



13 January 2016

## Surprise Location for 2016 AIME Welcome Event in Melbourne

The highly anticipated and hugely popular Asia-Pacific Incentives & Meetings Expo (AIME) Welcome Event hosted by Melbourne Convention Bureau (MCB) is back by popular demand and will again be kept a mystery, with the unique venue details to be revealed in the weeks leading up to the event.

Taking place on Monday, 22<sup>nd</sup> February, the evening before AIME 2016 officially commences, the Welcome Event is one of the hottest tickets in town for anyone attending AIME or involved in the business events, travel or tourism industry.

Guests can this year expect to be surprised and delighted with a uniquely Melbourne theme running across all event touch points, as well as some exhilarating moments throughout the evening.

Karen Bolinger said thanks to the collaboration with Event Management Group (EMG), who have been tasked with the creative direction and production of the event, the AIME Welcome Event is looking set to be one of the best yet.

“As the events capital of Australia Melburnians know how to put on a show and we are looking forward to showcasing the best of Melbourne to our international, domestic and local guests.

“Melbourne is renowned for its unique culture, world-class food and wine and bustling major events calendar so we wanted to give our guests a taste of this over the course of the evening.

“The AIME Welcome Event is the ideal platform to network with industry associates in a casual and entertaining setting before the hard work begins the following day as the two-day tradeshow commences,” Ms Bolinger said.

The AIME Welcome Event hosted by MCB will be located within 5 minutes of the CBD and will commence at 7pm. The dress code is cocktail.

Tickets are \$150 and available to purchase at [www.aime.com.au](http://www.aime.com.au)

AIME, which is owned by MCB is the largest business expo of its kind in Australia, and will attract community of over 4,000 industry suppliers and planners responsible for organising meetings, incentives and business travel at Melbourne Convention and Exhibition Centre on 23 and 24 February, 2016.

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