

Consumer Protection Zone returns to ICE London

The Consumer Protection Zone, which was launched to great interest at ICE London 2018, has been given a new high profile home on the show floor. The Zone, which will be slightly bigger in 2019, has been relocated to the high footfall area adjacent to the Bingo Pavilion and the Totally Gaming Academy in the South Hall at ExCeL London. The move reflects the huge importance that Responsible Gambling plays in the culture of all serious operators across all of the gaming verticals.

Ewa Bakun, Director of Industry Insight and Engagement at Clarion Gaming said: "As fines for failings in the area of consumer protection become more punitive, excelling in Responsible Gambling, or safer gambling as defined by the UK Gambling Commission, not only impacts a brand's reputation for integrity and fairness, but also its bottom line.

"Coupled with advertising restrictions and technology advancements that assist more informed approaches to consumer protection, Responsible Gambling will continue to dominate industry discussions and debates in 2019. The ICE London Consumer Protection Zone serves as a focal point for all interested parties, including regulators, research agencies, treatment organisations and those commercial organisations that have harnessed the power of new technology to progress the social responsibility message.

"The Consumer Protection Zone will once again host the most progressive Responsible Gambling organisations and feature an agenda of presentations and discussions around the hot topics of the day, including player tracking, self-exclusion, inventions, age protection and advertising."

Clarion Gaming is inviting commercial organisations that put consumer protection at the core of their offering to exhibit at preferential rates and benefit from the exposure gained as key supporters of Responsible Gambling and Consumer Protection.

In 2018, a record 33,536 visitors from 153 jurisdictions made the journey to ICE London, an 11 percent increase on the 2017 figure and a landmark which constituted the brand's seventh consecutive year of growth. The 2019 edition of ICE London has been confirmed as the biggest on record, comprising 45,500 sqm of net floor space.

For exhibition and branding opportunities within the Consumer Protection Zone, contact

Joshua Wright at joshua.wright@clariongaming.com.

To experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK),
visit: icelondon.uk.com.