



Amelco ICE Gaming Exhibition

Client:
Amelco

Campaign:
ICE Gaming

thecroc.com



About Amelco

With a technical reputation established in the banking sector developing software solutions for pricing, trading and execution platforms Amelco is now a leading provider of sports betting platforms, for global tier one operators.



The Challenge

How does a technology platform provider win big at the world's largest gaming and gambling exhibition?

Live Events

Exhibition Logistics

Lead Generation

Brand Building

As a leading provider of sports betting platforms, Amelco puts technology in play through a range of omni-channel, retail, and managed service solutions.

ICE London is one of the largest gaming and gambling conferences in the world. With over 40,000 attendees from more than 150 countries, the three-day exhibition was the perfect stage for Amelco

to connect with existing customers and strengthen its position in the industry.

Our challenge was to create an environment that would be vibrant enough to draw attendees to the stand, while giving the Amelco team the freedom to focus their time and attention on networking and business development.

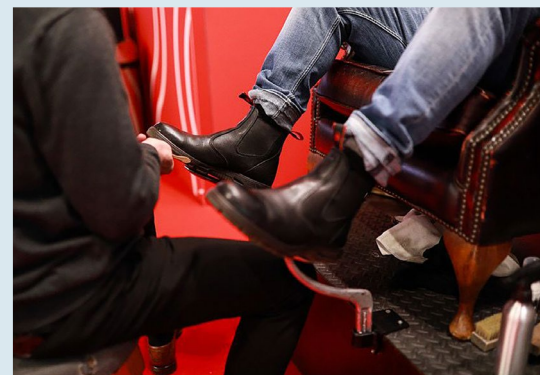


Strategy

The Croc Events team worked with a host of third-party suppliers to deliver a show-stopping exhibition presence and unrivalled attendee experience.

Eye-catching brand activations included a shoe shining station and free coffee bar handing out Amelco-branded drinks to thirsty show attendees.

Handling the full design, build, and strip-down, we took the burden of running an exhibition stand away from Amelco, allowing their team to focus on the conversations and experiences that ultimately drove over 2,000 new business leads.



The Objectives

- Execute and deliver in a three-week timeline
- Create a first-class event experience onsite at ICE Gaming
- To increase leads by 1000+

“The Croc’s work has been exceptional, their ability to deliver their services in a time-efficient manner whilst maintaining a high standard has been extremely impressive. The staff are highly responsive and adaptable to any requests that clients may have. We would certainly recommend their services to anybody looking for assistance within the events sector”.

Results

1,500+

branded coffees served

500+

pairs of shoes shined

2,000+

new leads generated



the croc

2-4 Hoxton Square, London N1 6NU
+44 (0)20 7749 4400

thecroc.com