



Media Release
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Melbourne turns on a spectacular welcome to AIME 2007

Melbourne Convention + Visitors Bureau (MCVB) will welcome AIME Hosted Buyers and visitors to Melbourne with two spectacular events next February.

"The AIME 2007 Welcome Reception will set the scene for an exciting two days in Melbourne, the events capital of Australia," said MCVB chief executive officer, Sandra Chipchase.

"We've combined one of Melbourne's iconic venues with a team of Melbourne's best event specialists to present 'Discover Victoria', a welcome reception that will help you explore our state's diversity."

'Discover Victoria' will provide a taste of everything the state has to offer, from urban alleys that lead to exquisite restaurants, funky bars down hidden laneways, gourmet food and wine from throughout the state and heart-thumping entertainment all set amidst the backdrop of Victoria's diverse regional beauty.

"With the help of audio visual and themeing experts Solution Red, Melbourne's award winning event organiser, Peter Jones Special Events, and the culinary magic of Epicure Catering you will be transported deep into the heart of Victoria," said Sandra Chipchase.

"Discover Victoria will allow you to meet and mingle with 1,800 exhibitors, visitors and Hosted Buyers from throughout the world. It's networking at its best. Come equipped with a sense of adventure and you're sure to have fun," she said.

Melbourne is also organising a new event for the second night of AIME, replacing the traditionally Gala Dinner.

"'Dine on the Dock' will allow our guests to see Melbourne's newest inner-city waterfront precinct, NewQuay," Ms Chipchase said.

Home to a vast array of award-winning restaurants, buzzing bars and cafes, boutique retailers and fine art galleries, NewQuay offers a truly unique Melbourne experience.

Pre dinner drinks will be hosted at the sultry Beach Club and Kobe Jones event space at Water Front City before guests choose to dine in one of New Quay's outstanding restaurants, included in the 'Dine on the Dock' programme.

"See the precinct come alive with amazing effects and entertainment from Staging Connections and be blown away by a spectacular event finale!" said Sandra Chipchase.

And for those who like nothing but to dance the evening away, the Crown After Party in the television style Studio 3, is a must. Crown Events will host the most fantastic party, so you have no excuse not to enjoy your evening in Melbourne.

The Discover Victoria AIME Welcome Reception will be held from 6-8.30pm on Monday 12 February at the Melbourne Cricket Ground. Dine on the Dock will be held from 7pm – 1am on Tuesday 13 February at NewQuay. AIME 2007 is at the Melbourne Exhibition Centre, 13 -14 February, 2007.

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