

Racing Post B2B to support Clarion Gaming at ICE London once again

Tuesday 29th January 2019 – The countdown is on with just seven days to go until the doors swing open at ICE London.

The event, which continues to grow year on year, is the gaming industry's biggest trade show and sees nearly 35,000 attendees, from over 150 countries, come to visit 600 of the most innovative organisations.

Racing Post is delighted to continue its partnership with ICE London and Clarion Gaming, and will provide the perfect space for visitors to grab a coffee at the Racing Post Cafe (stand S2 - 230). Situated at the heart of the sports area, the Racing Post team will also be on hand to provide insights into its latest products and services.

Alongside the exhibition, the ICE VOX conferences will run throughout the week with a series of events and guest speaking appearances from industry leaders. This year the conferences will be using a new format, with the introduction of four branded areas: Hive, Counsel, Boardroom and Elevator. These areas will be used to present 120 high profile, tier-one thought leaders, delivering over 40 hours of business-centric content.

This year's theme 'Spirit of Genius' has been used to champion "an industry that has consistently been among the very first to embrace new technology and is among the most creative sectors anywhere in the world, employing the most talented individuals and the brightest minds", explained Kate Chambers, managing director of organisers Clarion Gaming.

Previewing Racing Post's involvement at the exhibition, Eugene Delaney, Racing Post B2B Director spoke about the significance of the week in the industry. "It's an event that simply can't be missed every year. It's a great place to meet current customers, new customers and friends alike to catch up on the year past and speak business for the year ahead. This year, we're excited to showcase Racing Post's biggest ever range of products as we expand and diversify into new markets so we're looking forward to a really successful week."

With the conduct of some exhibitors at last year's event widely covered in consumer media, Clarion Gaming has introduced a new Code of Conduct aimed at cleaning up the image of the event. Chambers claimed it is Clarion Gaming's "responsibility to ensure a safe and appropriate working environment for everyone, including staff, customers and suppliers", with the representation of gender being a key factor in the push for a cultural shift within the industry.

ICE London 2019 is open from 10:00-18:00 on Tuesday, February 5 and Wednesday, February 6 and 10:00-16:00 on the final day, Thursday, February 7.

For more information and to register for ICE London, please visit icelondon.uk.com.