

Delegation of Tribal Leaders Attend ICE Totally Gaming in London as Tradeshow Breaks 30,000 Attendance Figure to Set New Record

A number of tribal leaders attended ICE Totally Gaming in February – a unique event, which included the gathering of law-makers, regulators and government officials involved in gaming from around the world. National Indian Gaming Association Chairman, Ernie Stevens, Jr., was invited to provide a policy update on U.S. Indian gaming. He was joined by the Executive Director of the United Kingdom's Gambling



Commission, U.S. Senator William Coley (OH), the COO of the Canadian Gaming Authority, CEO of the Singapore Regulatory Authority, CEO of Gambling Regulation in Spain, Chairman of the Law Commission of India and the Deputy Secretary of Finance from Brazil.

The Chairman's remarks included background and statistical information relative to Indian gaming in the U.S., as most of the other countries' representatives present were unfamiliar with the size and scope of the industry. Many expressed surprise that Indian gaming has such a strong presence in the U.S. The Chairman also spoke of the three tiers or regulation in Indian Country and policy discussions centered on Internet gaming in its many forms in the U.S. He also explained the importance of the use of gaming revenues to preserve tribal culture, heritage, language and traditions.

The 2017 edition of ICE Totally Gaming will be declared the biggest on record, pending verification by independent auditors. For the first time, ICE has broken through the 30,000 barrier, recording an attendance of 30,213. The figure represents the sixth consecutive year of growth and is 5.7% up on the previous best which was set last year.

Commenting on the figures, Kate Chambers, Managing

Director of the Gaming Division at Clarion Events, said "While these are outline figures and are subject to independent audit, we are confident that they represent an accurate snapshot of the three days of intense business, networking and learning which took place at the ExCeL Exhibition Centre. The upward trend has coincided with our 2013 relocation to London Docklands: in fact the ICE attendance is now 42% higher than that recorded for the last edition held at Earls Court."

Gaming professionals are also spending more time within the show. Figures demonstrate the average time spent within the exhibition is 1.96 days, an increase of 0.5% on 2016. When this figure is extrapolated out, the number of visitor days at ICE 2017 totaled 59,217.

"ICE week in London has seen the international gaming industry at its inspirational best," said Chambers. "The 527 exhibitors who traveled to London from 67 jurisdictions and sovereign states set new standards for energy, positivity and



sheer creativity. Their contribution to the ICE success story is nothing short of phenomenal and they have made a major contribution to helping us achieve our core objective of ensuring that ICE remains the most influential gaming event in the world."

ICE Totally Gaming 2017 was the largest on record comprising 440,513 sq. ft. of net floor space, an 82% growth since 2012, the last year ICE was held at Earls Court. The 2017 edition hosted 557 regulators and 51 CEOs of international trade associations and representative bodies. ♣

For more information about ICE Totally Gaming, visit icetotallygaming.com.