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## **AIME 2007 WINS EVENT OF THE YEAR**

The Melbourne Convention + Visitors Bureau (MCVB), along with Reed Travel Exhibitions, has been awarded Event of the Year for its Asia Pacific Incentives & Meeting Expo (AIME) 2007 at the state level of the prestigious Meetings & Events Australia Industry Awards.

An annual event established and owned by the MCVB and organised by Reed Travel Exhibitions (RTE), AIME showcases the Asia Pacific region's meetings and incentive product to the world's largest buyers of business events.

In securing Event of the Year, AIME 2007 - the largest event of its kind in Australia, and arguably the most significant in the region - was judged on a host of criteria, including: project planning; financial performance; challenges and responses; event significance; and, event success.

In support of its submission for Event of the Year, highlights of AIME 2007 include:

- AIME 2007 generated AUD\$400 million worth of business for exhibitors
- 94% of hosted buyers placed or were likely to place business as a result of AIME. These buyers expect to book 1,632 events, including 286 in Melbourne/Victoria, 550 in other regions of Australia, 473 in Asia and 323 in international destinations
- 76% of visitors intended to place business with exhibitors at AIME 2007. The average value of this business was approximately AUD\$201,000
- More than 96% of respondents rated exhibition management, pre event and onsite services as 'good' to 'very good,' and 98% rated promotion of AIME as 'good' to 'very good'
- AIME 2007 received a record 990 hosted buyer applications and qualified 696, well above the target of 400 buyers
- 85% of hosted buyer respondents considered AIME to be a 'must see' event, and 97% said they were 'satisfied' to 'very satisfied' with AIME in terms of meeting their objectives.

Speaking on AIME's Event of the Year win, Sandra Chipchase, MCVB's CEO, said that receiving such recognition by industry and independent judges testified to the significance of both the event, and Melbourne as the event's host city.

'AIME generates enormous revenue for the city, extensive publicity and makes a major contribution to the industry's sustainability in the region.

'Despite the challenges created by a shorter than usual gap between shows last year, Reed's Management of the Trade Show was excellent and AIME 2007 was an outstanding success in its key function of generating business for Melbourne, Australia and the Asia Pacific region.' Ms Chipchase said.

According to Event Director, Rosemarie Sama of Reed Travel Exhibitions (RTE), the MEA Award builds upon the excellent reputation of AIME and further enforces its premier position in the marketplace.

'AIME has been recognised as the benchmark for other meetings and incentive events, and many of the systems, networking events and procedures used at AIME are now being utilised in other events worldwide.

'This award is a tremendous recognition and attests to the collaborative spirit that continues to drive AIME to even greater heights. We would particularly like to acknowledge the support of our major sponsors, including the Melbourne Convention and Exhibition Centre, Crown Melbourne, Australian Hotels Association and Qantas, and we would also like to thank the industry, both nationally and internationally, who support the event year after year,' Ms Sama said.



In closing, Ms Chipchase said that, having won at a state level, she looked forward to the event now being in the running for a national award at next month's National MEA Awards.

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