

MEDIA RELEASE



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AIME Welcome Reception Theme Announced

While the location for the highly anticipated Asia-Pacific Incentives & Meetings Expo (AIME) Welcome Event is being kept a mystery, today Melbourne Convention Bureau (MCB) has announced the theme of the event taking place on Monday, 22 February.

Celebrating all things Melbourne, the AIME Welcome Event, hosted by the MCB will ambitiously showcase 'One Year in Melbourne in One Night.'

Australian events agency EMG has been tasked to produce the event and bring to life Melbourne's unique culture, vibe and spirit and reimagine it so it can be packed into one huge night of entertainment.

Karen Bolinger, MCB CEO said this is a not to be missed event.

"We have taken on a mammoth task to showcase one year in Melbourne in one night and we're excited by what has been created.

"Melbourne's buzzing events scene, sophisticated food and wine and unique culture have been considered and combined to create what will be a truly memorable evening.

"We have listened to the feedback from guests in previous years so this year we have returned to a stand up cocktail event and taken this up a notch.

"Thanks to our city-wide collaboration and our partner, City of Melbourne, we can provide a taste of what Melbourne has to offer as a business events destination," Ms Bolinger said.

Lord Mayor of Melbourne Robert Doyle said he looks forward to welcoming the delegates.

"People love to visit Melbourne because there is such a diverse range of things to see, do and experience," the Lord Mayor said.

"We are one of the most vibrant and sophisticated cities in the world and we look forward to showing our guests why we have been named the world's most liveable city for five consecutive years."

The AIME Welcome Event is the precursor to AIME, which is owned by MCB and is the largest business expo in Australia. Taking place the evening before the two-day exhibition starts on 23 and 24 February, the AIME Welcome Event will be located within 5 minutes of the CBD and commence at 7pm with a cocktail dress code.

Tickets are \$150 and available to purchase at www.aime.com.au

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