

'The chemistry is right' argues Clarion Gaming MD, as industry focuses on game changing ICE North America

Kate Chambers, Managing Director of Clarion Gaming, believes next week's ICE North America has all of the ingredients necessary to help drive what some observers have predicted will be America's biggest tech boom in 20-years. Featuring 42 exhibitors, 29 commercial sponsors and 200+ opinion-forming speakers, the first edition of ICE North America is poised to underline its status as the biggest sports industry gathering in gaming.

Speaking ahead of the inaugural event (13-15 May, Boston Convention & Exhibition Center, MA, USA), which coincides with the first anniversary of the repeal of PASPA, she stated: "Since we first unveiled our vision to create an event for the entire A-Z of North America's gaming ecosystem, we have been overwhelmed by the positive response that we have received from all quarters. Successful events, whether they are ones of huge scale such as ICE London or launches, all have one thing in common - great chemistry. What that means for event organizers, such as the team behind ICE North America, is achieving the right combination of influential and expert speakers exploring issues and topics from every perspective and an exhibition floor which showcases the industry's most forward-thinking operators, developers and manufacturers."

She added: "Delegates invest a great amount of time attending the events organized by Clarion Gaming and it is our duty to deliver the very best market analysis and insight. The line-up of 'MVPs' speaking at ICE North America brings together a broad range of decision makers and thought leaders including: Jason Sondag, Senior Director, Strategy & Analytics, Chicago Cubs; Jeff Gerttula, EVP and General Manager, CBS Sports Digital; Adam Grossman, CMO, Red Sox; Keith Wachtel, Chief Revenue Officer, NHL; Rodney Butler, Chairman, Mashantucket Pequot Tribal Council; Chris Halpin, Chief Strategy and Growth Officer, NFL; Jason Robins, CEO, DraftKings; Adam Davis, Chief Revenue Officer, Harris Blitzer Sports & Entertainment; Kenny Gersh, EVP, Gaming & New Business Ventures, Major League Baseball (MLB), and Scott Warfield, Managing Director, Gaming, NASCAR. It's a fantastic line-up and one befitting the size of the opportunity which Wayne Kimmel, Managing Partner at venture capital platform, SeventySix Capital described as being 'America's biggest tech boom in 20 years.' Our speaker list reflects the dynamic nature of the marketplace and delegates can look forward to a disruptive learning and network experience that covers the key verticals of Sports Betting, iGaming, Esports, iLottery and Affiliate Marketing delivered in a purpose built learning space."

The first ICE North America has secured a notable coup with confirmation that legendary sports icon, Olympic champion and prominent television personality and philanthropist, Sugar Ray Leonard, will provide a motivational address taking place on Tuesday, May 14

(12.30 EDT). Sugar Ray Leonard, who has established a legacy that epitomizes boxing and invokes the reverence of a champion, will join the MVPs of sports betting and interactive gaming i providing insight into his celebrated career as well as giving attendees a chance to see and be inspired by the first boxer to win world titles in five different weight classes.

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 esports, iLottery and affiliate marketing streams, to create a single large-scale event. To find out more about ICE North America, go to icenorthamerica.com.