

Media Release

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Melbourne Convention Bureau Stand Set to Impress at AIME 2016

Asia-Pacific Incentives and Meetings Expo (AIME) owners, the Melbourne Convention Bureau (MCB) is set to impress at AIME this year, announcing its newly designed exhibition stand which showcases the best of Melbourne.

Highlighting Victoria and Melbourne's strength as a meetings, incentives and conventions destination, the Melbourne stand will uncover how MCB and its partners can facilitate collaboration and deliver real outcomes for event planners, known as The Melbourne Effect.

Showcasing Melbourne's vibrant culture the MCB stand build will feature activation zones dedicated to arts and culture, fashion, sport, food, science, technology and architecture, emphasising the Team Melbourne philosophy to delivering business events.

In collaboration with MCB the stand was designed and built by MCB partner, ExpoNet, with the unique blue print of the stand a nod to Melbourne's modern architecture.

The layout, colour scheme and materials are designed to replicate the iconic Federation Square, while signage throughout the space reflects the Bolte Bridge's recognisable high silver towers, and an entrance installation is reminiscent of the National Gallery of Victoria's roof.

The showcase of Melbourne's arts culture continues in the Arts Centre Melbourne activation zone where guests can enjoy video footage from the Performing Arts Collection.

Highlighting Melbourne's urban arts scene, chalkboard artwork by Melbourne Street Tours will be created during AIME, where guests can see it evolve before their eyes and will be encouraged to snap and share it to #AIMEinspo.

For the sports fans a sporting precinct will be created highlighting the Melbourne Cricket Ground and guests can take a photo with the 1964 Melbourne Football Club Premiership Cup.

The Tuesday afternoon Networking Hour, commencing at 4:45pm, will have a sports flavour with Melbourne Football Club legend Russell Robertson attending as a special guest. Attendees can enjoy wines from Rochford Winery and food provided by Business Events Victoria.

The iconic Flinders Street Station will also be on display, with City of Melbourne's renowned city ambassadors in their distinctive red uniforms assisting with directions, public transport enquiries, events and more.

A fashion activation will highlight one of Melbourne's major international events, The Melbourne Cup Carnival, with a millinery display and demonstration from renowned Melbourne milliners Kim Fletcher and Serena Lindeman from Melbourne Millinery Workshops, as well as millinery on display from Heather Edwards.

Melbourne's knowledge IQ will also be on display, highlighting why Melbourne holds the title of Australia's Knowledge Capital, with a series of compelling facts revealed across medicine, science, technology, engineering and education.

MCB partner, the Melbourne Convention and Exhibition Centre (MCEC) will be exhibiting within the stand, showcasing a range of fresh, seasonal produce prepared in-house by Executive Chef, Peter Haycroft as well as revealing the 2016 concept for its sophisticated gala pop-venue, Lorem Ipsum.

Business Events Victoria (BEV) has also partnered with MCB, and will be showcasing regional Victoria as a business events destination. Regional experts will be onsite throughout the show and visitors to the stand will have the opportunity to explore Victoria's regions without leaving the city.

"We wanted to encapsulate the essence of Melbourne as a business events destination, and provide a space where guests can meet informally to connect, engage and be inspired," said MCB Chief Executive Officer Karen Bolinger.

"AIME is the premier event for the meetings and incentives industry and is key to the growth of the business events industry in Australia. Like other AIME exhibitors we wanted to ensure that we have capitalised on the opportunity to generate new business by being bold and creating a buzz around our exhibition space, which we encourage all other exhibitors to do.

"The dominant theme across our stand is the Melbourne Effect, and how MCB and its partners are able to transform ideas into innovations, the community into a collaborative force and provide immersive experiences for delegates and visitors.

"The MCB stand has transpired thanks to our Team Melbourne collaborative effort with our partners including MCEC, Business Events Victoria, City of Melbourne, ExpoNet, Melbourne Cricket Club, Melbourne Street Tours and Arts Centre Melbourne."

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