

Clarion and NIGA Strike Strategic Partnership Ahead of First ICE North America

May 13-15 in Boston, MA

Kate Chambers, Managing Director of Clarion Gaming and Ernest L. Stevens, Jr., Chairman of the National Indian Gaming Association (NIGA), have inked a strategic agreement of support between ICE and NIGA. The forthcoming ICE North America will be the first high profile gaming industry expo to benefit from the partnership between what are two of global gaming's best known and most respected event brands.

Heralding the strategic partnership, Kate Chambers said, "I am delighted to be working with the team at the National Indian Gaming Association, which is responsible for such a well-respected and influential event. Ernie Stevens, Jr. has worked tirelessly to educate and raise awareness of the positive impacts of Indian gaming. During his period of office, tribal gaming revenues have risen to over \$32.4 billion, making Indian gaming the largest segment of the gaming industry in the U.S., passing commercial gaming. It is a great honor to be working with Chairman Stevens and to be able to draw on his insight as we seek to deploy the ICE brand in different continents and deliver opportunity for all of our stakeholders."

"NIGA's focus is to explore ways in which we can strengthen the Indian gaming industry and improve awareness of issues related to Indian gaming and tribal community development globally," said Ernest L. Stevens, Jr. "Clarion Gaming, under the leadership of Kate Chambers, has developed an impressive portfolio of brands and I look forward to contributing to their continued success and helping to shape content and educate the broader industry about Indian gaming. I believe our strategic partnership is a great example of how events can work together for the common good."

The future development of sports betting and interactive gaming across the United States and Canada is proving a huge draw to high profile businesses from throughout the world as ICE North America continues to secure the support of leading exhibitors from across the international gaming industry. With 42 exhibitors hailing from a total of 18 countries, ICE North America will showcase the industry's most forward-thinking operators, developers and manufacturers.

Heralding the U.S. as the land of esports and sports betting



L-R: Victor Rocha, President, Victor Strategies; Ernie Stevens, Jr., Chairman, National Indian Gaming Association; Kate Chambers, Managing Director, Clarion; Debbie Thundercloud, General Manager, Oneida Tribe of Wisconsin; and Brian Sullivan, Clarion Events.

opportunities, Betinvest's VP of Business Development, Valentyn Kyrylenko, explained, "It's great that the ICE brand is coming to North America and providing a rallying point for gaming providers and operators from all over the world. Our team will be attending the event, offering our Sportsbook product as well as a variety of other solutions, all of which we are constantly improving. Recent changes in legislation means that the American market has opened up, making the first ICE North America an excellent opportunity for anyone looking to seize the chance to start a betting business in the U.S."

Discussing the response to the first ever ICE North America, Clarion Gaming's Dan Stone said, "There's a huge appetite for ICE North America from both the domestic and international gaming industries alike which is reflected in the roll call of commercial organizations which will have a presence in Boston. Providing a platform to showcase the Most Valuable Providers of solutions in the region was a key objective when we established ICE North America. The calibre of our exhibitors is testament to ICE North America's position as the region's premier interactive gaming event and we look forward to delivering unparalleled access to the emerging U.S. market for our MVPs and attendees alike."

The full list of companies represented on the ICE North America exhibition floor comprises: 1xBet; Amelco; Betgenius;

Betinvest; Betsys; Camelot Lottery Solutions; Chetu Inc.; Colossus Bets; Continent8; Covers.com; Dentons; Digital-Win; Emirat AG; FABICash; Fox Rothschild; Gain Affiliates; Gaming Laboratories International; Global Payments Gaming Solutions; IGT; Intralot; iovation; Jumio; Kambi; Meridianbet; Neo Surf Cards; Newgioco Group; Optimove; Paysafe; Perform; Quixant; Riddec; SafeCharge; SBTech; SG Digital; SmartCat; Softec-Digital; Sportech; Sportradar; SunTrust Robinson Humphrey; SuperBook; Textbroker, and V.N.E.



Sugar Ray Leonard

personality and philanthropist, Sugar Ray Leonard, who will give a motivational address at what is set to be the 'biggest sports industry gathering in gaming.' Sugar Ray Leonard, who has established a legacy that epitomizes boxing and invokes the reverence of a champion, will join the MVPs of sports betting and interactive gaming in Boston, providing insight into his celebrated career as well as giving attendees a chance to see and be inspired by the first boxer to win world titles in five different weight classes.

Commenting on attracting one of the most famous sports personalities in the world to the inaugural edition of ICE North America, Event Director Rory Credland said, "We are delighted to be able to confirm Sugar Ray Leonard's attendance at the first ever ICE North America. His professionalism and athletic prowess combined with his charismatic personality and first-hand experience of life in the ring is sure to be a knockout for all our attendees in Boston this May." ♣

For more information about ICE North America, visit icenorthamerica.com.

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**NATIONAL INDIAN GAMING ASSOCIATION
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