

MORE creative unveiled in support of ICE 2024



'ICE Gives you MORE' is the powerful and confident pledge adopted in support of the 2024 edition of what is the largest and most influential business-to-business expo in international gaming.

The creative, which has been unveiled by show organisers Clarion Gaming will appear across all media channels and on all marketing assets in the lead-up to ICE 2024 (6 – 8 February) the last edition of the show to be held at ExCeL London prior to its relocation to Barcelona in 2025.

Explaining the thinking behind the creative **Stuart Hunter, Managing Director at Clarion Gaming** said: "I am delighted to unveil our MORE campaign in support of ICE 2024. Every year we undertake extensive post-show research among our various stakeholder communities and a consistent theme in their feedback is the sheer scale of the ICE experience measured both in a quantitative and a qualitative sense.

"What this refers to is the opportunity ICE delivers to engage with the huge number of exhibitors who choose to show at ICE as well as the quality of the business enhancing opportunities arising from those connections.

"MORE: is a proud statement, a pledge to the entire industry to deliver in a way that only ICE can achieve by connecting the entire gaming community of suppliers, operators, legislators and regulators."

He added: "Our mission is to provide the industry with the most professional, authentic and business-centric environment fuelled by MORE: connections, MORE: inspiration and MORE: learning."

For more information: <https://www.icelondon.uk.com>