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## **‘Sense-ational’: Aristocrat sets the tone for IGE**

**The casino industry’s leading operators were taken on a multisensory journey of entertainment at Aristocrat Europe’s celebrated eve of IGE party, which was staged this year at Vinopolis, the award winning venue in central London.**

The cosmopolitan celebration, attended by over 300 guests, provided an ‘aperitif’ to Aristocrat Europe’s impressive showing at IGE which included more than 20 games making their European debuts in London.

Themed on Aristocrat’s ‘Great Sense’ marketing campaign, which was developed to promote the brand’s show presence, the ‘Senseational IGE Party’ was an exploration of sight, sound, taste, touch and aroma with zones dedicated to wine tasting from around the world, Mediterranean/European and fusion cuisine, a floor show of performers, contact and light jugglers, an electric string quartet and culminating in a stunning visual display by a team of aerial actors.

Daniel Lindsay, Aristocrat Europe’s General Manager – Sales & Marketing, commented: “Our Senseational IGE party was a fantastic evening attended by a record turnout of customers. It served as a perfect prelude to what is arguably the most important three business days of our year.

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Digital image attached: Tripping the light fantastic at Aristocrat’s Sense-ational IGE Party

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