

MEDIA RELEASE



Friday, 20th February, 2015

AIME 2015 Gala Dinner location announced

Karen Bolinger, Chief Executive Officer, Melbourne Convention Bureau (MCB) has revealed today that Central Pier in Melbourne's Docklands will set the scene for the inaugural 2015 Asia Pacific Incentives & Meetings Expo (AIME) Gala Dinner.

The showcase social event hosted by MCB will follow AIME on Wednesday, 25th February, rather than precede the show, which is all part of the new AIME experience.

"We are excited to announce the location as Central Pier as this community and events hub set on Melbourne's waterfront reflects our distinct Melbourne style – meeting its industrial past with modern design and reinventing something new and surprising."

"The setting, just minutes from the inner central business district and surrounded by stunning water views is perfect for the new style of event. Hosted Buyers, Media and Exhibitors will be immersed in a celebration that truly represents the creativity, colour and vibrancy of Melbourne."

"Guests will be able to catchup with new business contacts and continue the conversations from the previous two days of the show in a more intimate and relaxed environment."

Many local businesses, which are MCB members, have collaborated to bring the AIME Gala Dinner to life including Atlantic Group, Peter Jones Special Events, and Harry the Hirer, as well as support from the City of Melbourne.

Atlantic Group has a reputation for challenging industry norms through innovation and excellence continued Ms Bolinger. So whilst the location has been revealed be prepared for something a little different - Melbourne is known for unexpected discoveries and creative twists.

"I have no doubt that this year's event will further showcase the great reputation of Melbourne's business events services and suppliers and demonstrate that no other city works together quite like Melbourne does."

Tickets are selling fast, with a limited availability remaining. The dress code is '*dress to impress*' cocktail and a light jacket is recommended.

AIME is the largest business exhibition of its kind in Australia, and will take place on Tuesday, 24th and Wednesday, 25th February at the Melbourne Convention and Exhibition Centre. AIME is set to attract more than 2500 delegates responsible for organising meetings, conferences, incentives and business travel, and over 600 Exhibitors from over 37 countries.

Ends.

Contact:
Nicole Beasley
Director Marketing & Communications
t | +61 3 9693 3305 e | nicole.beasley@melbournecb.com.au

www.melbournecb.com.au

Level 12 IBM Centre, 60 City Road, Southbank, Victoria 3006 Australia
t | +61 3 9693 3333 f | +61 3 9693 3344