

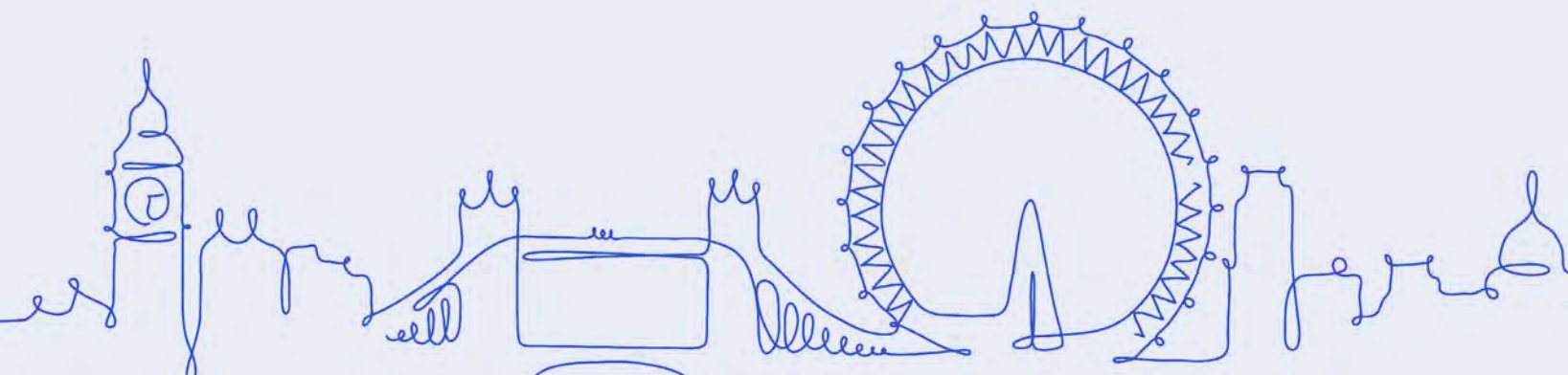


**THE HOME OF EUROPEAN LAND-BASED ENTERTAINMENT,
AMUSEMENTS AND GAMING**

14 - 16 JANUARY 2025 • EXCEL LONDON

“The land-based amusements and gaming industry is the driving force behind the regeneration of our high street economy. And the home of that innovation must be EAG - it’s the only place to market your products to both the UK and European gaming markets on UK soil...”

Martin Burlin, Chairman, EAG



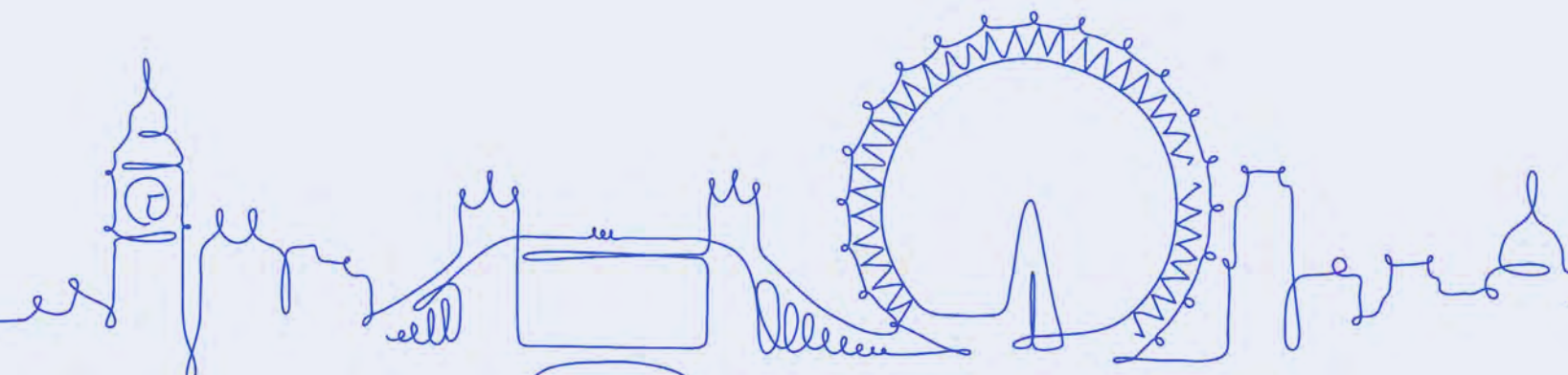
EAG EXPO EUROPE 2025



EAG Expo Europe 2025 – the Entertainment, Attractions and Gaming event - holds the prestigious distinction as the first major exhibition of the year on the global industry calendar.

The opening opportunity for serious buyers to view the new products and services launching into UK and international markets, EAG gathers the key stakeholders from all verticals of the land-based sector.

It is a unique exhibition that draws in the business interests from the widest range of entertainment providers to our high street operations: from high stakes, low stakes and prize gaming to family entertainment, holiday, seaside and social-oriented operations ... all under one roof.



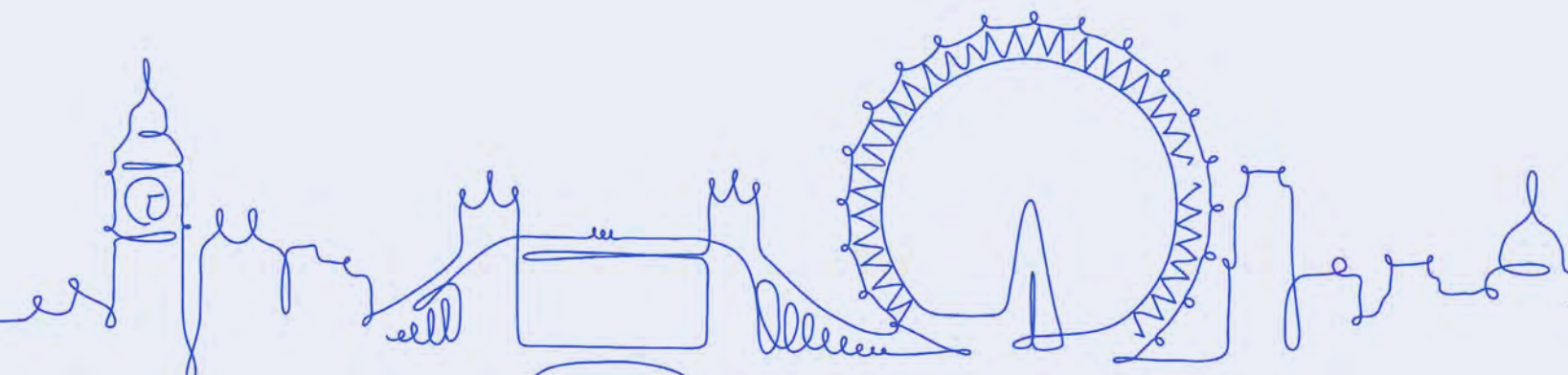
THE HOME OF LAND-BASED GAMING



EAG has established itself as the home of land-based gaming - it is the B2B destination for all businesses that operate, manufacture, distribute and service the sector.

The show floor provides a platform for all the innovations driving profit margins along the high street all the way through to the seaside promenades.

It is the perfect opportunity to showcase your products and services to a discerning audience of serious buyers and influencers from the land-based sector.



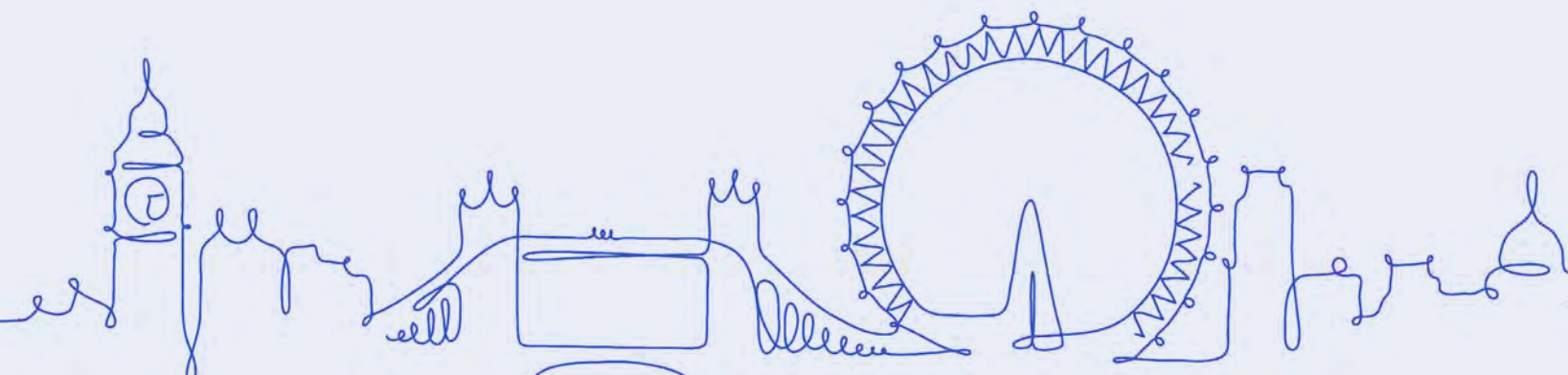
EXPANSION



This year EAG has doubled its exhibition floorspace at ExCeL, London as part of an ambitious expansion programme to deliver dedicated platforms for both established and emerging growth areas in the UK and European land-based economies.

For the adult-gaming operations, new in 2025 will be the leading suppliers to the casino and betting sectors.

In the immersive entertainment, competitive play and social entertainment sectors there will be added focus for operators seeking the products that are pushing the boundaries in the vast new city centre FECs and barcades.

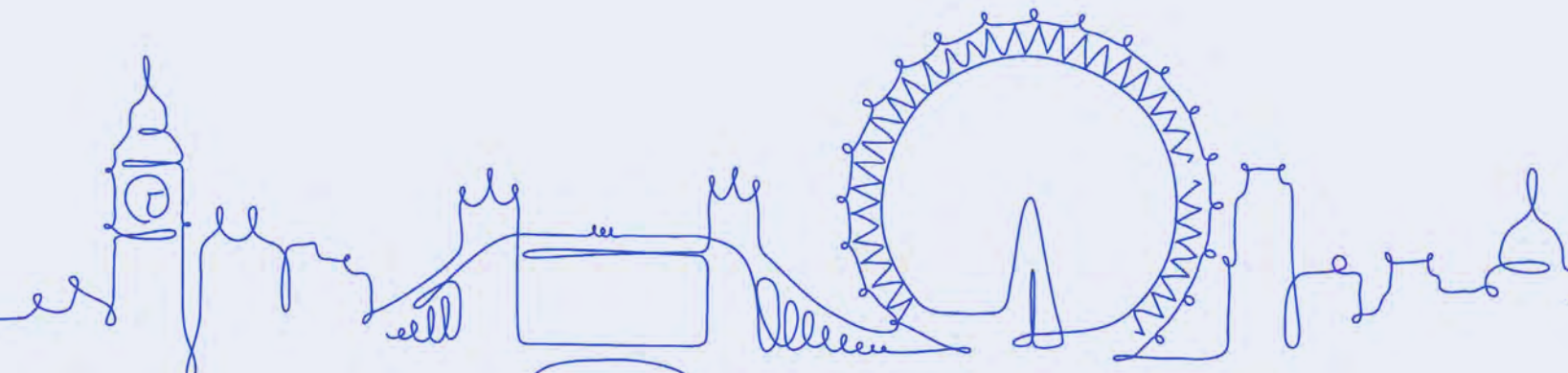


A NEW MOMENTUM



2025 will herald the start of a new legislative framework for the UK's gaming and gambling industry.

The London show will provide the platform for all the latest products and services shaped around the new legislation, delivering one of the first viewings of the Gambling Commission compliant innovations that will find their way into UK and many European operations during the coming year.





A SHOW FOR ALL SECTORS

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CASINO OPERATIONS

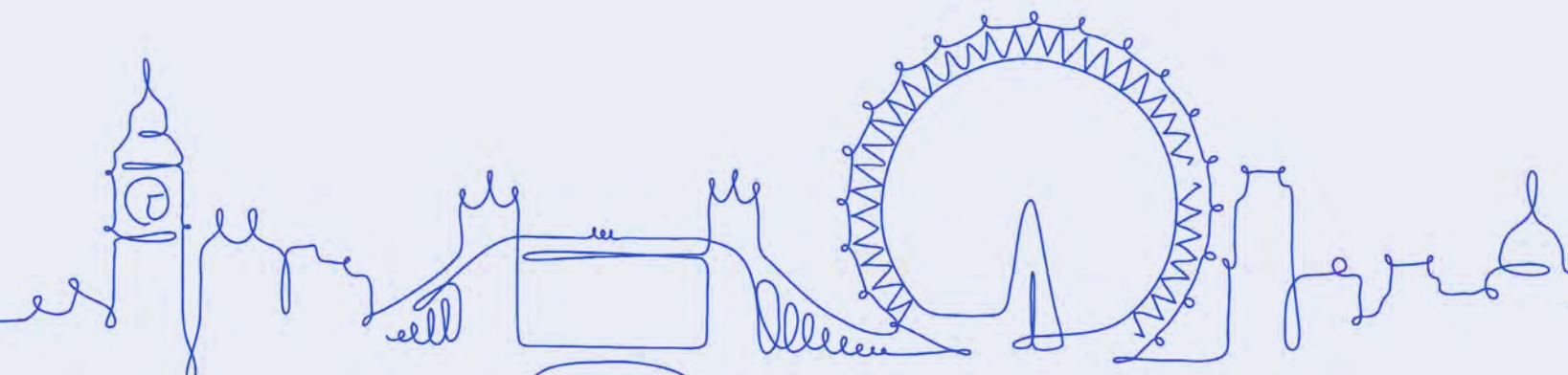


EAG Expo Europe 2025 will be opening its doors to exhibiting companies who serve the land-based casino sector. It will be the only forum for manufacturers and service providers to reach the UK and European casino market on UK soil.

EAG's new casino arena will deliver a unique exhibition experience to buyers: more casino venue than trade show floor, the ambience will match the style of a casino with lighting, sound and ambience that reflects the quality of the higher stakes adult gaming venues.

With two halls dedicated to the UK and European casino showpiece, a number of the world's leading brands will be expanding their presence at EAG, and key casino operators are lending their support to the EAG vision.

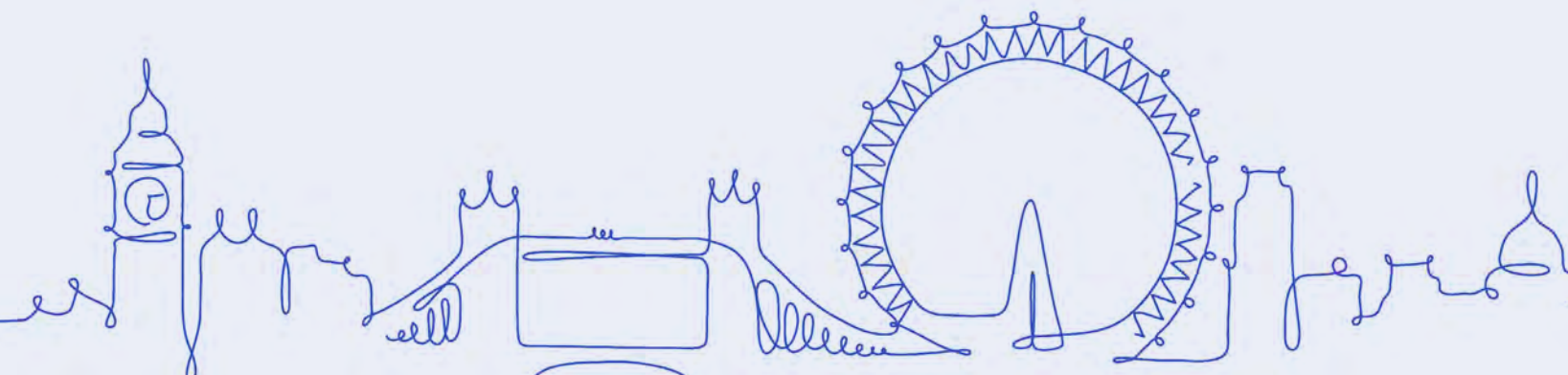
For the casino market: expect the best in gaming content, systems and innovations - new machines and cabinets, vibrant centre-piece games, products for the cashless revolution, and all the new developments in social responsibility measures including the latest age verification products, data capture and ticketing.



“The launch of a new casino hall at EAG Expo next year is a huge boost for the UK market. It’s so important to have a business platform for casino suppliers and operators here in the UK and Genting Casinos will be well represented at the ExCeL in London in January.

With new regulation coming into play this year, it’s even more important that we have a focus on new UK regulated products and EAG provides the perfect time and opportunity.”

Stuart Armstrong, Genting UK



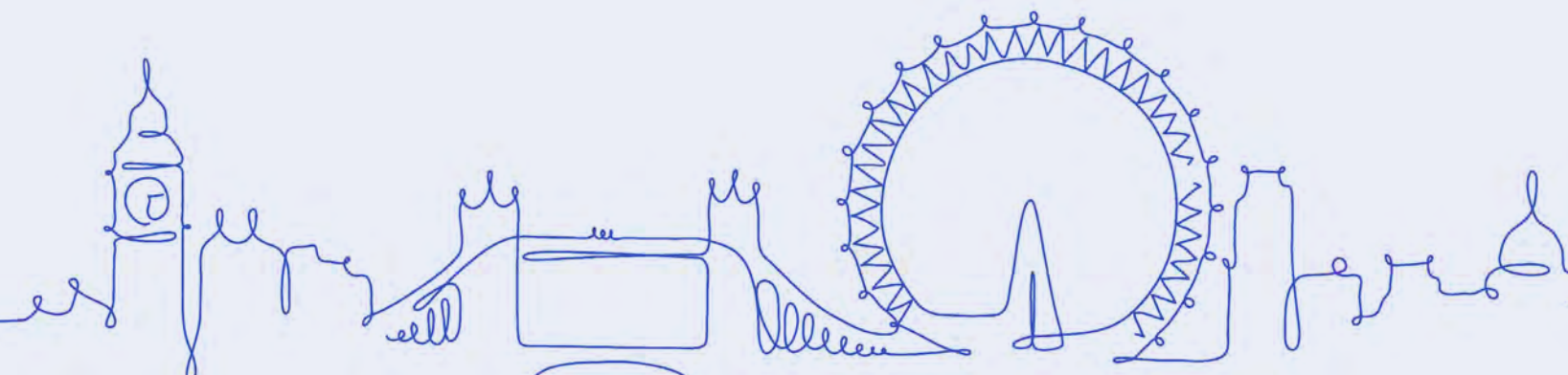
HIGH STREET GAMING OPERATIONS



All the major manufacturers and distributors of the cutting edge, creative technology for high street gaming venues will be represented on the EAG show floor.

Reflecting the growing synergy between betting machines and the rich content-driven offerings in AGCs, bingo clubs and pubs, the show will provide an even greater focus for the UK machines market.

And this year, with new legislation likely to adjust machine numbers in venues, EAG will offer a new and timely opportunity for the LBO sector to view the latest betting products at the show - the only UK-based exhibition for manufacturers to showcase products direct to LBO operations.

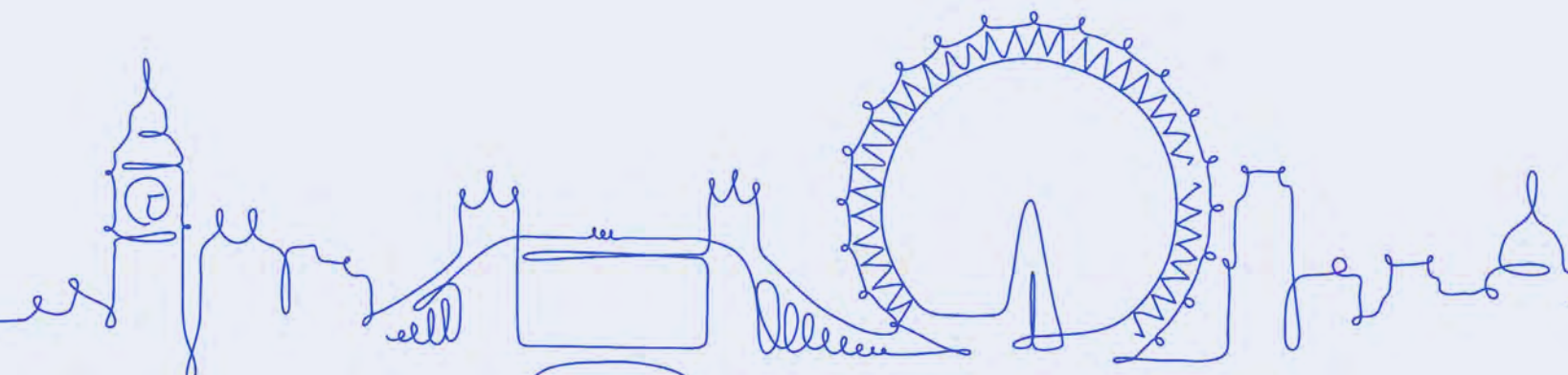


FAMILY ENTERTAINMENT



The growth in mega FECs on the high street has opened up a new market for manufacturers of family entertainment equipment from bowling to mini-golf, driving games to dancing machines, and pinball to pool.

EAG Expo Europe 2025 will feature products from the leading manufacturers both in the UK and international markets, as well as offering the best of British exporters a key platform to feature the hit products driving returns in FECs, shopping malls and amusement parks around the world.

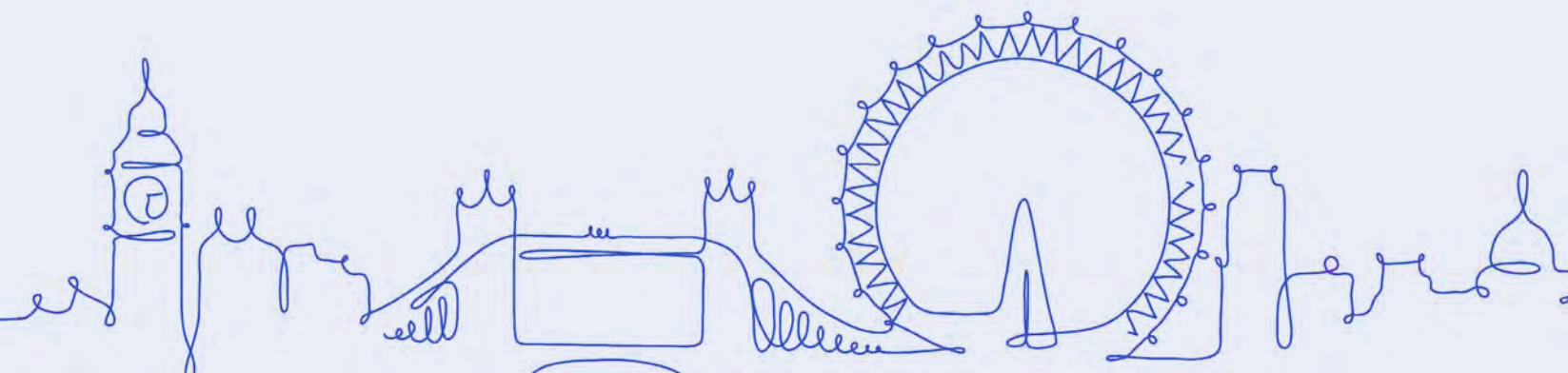


SEASIDE ARCADES AND ATTRACTIONS



EAG Expo Europe 2025 is the first port of call for seaside arcade operators with the show delivering all the staple products and new innovations that have become one of the most important components of the staycation economy.

From piers to holiday parks to the quintessential seaside arcades, EAG is the place where coastal resort operators plan their new purchases for the season.





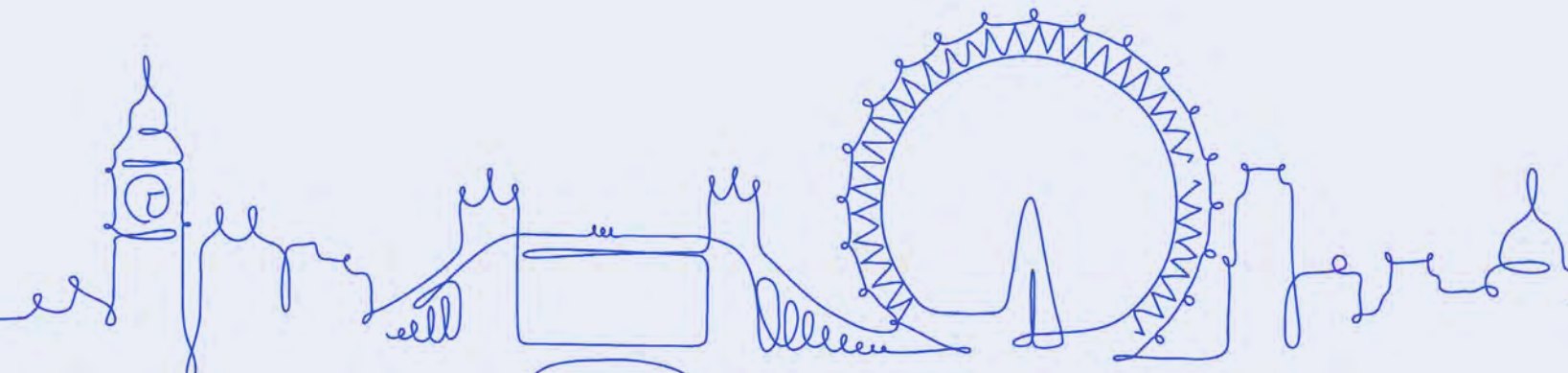
SOCIAL IMMERSIVE ENTERTAINMENT

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NEW CO-LOCATED EVENT



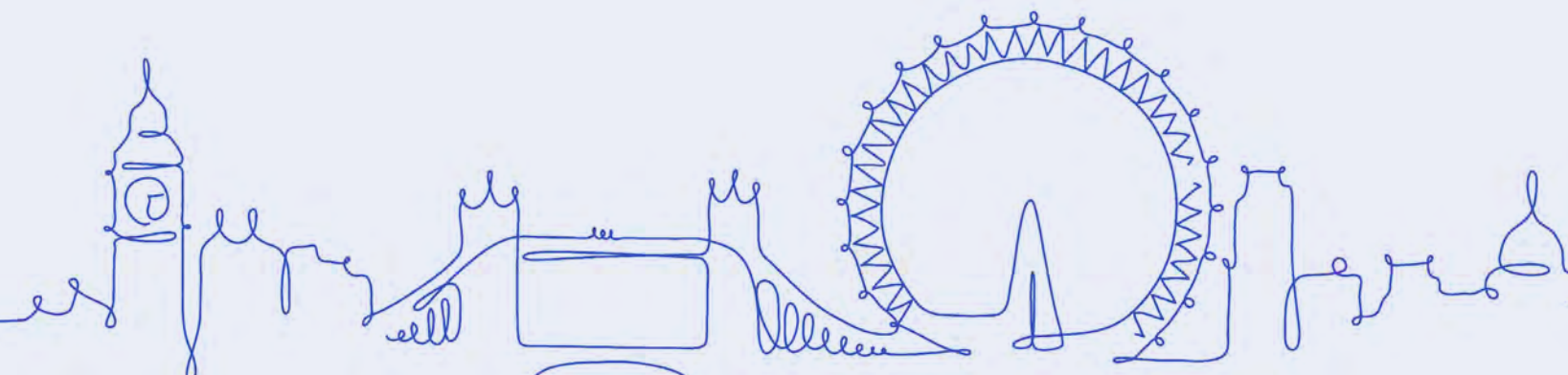
The show's new **"Social Immersive Entertainment"** hall is a brand new area, offering a co-located exhibition and seminar programme that builds on its association with the established EAG Expo Europe event. Encompassing three dedicated components, the co-located exhibition comprises a launch pad for emerging aspects of the overall location-based entertainment landscape.



IMMERSIVE ENTERTAINMENT



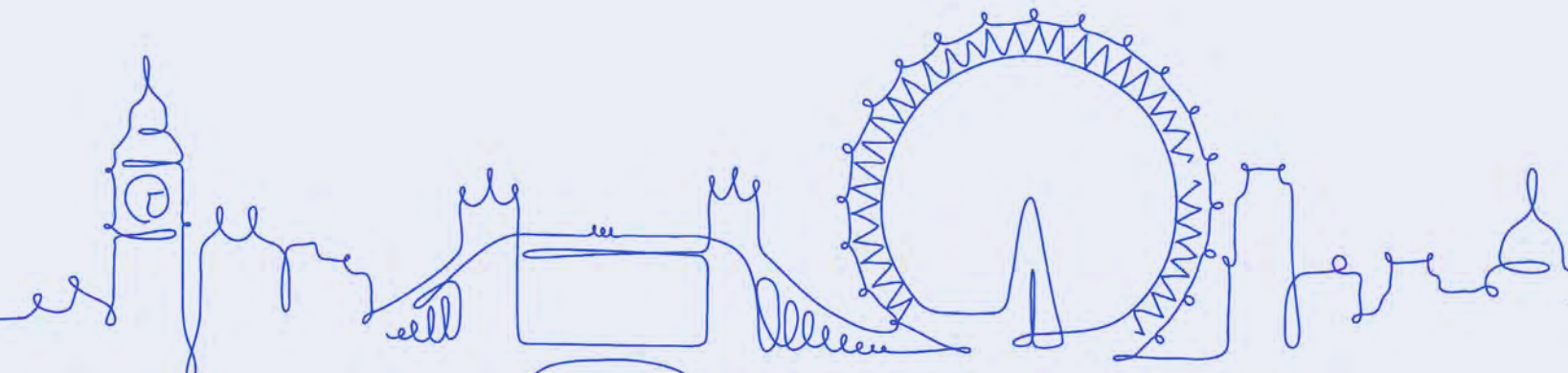
Building on the XR (Extended Reality) growth in the leisure entertainment and amusement industry, this sector comprises the key technologies that are driving immersive entertainment. These include VR (Virtual Reality), MR (Mixed Reality) and AR (Augmented Reality) applications. Comprising the latest VR amusement and attractions, AR based competitive gaming and the rise of immersive arenas and enclosures for gaming and edutainment.



COMPETITIVE ENTERTAINMENT



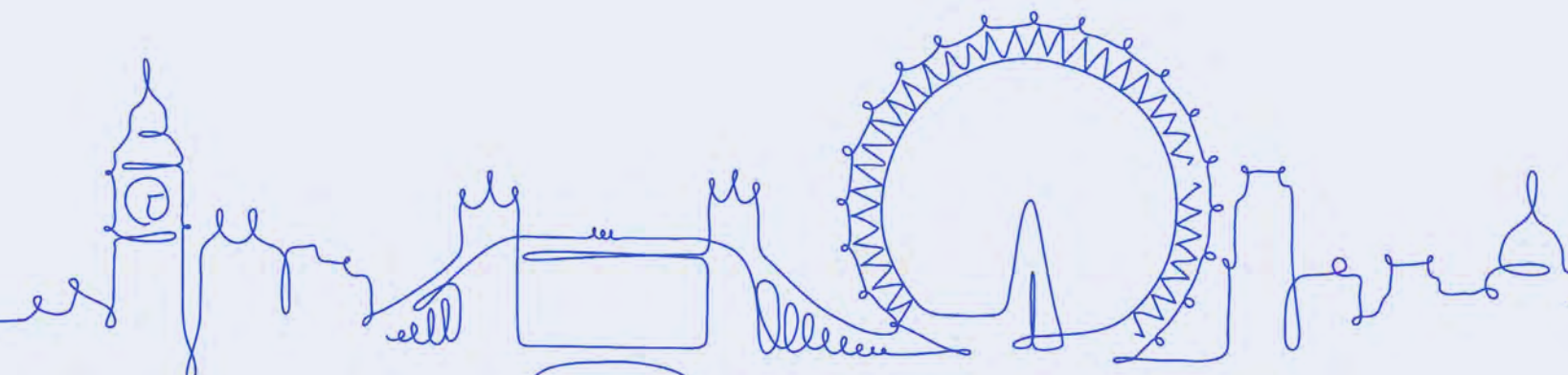
The addition of competition and tournament play has been a bedrock of amusement and entertainment experiences from bowling and video game high-scores. Now with the inclusion of eSports and streamed tournaments, this has opened a brand-new sporting endeavour to gaming. Comprising the race sim sector, competitive eSports and supporters as well as the growing tournament scene.



SOCIAL ENTERTAINMENT



The inclusion of gamification to the hospitality scene has grown from the bowling and barcade scene towards the creation of a whole new category known as “Competitive Socialising” (also known as CompSoc). The application of technology enhanced game experiences in an F&B environment having exploded onto the entertainment scene. Comprising operators of the latest venues breaking into the market as well as service and hardware suppliers.

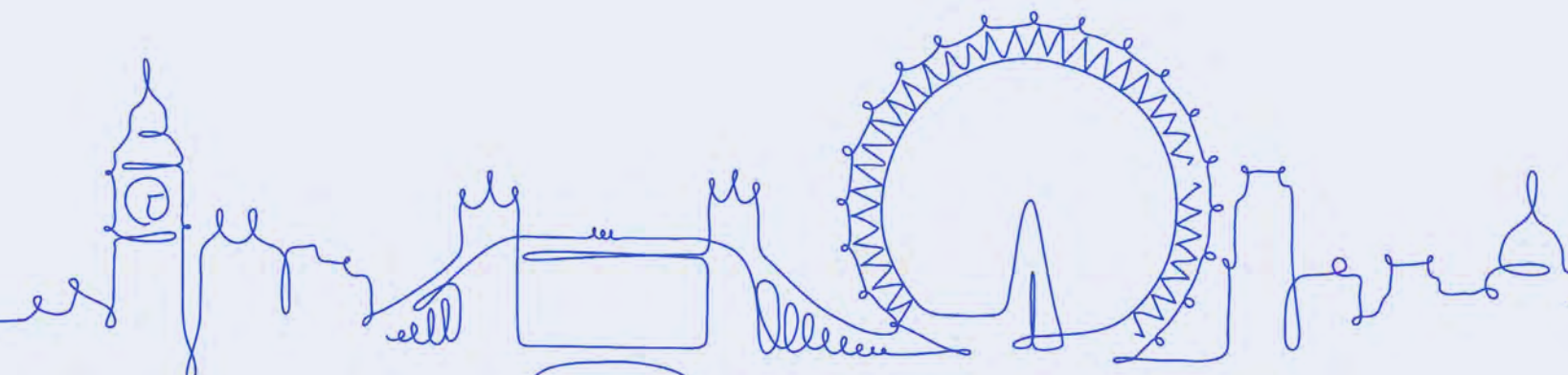


SEMINAR PROGRAMME & MIXER



This gathering of co-located events will be underpinned by a central seminar programme, with two days set aside for specialist seminar and panel sessions informing the audience on the innovation, investment, and developments in these unique but co-joined sectors. The sessions will be moderated by a leading sector specialist and will gather speakers that can inform on the leading industry trends shaping the future of the industry.

The second day will provide a unique chance for attendees to gain direct access to speakers and specialists in the sector with an exclusive ticketed "Mixer". A hospitality gathering for those in attendance to speak one-on-one and share insights and





THE LONDON SHOW

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THE LONDON CONNECTION

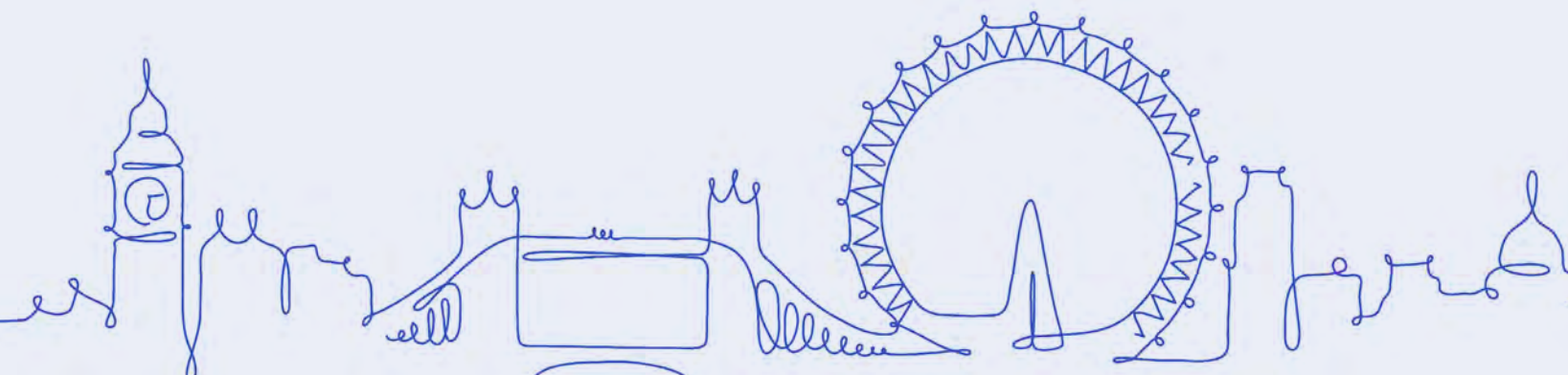


For over 70 years, London has served as the capital of amusements and gaming innovation, and the home of EAG, and all its former incarnations.

For the last two of those decades, EAG has staged the show at the internationally acclaimed ExCeL, less than 15 minutes away from London's West End on the newly built Elizabeth line which provides 12 trains an hour.

For international visitors, ExCeL is located opposite London's City Airport, and if you're travelling to London Heathrow, ExCeL is just 43 minutes away.

When it comes to cities, London offers an unrivalled setting for this extraordinary event. With its iconic landmarks, rich cultural heritage and vibrant nightlife, there is plenty on offer beyond the exhibition halls. Add to that the world famous shopping districts and tantalising food scene (with over 8,000 restaurants to choose from), London truly ticks all the boxes.



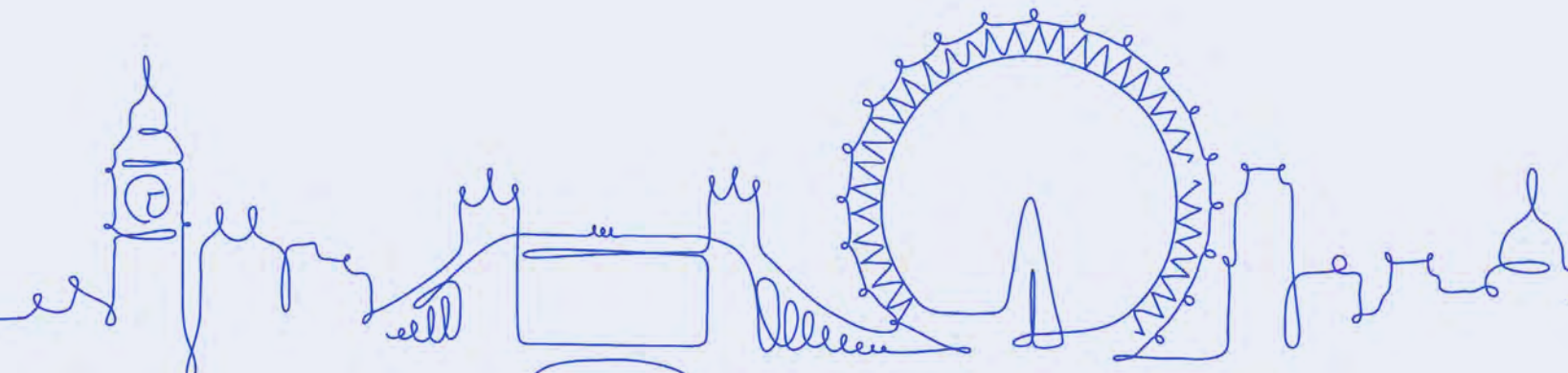
WHO WE ARE



Owned and organised by Bacta, which is currently celebrating its 50th Anniversary this year, EAG has a remarkable track record.

With years of expertise, a passion for the industry at large, and a proven history of building and delivering exceptional events (including ATEI – the world’s largest amusements show; ICE – the world’s largest casino exhibition; ICEi – the world’s largest i-gaming event; and The Betting Show – Europe’s largest betting expo), we believe we have a winning formula and as such are dedicated to providing a prestigious, fit for purpose event which will meet the needs of exhibitors and visitors alike.

In addition, a newly appointed event Ambassador, Kevin Williams from KWP – an industry specialist in the international Immersive Social Entertainment landscape – is working closely with the team and is playing an integral part in the event’s development, as well as producing and moderating the at-show seminar programme.



WHAT WE OFFER



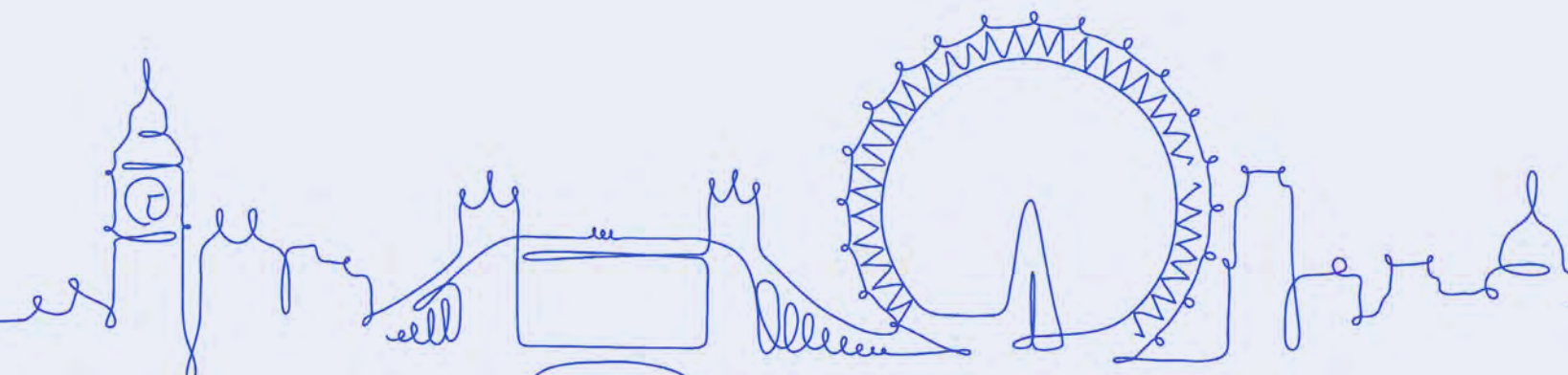
As well as pioneering products and services, EAG Expo Europe 2025 offers three days of B2B networking, advisory support and debate.

In 2024, EAG hosted Bacta's widely acclaimed Pub Summit with keynote speeches delivered by leading figures from the sector. The show also hosted the Safer Gambling Hub which provided advisory support on social responsibility in the UK land-based, low stake gaming entertainment sector.

And there was the return of the Bingo Hub which provided the only dedicated zone for products and services supporting the popular high street gaming offering.

It is attended by senior political figures, regulatory authorities and every one of the major trade bodies aligned to the high street gaming and amusements economy.

The at-show buzz is second to none and offers a truly energised setting for you to display your wares and network with customers and colleagues old and new. We also aim to provide quieter areas around the show for when a change of pace might be required for client meetings - all available within the show halls, offering you and our visitors a convenient, practical and user-friendly experience within easy reach.



WHO WE REACH



THE BUYERS:

In 2024, EAG attracted almost 4,000 visitors over the three days event - a figure that features one of the highest concentrations of buyers in the marketplace.

THE EXHIBITORS:

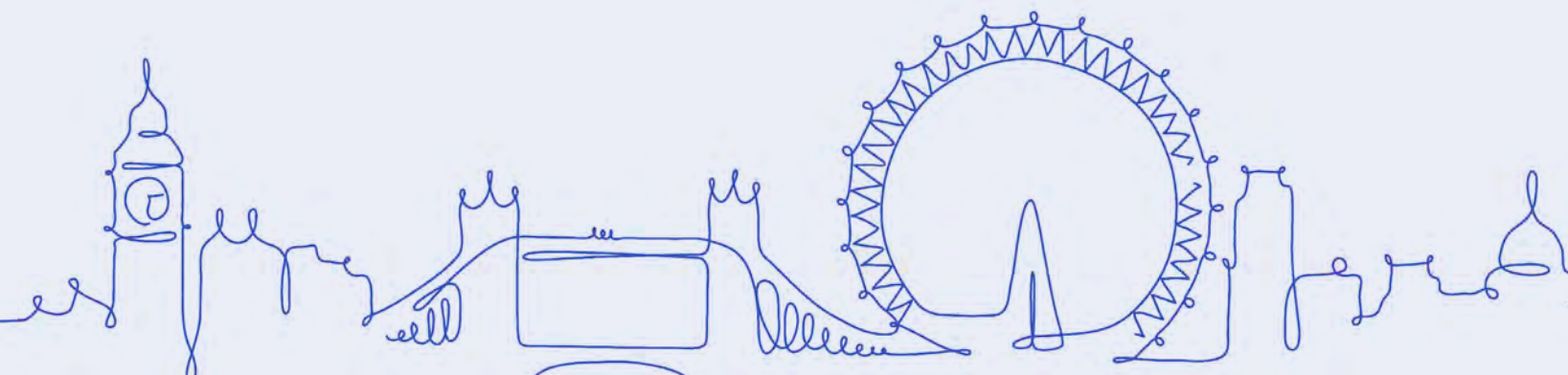
The show continues to grow with the number of exhibitors at a three-year high of 80 (72 in 2023 and 66 in 2022) occupying 3,843 sqm (3,726 in 2023).

THE PRODUCTS:

Exhibitor research confirmed that visitors had access to 3,513 products of which 1,038 were making their UK trade show debut. And exhibitors showed products from an average of 9 brands on their stands at EAG.

THE INTERNATIONAL MARKET:

There is a growing number of attendees from overseas with international visitors representing circa 20% of the buyers, drawn from 54 countries, the most popular from Ireland, Italy, France, the United States and Belgium.



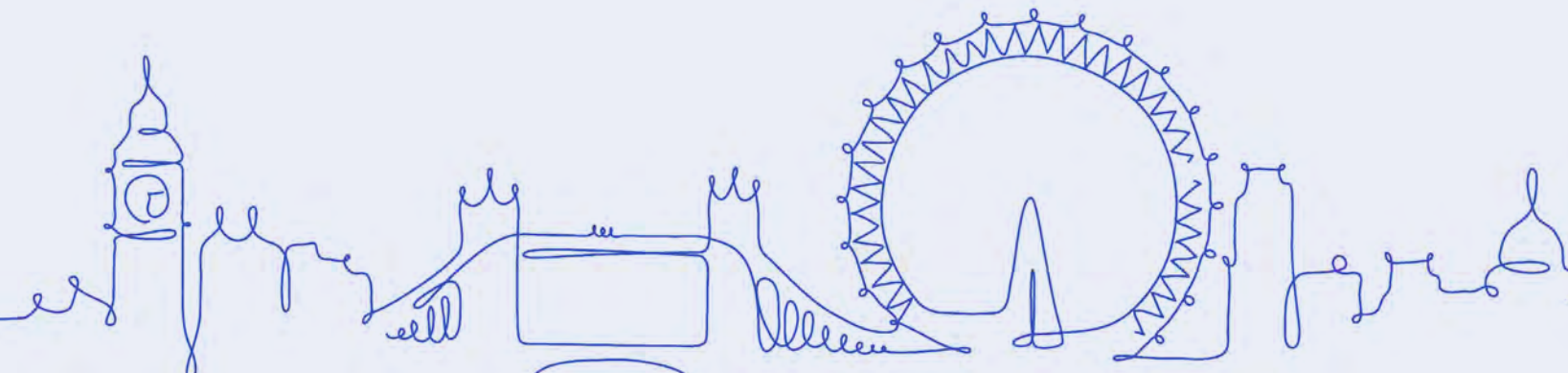
CONTACT



By working together, we can make this a truly valuable addition to your marketing and promotional activity. If you have any questions or ideas, we are all ears and would love to hear your thoughts and feedback and will do whatever we can to meet your needs.

**FOR FURTHER INFORMATION AND TO REQUEST
A CALL BACK PLEASE CONTACT:**

e: sales@eagexpo.com





EAG
**ENTERTAINMENT, ATTRACTIONS
& GAMING EXPO EUROPE**

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