

Media Statement



16 October 2023

Business Events Adelaide Takes Centre Stage at IMEX Las Vegas

Business Events Adelaide is delighted to announce its participation in IMEX America, being held in Las Vegas between 17 to 19 October 2023.

This annual gathering of business event and corporate incentive professionals provides an exceptional platform for *Business Events Adelaide* to showcase its remarkable success in securing major international business events to Adelaide, Australia, and highlighting the city's unique park-like environment, world-class venues and Team Adelaide flexibility.

Business Events Adelaide works closely with the Department of the Premier and Cabinet, testament to the importance that the South Australian government places on the business events sector. For events that meet specific criteria and align with South Australia's key strategic sectors - including biotech, health and medical research, defence, and space industries - *Business Events Adelaide* offers financial support to ensure the success of business events that contribute significantly to the state's economy and knowledge exchange.

‘We are proud of the recent successes we've achieved in securing international business events and corporate incentive events for Adelaide,’ said Damien Kitto, Chief Executive Officer at *Business Events Adelaide*. “Our presence at IMEX America is an opportunity to engage with organisers and demonstrate how Adelaide's unique offerings can elevate any business event’.

The *Business Events Adelaide* team, including Ms Casey Hehner, Director of International Sales, will be present on the Australia stand. ‘Casey will be investigating any new business events that may be looking to come to the Asia Pacific region and providing them with comprehensive details of Adelaide as a host city. In the medical and scientific sectors, we proudly boast the largest biomedical precinct in the southern hemisphere within walking distance of the Adelaide Convention Centre,’ Mr Kitto added. ‘Additionally, Adelaide is a stronghold in the defence sector due to its strategic partnerships. Adelaide is an outstanding choice for a wide range of business events, and we look forward to showcasing Adelaide's boutique charm and versatility to the world at IMEX.’

To arrange an appointment with Casey Hehner, Director of International Bidding, at IMEX America, please utilise the booking portal: <https://imexamerica.com/newfront/exhibitor/11548>, or visit the Australia stand E1304.

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