

Take a wellness break at the Melbourne Stand during AIME 2020

The Melbourne Convention Bureau (MCB) is set to inspire Asia-Pacific Incentives and Meetings Event (AIME) delegates at the Melbourne Stand. As the largest stand on the AIME 2020 show floor, this year's Melbourne Stand promises to showcase the best of the city, challenge expectations and many exciting new exhibitors.

Custom built by Harry the hirer and retaining its stunning central location next to the Exchange, the Melbourne Stand will reveal new perspectives to uncovering the city's strengths in hosting business events.

MCB Chief Executive Officer, Julia Swanson said AIME is the premier event for the meetings and incentives industry in the Asia Pacific region and is key to the growth of the business events industry in Australia.

"It is an opportunity for us to showcase what MCB does best - collaborating with its partners and highlight the city's capability to work together with the industry to deliver impactful outcomes for event planners."

For delegates visiting the Melbourne Stand, an opportunity to take a step back, unwind and re-energise in a creative way will be part of the stand experience. MCB has partnered with Parks Victoria to deliver an innovative way to enhance the event experience by incorporating a short wellness break using the latest Virtual Reality technology.

Delegates can sample 'digital wellness' and enjoy seven minutes of spectacular Melbourne and regional Victoria's 360 oceans, waterfalls and mountain views together with calming music that will enhance all the user's senses.

Ms. Swanson said, "Offering a holistic wellness culture for business events has become a 'must have' for every meeting as wellness and mindfulness have become a priority in the industry."

"MCB works collaboratively with its industry partners to ensure our events offering is constantly evolving and appealing to the next generation of event buyers and planners," Ms. Swanson added.

With 18 partners spread across the Melbourne stand, it promises to be a hive of activity with free coffee, giveaways, raffles, activations and much more including a 'Make It. Sip It. Snap It' activation area by Melbourne Convention and Exhibition Centre (MCEC), where visitors will be able to take a bite of summer and build their own tart using fresh locally sourced berries and seasonal stone fruits.

Find the Melbourne Stand and Melbourne Convention Bureau from 8:00am – 6:00pm on Tuesday 18 and from 8:30am – 5:00pm on Wednesday 19 February 2020.

Exhibitors showcased on the Melbourne Stand at AIME 2020 include: The Melbourne Convention and Exhibition Centre, Showtime Event Group, Saxton Speakers, Victoria Pavilion, Metropolis Events, Melbourne Star Observation Wheel, Pullman Melbourne on the Park, Pullman Melbourne Albert Park, W Melbourne, Novotel Melbourne on Collins, Sofitel Melbourne on Collins, Grand Hyatt Melbourne, Hotel Chadstone, Eureka 89, Crown Hotels, Solution Entertainment, The Langham, Melbourne and Arts Centre Melbourne.

Asia-Pacific Incentives and Meetings Event (AIME)
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Melbourne Convention and Exhibition Centre
www.aime.com.au

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About AIME

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.