

## **Clarion Gaming and Racing Post agree strategic partnership as ICE North America beckons**

Clarion Gaming, responsible for organising many of the industry's leading international b2b events, has selected its flagship brand, ICE London, to launch an important and far ranging strategic partnership with the Racing Post. The partnership was confirmed at a photo-opportunity held on the middle day of ICE London and attended by Clarion Gaming, Managing Director, Kate Chambers alongside the Racing Post's Director B2B, Eugene Delaney.

Heralding the new partnership, Kate Chambers said: "I'm delighted to be able to take our relationship with the Racing Post to the next level, encompassing all of our gaming and affiliate events held throughout the world. Our collaboration dates back to when ICE London was held at Earls Court and has developed over the years into a relationship that works on many different levels but is perhaps most evident through the development of the Racing Post Café which serves as a meeting point for the betting industry attending what is the world's biggest gaming show.

"Like the Racing Post, the ICE brand continues to evolve in order to meet the needs of the industry sectors it serves and I am particularly looking forward to the launch of ICE North America (May 13-15, Boston MA) which will benefit greatly from the contribution made by Eugene and the Racing Post team. 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. I am delighted to have the Racing Post on board and to welcome it as a key strategic partner."

Eugene Delaney added: "Clarion Gaming is recognised as the industry's pre-eminent event organiser and ICE as the most respected event brand. ICE North America has all of the necessary credentials to be at the heart of the development of the industry in North America and I am delighted that the Racing Post will be part of the stakeholder group responsible for helping to deliver the vision. ICE North America is just one of the Clarion Gaming brands that we will be involved with and I am looking forward to extending the Racing Post footprint to new territories throughout the world."

*For more information on ICE North America visit: [icenorthamerica.com](http://icenorthamerica.com)*