

Best Gambling target the 'market disruptors with genius ideas' at ICE London

Best Gambling, which offers a full online service, enabling new entrants to get to market up to three times quicker and at 50% of the costs, is coming to ICE London looking to engage with the 'market disruptors with genius ideas.' The company, which was launched in 2017 by founder Ian Beauchamp, will be making its mark at the world's largest gaming technology event in innovative fashion as the first sponsor of Pitch ICE, the on-floor feature that gives start-ups the chance to debut their companies to an influential audience of international gaming influencers.

Explaining Best Gambling's presence at ICE London, Sales Director Alan Moon said: "We have been visiting ICE for several years and identified it as the key event where it's possible to meet with the smartest innovators from all sections of the industry. With our pole position sponsoring Pitch ICE, we will be getting our brand out on an equal footing with the Tier 1's and so hope to make many new contacts which will lead to new business engagements."

He continued: "We want to meet start-ups and scale-ups with an appetite for accelerated entry to the UK market. We are hoping to meet innovators with a new game idea either in development or ready to launch but want quick access to the UK market. Best Gambling is all about the small guy who wants to bring his new game to market and operate it without getting swallowed or committing entirely to one of the big fish. We are keen to work with market disruptors."

Best Gambling, which secured a UK Gambling Commission licence in September 2018, can support all types of innovative games including sportsbooks, plugins, casinos, side games and disruptive games.

Start-ups looking to get the chance to pitch their idea to global gaming decision makers have until 4 January to provide a submission. More information on Pitch ICE, sponsored by Best Gambling, can be found at <https://www.icelondon.uk.com/pitch-ice>

ICE London 2018 attracted a record 33,536 visitors, an 11 percent increase on 2017 and a landmark which constituted the event's seventh consecutive year of growth.

To experience the #spiritofgenius at ICE London 2019, register for tickets at: icelondon.uk.com