

Clarion Make Six Figure Investment in ICE London Hosted Meetings Programme

Clarion Gaming, organisers of ICE London (12-14 April, ExCeL London), has confirmed details of a £250,000 investment to match influential buyers from throughout the world with companies exhibiting on the ICE show floor. A brand-new initiative, the Hosted Meetings programme is being curated by Newbridge Events, which has a track record of working alongside leading show organisers and brands including the UK Government's Department of International Trade in order to maximise ROI.

Explaining the background to the Hosted Meetings Programme and its objectives, **Stuart Hunter, Managing Director, Clarion Gaming** said: *"The programme is a key component of the ICE Charter that we published summer 2021 and which was created in order to maximise the ROI exhibitors receive from being part of ICE London.*

"Exhibitors provide intelligence on the type of buyers that they want to see at show and the team at Newbridge then identify the profiles of potential customers and facilitate the relevant connections ahead of establishing a bespoke at show buyers schedule and curating one-to-one hosted meetings.

"We have created a dedicated VIP Lounge at show with a concierge and I anticipate that we will be hosting upwards of 70 international buyers. I am delighted to have Newbridge on board to support us with this initiative as we look forward to finally being able to bring the industry back together in April 2022."

David Woodbridge, MD, Newbridge Events added: *"It is an absolute pleasure to be working on this exciting new project with the ICE London team. ICE is the world's leading showcase for the gaming industry, and we are delighted to be involved in adding to its ongoing success".*

ICE London (12-14 April 2022, ExCeL London) is the biggest b2b gambling industry event in the world and embraces every aspect of the gambling ecosystem from games creators, distributors, operators and retailers, to 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>