

# Roy Student named Brand Ambassador for ICE North America

Clarion Gaming has formalized an agreement with Las Vegas-based Roy Student to serve as a Brand Ambassador for its ICE North America event and advise on its stakeholder engagement program as the industry prepares for the first edition taking place across May 13 - 15, in Boston MA, USA. The agreement was confirmed at ICE London, the biggest business-to-business event on the gaming industry calendar.

Looking ahead to the first ICE North America, Roy Student said: "I decided to join Clarion Gaming as an adviser, because in my 46 years in gaming and attending various Clarion events, I have found that they have a complete understanding and knowledge of the global gaming industry. In addition, they have a great vision of where the industry is heading and will be a driving force in providing the information needed in assisting both the vendors and operators to meet their strategic goals. It will be my objective to assist them in continuing their leadership in gaming on a global basis."

Kate Chambers, Managing Director, Clarion Gaming, added: "The launch of ICENorth America is another important milestone in the development of the ICE brand and follows the October 2018 launch of ICE Africa. Wherever we operate in the world, we do so in partnership with the industry and I am delighted to be able to draw upon Roy's insight, knowledge and network. We are looking forward to what has all of the credentials to be a hugely important event for all North American facing gaming companies."

*For more information on ICE North America, visit: [icenorthamerica.com](http://icenorthamerica.com)*