

PRESS RELEASE



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For immediate release

Bacta launches EAG Online 2021

- The entertainment industry's market-leading annual trade event will take place from 27-28 January 2021 -

Industry trade body, bacta, is delighted to announce that its popular business-to-business trade exhibition, The Entertainment, Attractions & Gaming International Expo (EAG), will go ahead as an online event from 27-28 January 2021.

EAG 2021 was originally due to take place in January 2021 at ExCeL London, but due to ongoing uncertainty caused by the pandemic, bacta was forced to cancel the face-to-face exhibition earlier this year. However, behind the scenes both EAG Expo and bacta have been working hard to find new ways to support the industry and communicate latest industry developments in these challenging times.

Offering a combination of virtual exhibition stands, an exciting seminar programme and the ever-popular bacta networking lounge, EAG Online 2021 presents a real opportunity for exhibitors and visitors to continue to do serious business. With meeting scheduling, live chat, live video and networking capabilities, the online event will continue to bring the coin-operated attractions and wider entertainment and leisure industry together, albeit in a different way.

According to Karen Cooke, show organiser, "As soon as we knew that a face-to-face exhibition wasn't going to be possible in 2021, we approached our marketing agency, Oyster Studios, and together we have created EAG Online 2021. We have developed a dynamic and engaging online event offering exhibitors a choice of Bronze, Silver and Gold exhibition stand packages to suit all budgets.

"EAG usually attracts over 5,000 representatives from the world's leading tourist attractions, resorts, leisure parks, arcades and holiday venues and as usual we will be offering complimentary tickets to the event for the trade."

Martin Burlin, Chairman of EAG Expo says: "I'm extremely excited about the online event as it offers an excellent opportunity for UK and international exhibitors to take part in the event. In previous years some would-be exhibitors may have been deterred by the cost of attending a trade event, paying for accommodation and taking time out of the office – in 2021 EAG will be more accessible than ever before."

For further information about exhibiting at EAG Online 2021 – or if you are interested in holding a seminar at the event – please contact Karen Cooke on **+44 (0)7545 970200** or email: karencooke@swanevents.co.uk.

ENDS

Notes for editors

- EAG Online 2021 will take place from 27-28 January 2021
- Bacta is the trade association for the UK's amusement machine industry: <https://bacta.org.uk>
- Swan Events is one of the UK's most experienced and respected events organisation companies and the name behind some of the world's most successful trade shows: <https://swanevents.co.uk/our-story/>

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