

**IMA – International Trade Fair for Amusement and Vending Machines  
January 15<sup>th</sup> to 18<sup>th</sup>, 2008, Düsseldorf Exhibition Centre**



## **Final Report on IMA 2008**

### **Growth in visitor and exhibitor numbers and in sales**

**Run on screen-based amusement machines with cash winning options. Amusement machines and sports gaming machines on the way up. New Gambling Ordinance creates the possibilities for a large variety of attractive amusement machines with cash winnings, boosts competition and optimises protection of gamblers.**

**Düsseldorf.** For the second time, IMA took place in Düsseldorf. The first-time extension of the fair to a duration of four days proved a success. In two exhibition halls, 8,850 trade visitors from Germany and abroad could see the novelties in the amusement and vending machine industry. Growth is reported from all sectors: 6 percent more visitors, exhibition surface extended by 15 percent, 15 percent more exhibitors, and full order books.

The joint efforts of all associations of the amusement and vending machine industry are now visibly bearing fruit. The new Gambling Ordinance has created the possibilities for a wide range of new, interesting amusement machines with cash winnings for commercial operation. The trend is clearly towards screen-based machines, but interest for the classic wheel or cylinder-based machines continues among large groups of customers. International experience confirms this.

Protection of gamblers has gained in importance: fast-paced games prevent users playing several machines at the same time. An effective gambling break of five minutes after each hour of uninterrupted gambling sets an international example. In practice, the average expense per player per hour is approximately EUR 20. On each amusement machine with cash winnings, the information phone number 01801372700 is shown, at which playing guests or their families can get information or assistance in case of problems from the Central Agency for Health Information (Bundeszentrale für gesundheitliche Aufklärung, BZgA).

Amusement machines without cash winning options and sports gaming machines are much more popular again than in previous years. Billiards, darts, air hockey and also pinball machines, so often declared dead already, again meet with lively interest.

Exhibitors are also extremely satisfied with the spare parts and component business which shows significant growth rates.

More than in previous years, the entire range of products on exhibition at IMA is targeted towards female users in gastronomic establishments and amusement arcades. This not only increases the number of potential customers, it also leads to a greater degree of acceptance and to higher standards.

IMA is evidence of the fact that hard and intensive competition leads to new and interesting product developments and to optimum offers in the interest of customers.

The next IMA will again take place in Düsseldorf and start on January 13<sup>th</sup>, 2009.

More information is available at [www.ima-messe.com](http://www.ima-messe.com) or through the Press Department of Reed Exhibitions Deutschland GmbH:

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