

Clarion embrace pioneering spirit as plans confirmed for first ICE North America

The entire A-Z of the gaming ecosystem in North America is set to benefit from the reputation and influence of the world's most successful gaming event brand as ICE North America unveils its iPioneer campaign

Clarion Gaming chose the backdrop of its 'hugely successful' ICE Sports Betting USA to unveil plans for next year's event which will transition into ICE North America and be held across May 13-15 in Boston MA. The decision to broaden the show remit to include the five verticals of Sports Betting, iGaming, Affiliate Marketing, iLottery and esports, was taken after close consultation with stakeholders active in North America.

Explaining the landmark decision to provide a showcase event for the entire North American iGaming ecosystem, Kate Chambers, Managing Director of Clarion Gaming said: "Following the US Supreme Court ruling, it has become clear that there's a need for a professional and, most importantly, a trusted platform to help drive the future of gaming across the continent. ICE North America will serve as a stakeholder meeting place and provide the opportunity for brands to establish a competitive advantage in what is a tremendously dynamic market filled with opportunities and cross collaboration across all our five key areas of focus. ICE is recognized as being the most respected event brand in the gaming space and has all of the necessary credentials and energy to be at the heart of the development of the industry in North America."

After unveiling the new event's iPioneer creative, Chambers confirmed: "The official launch of iPIONEER will take place at ICE London in February, but essentially it is a campaign which highlights the new ground that's being broken in the sector. Building on top of the incredible foundations laid by ICE Sports Betting USA and GiGse before it, we want to continue driving a dynamic approach to our events in the US, ensuring the speakers in Boston bring unique insight, from both inside and outside of the gaming industry. iPIONEER will also translate to the learning opportunities we offer delivering more 'how to' sessions, helping pioneering companies to showcase their brands and connect with the best of the best from the multiverse of sports betting and interactive gaming."

Confirming the importance of broadening the ICE brand's coverage across Canada and the United States, Keith O'Loughlin, Senior VP Sportsbook, SG Digital, said: "ICE North America will be a massively impactful event. We're thrilled to support Clarion in their vision of creating a space for thought leaders, manufacturers and operators to showcase the latest in gaming technology. We're at a cornerstone in the history of betting in the States and it's great to see Clarion at the heart of the change, giving providers a platform to showcase the latest and greatest technology."

Echoing the positive mood, Benjie Cherniak, Managing Director of Don Best Sports, explained: "The ICE conference in London remains a 'go to' event for the global gaming

industry that is circled on the annual calendar of everyone in the space. Expanding the scope to now include the US market makes perfect sense at this juncture as ICE is a brand with the credibility to attract a wide range of stakeholders including not only the usual suspects such as operators, suppliers and platform providers, but also legislators, the investment community and the professional sports leagues."

The people-first side of the international gaming industry was highlighted at the sold-out event as organisers and delegates joined together to support local homeless charity Mainchance Drop In Center. Following the first day of the event, Clarion Gaming donated hundreds of donuts to the charity, one of the city's largest drop-in centers, providing a welcome treat to a diverse street homeless population of single adults in and around Midtown Manhattan on what was a cold and rainy November night.

Preliminary figures released by ICE Sports Betting USA organisers show more than 650 gaming industry professionals (52% of whom were either C-Level, President/VIP or Directors) attended the sold out-event.

*ICE North America (May 13-15 in Boston, MA) will bring together Clarion's US assets, GiGse and ICE Sports Betting USA, with the addition of iLottery, esports and affiliate marketing streams, to create a single large-scale event.
To find out more about ICE North America, go to www.icenorthamerica.com.*