



INNOVATIVE CONCEPTS IN ENTERTAINMENT, INC.

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Press Release – ICE Wins Prestigious Brass Ring Image Award at IAAPA 2018

Innovative Concepts in Entertainment (ICE) is thrilled to share the recent success of the 2018 IAAPA show which culminated in the company receiving the prestigious “Image Award” This award is given annually at the show to the company with the most outstanding exhibit booth at the IAAPA Attractions Expo. Judging criteria for this award is based on the booth design, branding, staffing and overall appeal.

Joe Coppola, VP of Sales for ICE commented, “We could not be happier to win this fantastic award. Every year our design team at ICE not only puts out what we feel are some amazing new games, but in preparation for what is our largest trade show of the year, our guys design and build some awesome booth props and attractions to show off our new games in the best possible way. Drew Krouse who heads our R&D team and his crew just do an incredible job showcasing our product. I’d also like to point out the effort and attention to detail put forth by Rick Zanghi and his team that work tirelessly on booth build out. It’s a huge undertaking and year in and year out these guys really do an outstanding job!”

The ICE booth design this year included many props to bring attention to the latest competitive sports game SuperKixx Pro. The use of a turf field painted to imitate an actual soccer field helped to create a unique environment to showcase this great new soccer game. This combined with the LED lit soccer ball towers helped to round out the impressive SuperKixx presentation.

Other show props were also added for ICE's new Waterfuls, Tons of Tickets and Whack-A-Clown games which all made their trade show debut in Orlando. ICE customers both domestic and international could not have been more impressed with the new games shown and again the creative props which really showcased the product.

Coppola finished by saying, "We understand the award also encompasses our staff's professional appearance, friendly demeanor, and ability to be knowledgeable about the product. This is something we have always prided ourselves on and this award is truly reflective of our entire company's true commitment and passion for the industry. Our sincere thanks and appreciation to the people at IAAPA for recognizing ICE this year, again, it's a real honor."