

ICE registration opens as organisers predict record attendance for last London edition



Registration to attend what will be the last edition of ICE held in London prior to its relocation to Barcelona in 2025, has opened. The free exhibition pass to be part of what will be an historic edition of the world's largest and most international gaming expo can be [found here](#)

Marking the countdown to ICE which is being held across 6 – 8 February at ExCeL London, a venue which has hosted the event since 2013, Clarion Gaming Managing Director Stuart Hunter said: “2024 will be a poignant occasion for everyone associated with the ICE brand as the international industry bids farewell to London and prepares for the next chapter of the ICE success story when the show opens in Barcelona in January 2025.

“We are anticipating another record attendance with industry professionals drawn by the 600+ exhibitors who will be present, the thousands of product launches which are timetabled to coincide with the show and the opportunity to engage with leading international thought leaders, decision makers and regulators across all gaming sectors and verticals courtesy of the ICE VOX learning platform.”

He added: “In keeping with our 2024 ICE creative we are expecting more visitors than ever before motivated by the desire to make more connections, gain more inspiration and benefit from more learning.

“The market looks to ICE for solutions and it's clear that the event plays a pivotal role for the international gaming industry supply chain of innovators, service providers and operators who view ICE as their most important business event of the year.”

The decision to relocate ICE and sister show iGB Affiliate to Barcelona was taken following an exhaustive six-month process competitive bid process which was overseen by an independent external agency and endorsed by the ICE Advisory Board comprising a cross-section of major international brands active in both online and land-based gaming. The inaugural editions of ICE Barcelona and iGB Affiliate Barcelona will take place at the 240,000 sqm capacity Fira de Barcelona from 20 to 22 January 2025.