

## Amusement and Retail Entertainment Show announces major collaboration with the Gambling Business Group

**S**wan Events is buoyed by the response to the new Amusement and Retail Entertainment Show, an event designed to showcase the latest innovations in the amusement and retail entertainment sectors. The ARE Show will take place at the Cotton Sheds at the Victoria Warehouse in Manchester, with a conference scheduled for 28 April, followed by a two-day exhibition on 29-30 April.

The event promises to bring together industry leaders and innovators, offering a fresh focus on recruiting and retaining talent and the harnessing of technology to streamline and drive business forward. Key topics also include the rise of competitive socialising and the repurposing of traditional retail spaces

### EXHIBITION

There's a new show in town as Manchester gets ready to host the **Amusement and Retail Entertainment Show** at the popular and trendy Cotton Sheds next April. With anticipation bubbling, ARE has signed a collaboration agreement with the **Gambling Business Group** for its keynote conference schedule on the day before the expo gets underway.



into entertainment venues.

Karen Cooke, ARE Organiser, commented: "This new show will take place at the

Cotton Sheds in Manchester. The unique venue, combined with a focus on the wider amusement and retail

gaming sector, will give the show a distinct atmosphere. The support we've received from exhibitors has been

incredible, and we're delighted to be working alongside industry pioneers. We are also planning to ensure a strong networking and social element to the event and believe it will attract new visitors due to its Northern location."

A key element of the ARE Show is its recently agreed collaboration with the Gambling Business Group. This will help shape vital content for the event, focusing on a wide range of topics such as new legislation, money laundering directives and licensing.

Peter Hannibal, CEO of GBG, stated: "We are

delighted to be involved in this exciting new event. This is a crucial time for the industry with the introduction of a new gaming legislation, and it is essential that we ensure regulators and licensing authorities understand the positive innovations the industry is developing, with social responsibility at the heart of everything they do. The amusement and retail entertainment sectors are making a significant contribution to our high streets, retail parks and the wider economy, and this event will be an ideal platform to shine a spotlight on that work."



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