

## **ICE North America to demonstrate player engagement opportunities of esports/casino synergy**

ICE North America (May 13-15, Boston, MA, USA), will be the first manifestation of an exciting strategic partnership agreed between Clarion Gaming and Casino eSport Conference (CEC), the Las Vegas based event dedicated to bringing the casino and esports worlds together. The partnership will go live at ICE North America and feature a series of initiatives run by leading esports professionals who will demonstrate how the vertical can, and more importantly should, be part of the casino experience.

Heralding the partnership, Kate Chambers, Managing Director of Clarion Gaming, said: "We were introduced to the CEC team by our ICE North America Event Ambassador, Roy Student. Our role as event organisers is to explore new opportunities on behalf of the gaming verticals and stakeholder groups that we serve. By working with CEC, we will be able to provide expert insight for all gaming establishments looking to incorporate the esports gaming world, as well as iGaming and skill based gaming as part of their offering. As well as the upcoming ICE North America, the strategic partnership will work across our business-to-business events including ICE Africa, ICE London, iGB Live!, and the Casino Esport Conference."

Echoing the positive potential of the partnership, Ben Fox, co-founder of Fox Marketing, the parent company of Casino eSport Conference, Gameacon and GameaconX, stated: "We are very excited about this partnership, because we know that bringing together our knowledge of esports with Clarion's reputation and leadership in the events they produce will enable us to educate and empower the world gaming marketplace.

"We have spent over 22 years in the casino market and eight years in the video game industry. What we bring to the table is the understanding and ability to bridge and connect the gap between the video gaming/esports world and the casino market. We can translate the world of esports and the video gaming communities to the casino world, so there is a clear understanding of what they need to incorporate. We will bring to the table the terms of new entertainment which will provide value to a younger demographic that continues to grow. For Boston, we plan to bring esports professionals to break it all down and provide perspective on how esports can and should be part of the casino landscape. We are beginning to see so many more discussions and experimenting at the casino level, that leads to the further encouragement of esports. I know that, together, there is a ton of work

to be done and an enormous opportunity to make this possible."

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