



MEDIA RELEASE

AIME Visitor registration, where inspiration begins

Friday 19th December, 2014: Visitor registration for AIME (Asia-Pacific Incentives & Meetings Expo) 2015 has opened today with a brand new program promising to inspire everyone in attendance.

AIME, scheduled to take place on 24 and 25 February 2015 at the world-class Melbourne Convention and Exhibition Centre, is the must attend event for those involved in organising travel, planning meetings, conferences or special events. These industry members are encouraged to pre-register online from today to secure free entry to the event.

Following AIME 2014, 94% of Trade Visitors classified AIME as a 'must attend event', affirming AIME's position as the leading MICE event in the Southern Hemisphere recently named *Best Exhibition* at the latest Australian Event Awards. Next February, more than 700 Exhibitors from around the globe representing business events, global destinations and travel will showcase their most innovative products and services on the show floor.

In response to the increasing demands of the business and events industry, AIME has unveiled its exciting new community strategy designed to provide the AIME community with access to information and networking opportunities year round. Some of the new initiatives available on the show floor include new social networking events, new business & networking areas and the opportunity to access the latest, most relevant industry information available with the new AIME Knowledge program.

Attendees will be provided with a multitude of networking opportunities and education sessions – such as AIME Knowledge and the Community Hub – for them to grow both personally and professionally. AIME will join forces with Saxton which will celebrate its 50th anniversary on the evening of Tuesday 24 February by gathering more than 25 globally renowned, inspirational speakers including Ita Buttrose, Mike Munro, Mark Bouris, Craig Davis and Vinh Giang for 'Australia Speaks- celebrating 50 years with Saxton'.

Visitors and attendees can expect the best AIME yet, with the strategy creating an interactive online and offline networking experience where those in the industry can stay connected and inspired – encouraging the community to have fun, be creative and foster valuable industry connections.

Commenting on AIME 2015, Jacqui Timmins, Exhibition Director AIME & CIBTM said, "The new community strategy reflects the need to continually refresh our offering in addition to the results of the last years' feedback from our attendees. As an industry leader, we want to further support our community with the latest news, trends, innovations and technologies for them to feel that AIME is the place where inspiration begins.

"On the show floor, the brand new layout will also make life easier for those in attendance, with hotels and products and services grouped together, to ensure attendees can easily find and access the suppliers they want to engage and network with.

At the centre of the show floor, the AIME Community Hub will surprise and delight all attendees with four areas providing industry knowledge, networking opportunities and the Inspiration Zone designed to instill creativity in attendees.”

To pre-register for AIME 2015 or to find out more information about the event, please visit the website: <https://isa.infosalons.biz/reg/aime15m/start.asp>

Delegates who don't pre-register and still want to attend AIME 2015 can also do so by purchasing a ticket on the door for \$25.

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About AIME

The Asia-Pacific Incentives & Meetings Expo (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. AIME brings associations and event planners from around the world to Melbourne annually for a two-day networking event where the best meetings and incentives destinations and products are showcased to the industry.

The show is managed by Reed Travel Exhibitions (RTE), the world's leading provider of exhibitions in the travel and tourism industry, with a wide-ranging portfolio of 20 international events in 13 countries throughout the Americas, Europe, the Middle East, Asia Pacific and Africa. Its market-leading, business-to-business events cover all elements of travel and tourism, including leisure travel, luxury travel, meetings, events, incentives and business travel, as well as golf, ski and spa travel. RTE is part of Reed Exhibitions.