

World's fastest man to deliver keynote at ICE VOX

Lightning is set to strike at the world's largest gaming technology event, ICE London, with confirmation that the Olympic gold medallist and the world's fastest man, Usain Bolt, will deliver a special keynote address at 11:00am (GMT) on Wednesday, 5 February, 2020. The exclusive presentation will take place in the Platinum Suite within ExCeL London and will only be open to a select group of stakeholders who hold full 2-Day Passes for the ICE VOX conference (3-4 February).

The world record holding sprinter will be attending this year's ICE London as part of his partnership with international gaming company, Ganapati PLC, ahead of the launch of the very first official Usain Bolt online slot game, which will be launched this summer. In addition to the ICE VOX address, Bolt himself will be joining Ganapati at their stand on the show floor.

Commenting on the unique opportunity for ICE VOX pass holders, Dan Stone, Head of Marketing at Clarion Gaming, said: "We are delighted to host the greatest sprinter of all time, Usain Bolt, at what is already a record breaking edition of ICE London which will feature 630 exhibitors from 67 nations occupying 49,500sqm of net floor space. We have assembled one of the most exciting agendas for ICE VOX and Usain Bolt is a fitting conclusion to what is set to be the broadest and most international gaming conference on the planet."

Bolt is one of a number of inspiring keynote speakers delivering addresses over the course of ICE VOX, with some of the biggest names both inside and outside of the gaming industry set to deliver their insights, including: Ulrik Bergsson, CEO, William Hill; Itai Pazner, CEO, 888; Pontus Lindwall, CEO, Betsson, and Danny Rogers, Editor-in-Chief of PR Weekly.

Stone concluded: "We are aware a lot of attendees will be keen to hear from such a legendary icon, which is why we have restricted attendance to stakeholders who have booked a 2-Day Pass for the ICE VOX conference, so be sure to upgrade now before we sell out! As we prepare to open the doors to the international industry, all of the metrics

indicate a strong year for ICE London. We look forward to replicating 'The Lightning Bolt's' history of breaking world records in 2020."

ICE VOX, which is part of ICE London, the world's biggest gaming technology event, comprises two days of comprehensive learning with streams including: Modernising Lotteries; Hospitality Technology; Marketing & Advertising; Cybercrime & Security, as well as the World Regulatory Briefing and the International Casino Conference.