

## Exhibitor roll call tops 40 as big names focus on ICE North America

The future development of sports betting and interactive gaming across the United States and Canada is proving a huge draw to high profile businesses from across the globe as ICE North America, Clarion Gaming's two-day conference running across May 14-15 in Boston MA, USA, continues to secure the support of leading exhibitors from across the international gaming industry and beyond. With 42 exhibitors hailing from a total of 18 countries, ICE North America is set to showcase the industry's most forward-thinking operators, developers and manufacturers.

Heralding the United States as the land of esports and sports betting opportunity, Betinvest's VP of Business Development, Valentyn Kyrilenko, explained: "It's great that the ICE brand is coming to North America and providing a rallying point for gaming providers and operators from all over the world. Our team will be attending the event, offering our Sportsbook product as well as a variety of other solutions, all of which we are constantly improving. Recent changes in legislation means that the American market has opened up, making the first ICE North America an excellent opportunity for anyone looking to seize the chance to start a betting business in the States."

Discussing the response to the first ever ICE North America, Clarion Gaming's Dan Stone, said: "There's a huge appetite for ICE North America from both the domestic and international gaming industries alike which is reflected in the list of 43 commercial organisations which will have a presence in Boston." He continued: "The international distribution of our exhibitors and the varying sectors they work within underlines how important this event is for stakeholders wishing to be part of the market and wanting to establish partnership arrangements at this crucial time for North American sports betting and interactive gaming."

"Providing a platform to showcase the Most Valuable Providers of solutions in the region was a key objective when we established the brand. The calibre of our exhibitors is testament to ICE North America's position as the region's premium interactive gaming event and we look forward to delivering unparalleled access to the emerging US market for our MVPs and attendees alike. Bringing together innovators, start-ups and industry giants from the sports betting, iGaming, esports, iLottery and affiliate marketing sectors as well as non-gaming enterprises, the inaugural edition of ICE North America will truly showcase the region as the land of opportunity."

The full list of companies represented on the ICE North America exhibition floor, comprises: *1xBet; Amelco; Betgenius; Betinvest; Betsys; Camelot Lottery Solutions; Chetu Inc.; Colossus Bets; Continent8; Covers.com; Dentons; DigitalWin; Emirat AG; FABICash; Fox Rothschild; GAIN Affiliates; Gaming Laboratories International; Global Payments*

*Gaming Solutions; IGT; INTRALOT; iovation; Jumio; Kambi; Meridianbet; Neo Surf Cards; Newgioco Group; Optimove; Paysafe; Perform; Quixant; Riddec; SafeCharge; SBTech; SG Digital; SmartCat; SoftecDigital; Sportech; Sportradar; SunTrust Robinson Humphrey; SuperBook; Textbroker; and, V.N.E.*

***ICE North America (May 13-15 in Boston, MA, USA) will bring together Clarion Gaming's US assets, GiGse and ICE Sports Betting USA, with the addition of iLottery, esports and affiliate marketing streams, to create a single large-scale event. To find out more about ICE North America, go to [icenorthamerica.com](http://icenorthamerica.com).***