

Media Release

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Melbourne Convention Bureau Announces the AIME Welcome Event Location

Following weeks of speculation, the Asia-Pacific Incentives & Meetings Expo (AIME) Welcome Event location has been revealed today as 400 City Road, Melbourne.

Taking place on Monday 22 February, the evening prior to the two-day trade show commencing, the Welcome Event will showcase 'one year in Melbourne in one night' and will aptly take place at 400 City Road, a quintessentially Melbourne event space.

Located within 5 minutes of the CBD, 400 City Road is a new and undiscovered warehouse location and guests will be among the first in the country to experience the unique space.

Karen Bolinger, Melbourne Convention Bureau (MCB) CEO said Melbourne is a city of discovery so it made sense to hold the event at a venue that is still undiscovered by many locals.

"It was vital that our one year in Melbourne in one night theme incorporated a unique location, as Melbourne is renowned for its diverse event spaces as well as being a city full of surprises.

"Located just on the outskirts of the CBD, 400 City Road is a non-traditional space that is off the beaten track and awaiting discovery," Ms Bolinger said.

The AIME Welcome Event, sponsored by the City of Melbourne, will be a showcase of Melbourne and celebrate Melbourne's culture, buzzing events scene and sophisticated food offering.

Tickets are \$150 with limited availability to purchase at www.aime.com.au. The dress code is cocktail.

AIME, which is owned by MCB is the largest business events expo in Australia, and will host more than 550 exhibitors and over 4,000 attendees responsible for organising meetings, incentives and business travel at Melbourne Convention and Exhibition Centre on 23 and 24 February, 2016.

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