

# International business is backing inaugural ICE North America

ICE North America, Clarion Gaming's three day conference running across May 13-15 in Boston MA, has attracted the support of 45 global organisations comprising commercial, sports federation, trade association and media sponsors at what promises to be the biggest sports betting and interactive gaming event in North America.

The first edition of the widely anticipated event will feature thought leaders, manufacturers and operators from North America, Europe and beyond including notable industry organisations **Bet Invest Ltd, BetGenius, Continent8, GLI, Gain Affiliate, Intralot, Paysafe Group, SB Tech, SG Digital** and **Sportradar**. ICE North America's pioneering agenda will focus on five key verticals – Sports Betting, iGaming, Affiliate Marketing, iLottery and eSports – across the three day conference which focus on the upcoming opportunities for a shifting market on the most powerful continent in the world. The lineup of 'MVPs' speaking at the event brings together decision makers, thought leaders and some of the region's most prominent figures in one place with the latest additions comprising; *Joe Asher, CEO, William Hill USA; Bill Daly, Deputy Commissioner, NHL; Wes Edens, Owner, Milwaukee Bucks; Jon Ford, Senator, Indian Senate; and, Sarah Slane, SVP, American Gaming Association*. For the full list of speakers, visit: [icenorthamerica.com/learning](http://icenorthamerica.com/learning)

Reflecting on the response to the showcase event, which is dedicated to the entire North American iGaming ecosystem, Rory Credland, Event Director at Clarion Gaming said: "ICE North America has struck a chord with brands wanting to establish a competitive advantage in what is a tremendously dynamic market which is full of opportunity for cross collaboration. We are delighted to have so many stakeholders from throughout the international gaming, betting and wagering sectors participating either as exhibitors, partners, speakers or sponsors for an event which is set to deliver innovation and insight to attendees wanting to capitalize on new business opportunities. ICE North America will also feature influential regulators and trade bodies from across the region including Canadian Gaming Association, Entretenimiento y Juego de Apuesta de México – AIEJA, and Gambling Commissions from Michigan, Washington State and Massachusetts."

Building on top of the foundations laid by ICE Sports Betting USA and GiGse before it, ICE North America's 'Join The MVP's' theme represents a dynamic approach to the market in a bid to explore the excitement around the emerging possibilities presented by

recent regulatory changes with the speakers in Boston bringing unique insight, from both inside and outside of the gaming industry.

*ICE North America (May 13-15 in Boston, MA) will bring together Clarion'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).*