

New direction for Melbourne Stand at AIME 2019

Asia-Pacific Incentives and Meetings Event (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.

The new Melbourne stand will showcase the city's vibrant culture and uncover Victoria's major icons, attractions and events, through a series of interactive activation zones dedicated to the arts, major events and food and beverages emphasising the Team Melbourne philosophy to delivering business events.

In collaboration with MCB, the stand was designed and built by strategic partner Harry the hirer with the unique blue print of the stand a nod to Melbourne's iconic architectural skyline.

MCB CEO Karen Bolinger said the overall elegant look and feel supported with concierge-style customer experience provides an ideal setting to showcase MCB partner's products and services.

"We've reimagined our stand this year, and I think it will sit well amongst the reinvigorated AIME 2019 event.

"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 Ms Karen Bolinger.

Heralding quintessential landmarks of Melbourne, Harry the hirer General Manager Exhibitions Michael Firman said they wanted to design a stand that incorporated elements of the city that are iconic and identifiable.

"One key feature is the overhead bulkhead which was designed to represent an amalgamation of iconic structures that pepper Melbourne's skyline and inviting open spaces to offer a personable and comfortable meeting environment conducive to discussing future business."

Gold roofing elements of the new MCEC expansion, and a play on the Arts Centre Melbourne spire are key elements of the bulkhead design.

"We are excited to be the new MCB partner to bring about a totally new design to the famed Melbourne stand. We plan to add further iconic features to the stand over the coming years as a beacon of bringing people together to create memorable experiences," Mr. Firman added.

With 15 partners spread across the largest stand on the show floor, the Melbourne stand promises to be a hive of activity with free coffee and espresso martinis daily, give-aways, raffles, competitions and much more.

MCB partner, the Melbourne Convention and Exhibition Centre (MCEC) will be exhibiting within the stand, showcasing an incredible 'chocolate dessert smash' and Four Pillar Gin Bar with samplers featuring Rare Dry Gin, Spiced Negroni Gin, Bloody Shiraz Gin and Modern Australian Gin.

The Arts Centre Melbourne *Play Me, I'm Yours* series will be brought to life where piano will pop up in the most unexpected places at the Melbourne stand. Their only request to passers-by: 'Play me, I'm yours'. A fun invitation for delegates to engage and share Melbourne's love of music and the visual arts.

Dylan Alcott will make a special appearance on ICMI Speakers & Entertainers exhibit within the stand for a book signing with book sales.

For those who love a selfie, delegates can choose from a range of filters from the animated GIF photo booth on the stand and enjoy the perfect way to capture memories of AIME 2019 and post them straight to social media.

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 how MCB and its partners are able to transform ideas into innovations, the community into a collaborative force while providing immersive experiences for delegates.

Exhibitors showcased on the Melbourne Stand include: Sofitel Melbourne on Collins, Experience Hotel Group, Localing Private Experiences, Solution Entertainment, ICMI Speakers & Entertainers, The Timber Yard, Novotel Melbourne on Collins, Grand Hyatt Melbourne, Eureka 89, The Langham, Melbourne, Metropolis Events, Pullman & Mercure Albert Park, Pullman on the Park, Showtime Event Group, Marvel Stadium and Arts Centre Melbourne.

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Images of the Melbourne stand are available [here](#)

[Images by SDP Media](#)

AIME is where meetings, events and incentives industry decision makers meet for business adventures across Australia, Asia-Pacific and the rest of the globe. AIME is owned by the Melbourne Convention Bureau (MCB), a business development organisation, with its core function to secure international and national conferences, incentive travel reward programs and other business events for the Australian state of Victoria.

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