

# **‘UK Exhibitions are Safe, Secure and Open for Business’, States AEO Chief Executive Chris Skeith, OBE**

**Chris Skeith, OBE, chief executive of the Association of Event Organisers, whose members stage in excess of 1,700 trade and consumer events throughout the world, believes the relaxation of the government’s Covid regulations and the further easing of travel restrictions (effective 11th February) demonstrate that UK-based exhibitions are open for business and providing a Covid secure welcome to visitors and exhibitors from throughout the world.**

As ICE London organisers complete final preparations to host an industry-leading 450 world class exhibitors who will be returning after a two-year Covid enforced absence, **Chris Skeith** confirmed: *“Thanks to the success of the vaccination programme the UK is leading the world in terms of reopening, and is very much open for business. The fact that Plan B measures have been removed for business events, there is no legal requirement for covid pass checks, lateral flow or PCR tests, masks, or social distancing, have been universally welcomed by organisers, venues, suppliers, and most importantly by visitors and exhibitors.*

He added: *“Organisers continue to use the All Secure Guidelines, previously approved by government officials, which is a dynamic risk assessed approach to create safe environments for customers. Venue research indicates that customers feel safe and secure, and whilst not a mandatory requirement many initiatives such as improved ventilation, and enhanced cleaning regimes are now standard practice. Feedback received from members who have run events indicate a great deal of pent-up demand from buyers, and whilst shows are understandably smaller than they were pre pandemic the satisfaction scores and re-booking rates are in many cases higher than they were prior to March 2020.”*

**Stuart Hunter, Managing Director, Clarion Gaming** stated: *“Those planning to attend ICE London, which is regarded by events professionals as being one of the UK’s pre-eminent business exhibitions, should be encouraged and re-assured that many shows are already running safely and effectively in venues across the UK and have generated a hugely positive response from buyers and sellers alike. With AEO research confirming that nearly seven out of ten buyers (69%) will recommend brands that they have engaged with at events there’s no doubt that the return of in-person represents a major opportunity for businesses and industries to bounce-back after a torrid two-years.”*

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](http://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>