

ICE London breaks through landmark figure of 600 exhibitors

Gaming professionals preparing for ICE London (5th – 7th February, ExCeL London, UK), will be part of the biggest celebration of world gaming on record. Official figures confirm the 2019 edition will showcase 612 exhibitor brands from 66 countries, up from the 2018 figure of 589 from 65 nations with the ICE London show floor now occupying 38 of ExCeL London's 44 halls (36 in 2018).

Commenting on the latest data, Kate Chambers, who is Managing Director of Clarion Gaming and the person who has overseen the development of ICE London into the pre-eminent gaming event on the international calendar, stated: "The starting point for any exhibition is its exhibitors: great exhibitors attract serious buyers and the more buyers you can attract, the more exhibitors are interested in your event and so the process goes on. With this in mind, we have worked extremely hard to attract the most innovative organisations in world gaming onto the ICE London show floor and I am delighted that we have succeeded in breaking through the 600 figure in light of what that means for our huge community of visitors who travel to ICE London to be inspired."

She added: "The net floor space has grown from the 2018 figure of 43,500sqm to 45,500sqm, an increase of just under 5 percent. I would like to stress that this isn't a one-off spike in demand, but part of a trend which stretches back to 2012, when the show floor comprised 22,500sqm. Since then, ICE London has grown year-on-year and is now more than twice its 2012 size. When visitors attend ICE London, they have direct access to the smartest innovators in world gaming, showing products and services that harness the latest advances in technology. No other exhibition can come close to delivering this quality and in such numbers covering all of the gaming verticals."

For more information, and to register for ICE London 2019 (5-7 February, ExCeL London, UK), visit: icelondon.uk.com