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**Media Enquiries:**

Dan Stone – [dan.stone@clarionevents.com](mailto:dan.stone@clarionevents.com)  
+44 (0) 20 7384 8121

Chris Jones - [cj@sjc.co.uk](mailto:cj@sjc.co.uk)  
+44 1273 699 900

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## **Juegos Miami registration tracking 57% up**

Delegates attending the forthcoming Juegos Miami (May 30 - 1 June, The Biltmore, Miami), can look forward to being part of a record breaking edition. Official figures released by organisers Clarion Gaming show that registration for the C-Level event is up by over 57 percent year-on-year, with 87 percent of delegates classified as C-Level directors or business owners. The geographical appeal of Juegos Miami stretches throughout what is a key strategic region for the industry, with delegates drawn from Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Grenada, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Suriname, Uruguay and Venezuela.

Kate Chambers, Manager Director of Clarion Gaming, said: "I am delighted to be able to confirm such a healthy increase in the number of delegates registering for Juegos Miami, their seniority and the international appeal of an event which will be celebrating only its third birthday later this month. In what is a very short period of time, Juegos Miami has made the transition from being simply a concept first discussed at ICE London to, what it is now, one of the industry's most exciting event brands.

"The LatAm gambling industry faces a difficult task as it endeavours to establish a positive reputation with other sectors of the economy, not least with the financial institutions which are fundamental to the smooth and efficient running of the business world. Events such as Juegos Miami, which bring together opinion-formers, regulators and best in breed operators, provide a fantastic shop window and a professional environment in which to showcase the industry and to address reputational misconceptions. The opportunity for commercial decision makers to engage with regulators is key to the success of C-Level events and the Juegos Miami Country Roundtables, which will feature senior regulators and government officials representing Argentina, Brazil, Chile, Colombia, Mexico, Paraguay, Peru and Uruguay, are a prime example of such an approach. We look forward to another successful edition of Juegos Miami at which delegates will experience the unique characteristics of an event which has been designed to the specifications set out by the industry."

*Juegos Miami features a powerful, strategic learning programme presented alongside a line-up of tier-one international exhibitors and sponsors. Attendance is limited to senior decision makers from operating companies, as well as government and regulators from the Latin American and Caribbean region(s). The 2018 edition is co-located with GiGse, the platform of choice for US gaming operators, regulators and suppliers.*

To apply for a place at Juegos Miami, delegates should register at [www.juegosmiami.com](http://www.juegosmiami.com).

**ENDS**

**Image:**

*Kate Chambers, Manager Director of Clarion Gaming*