facebook Page and include the hashtag #MyICEStory and tag @ice365global. Vote for your favourite entry in the ICE London competition gallery: <https://ice365.com/myicestory-competition/> Attendees can see all of the entries which will be displayed on the new 360° social wall located in the Social Recharge Zone. To stand a chance of winning the £1,000 Amazon Card entries should be submitted by 3pm Thursday 14 April.

ICE London (12-14 April 2022, ExCeL London) is the biggest b2b gambling industry event in the world and features games creators, distributors, operators, retailers, trade associations, strategic bodies and regulators. To register visit: www.icelondon.uk.com. The co-located iGB Affiliate London event (13 – 14 April) connects affiliates to a 360-degree experience of igaming via networking and business lead-generation opportunities, content and learning. To register visit: <https://london.igbaffiliate.com> For more information on the ICE VOX Conference (11 – 13 April), incorporating the World Regulatory Briefing and the International Casino Conference visit: <https://www.icelondon.uk.com/ice-vox>

