



# AIME. FOR A FIVE STAR EVENT.

Exhibitor Prospectus

AIME IS PART OF THE REED TRAVEL EXHIBITIONS MEETINGS AND EVENTS PORTFOLIO



AIME IS OWNED BY MCVB



AIME IS MANAGED BY RTE



**AIME is the must attend event in the Asia-Pacific region** for the meetings, incentive, business travel and events industry. Showcasing destinations, venues and a wide range of products and services from all parts of Australia, Asia-Pacific and internationally. AIME is taking place 21-22 February at the Melbourne Convention & Exhibition Centre in Melbourne, Australia

### AIME. For a five star event.

In addition to your stand on the show floor, you will also have access to numerous additional areas such as the Globe Restaurant and the new Globe Casual Dining Area, the Global Media Partners Lounge and the Internet Lounge. These areas allow exhibitors to take advantage of media opportunities, demonstrate product and services, meet socially with buyers and visitors and conduct business in a relaxed but professional atmosphere.

### AIME for the best networking opportunities

AIME has set the standard by providing the 'Best in Networking' year after year, allowing exhibitors and buyers further opportunity to converse with existing and new clients on and off the exhibition floor. In addition to AIME's highly anticipated Welcome Reception on the Monday evening, with over 2,000 attendees, AIME offers additional networking options in the Globe Restaurant and Globe Casual Dining Area, as well as the Networking hour and the AIME event on the Tuesday evening.

**84%**  
of Exhibitors  
returned from  
2010

### AIME partners, sponsors and supporters

AIME is supported by many prestigious companies and leading associations in the business events industry who recognise AIME's important role in generating future events for the region.



event partner:



major sponsors:



AIME 2011 was one of the best shows of its type I have attended. The face to face contacts allowed me to interact directly with providers and clarify my needs and how they fit with the destinations and venues present at AIME and to make the decisions I need to make.

Michael L.Haley, Ph.D., CAE, Executive Director, International Communication Association (Hosted Buyer)

# 75%

of Visitor respondents stated they were likely to return to visit AIME in 2012

# 91%

of Hosted Buyers respondents are likely to recommend to colleagues that they attend AIME 2012

## Top ten Attendee Demographics

- Advertising / PR / Marketing
- Association / Society
- Corporate Companies
- Destination Management Companies
- Event Management Companies
- Exhibition Organisers
- Government / Education
- Professional Conference Organisers
- Sales Promotion Agencies
- Travel Management Companies

## Who Exhibits?

- A/V & Technical Companies
- Airlines
- Associations
- Attractions
- Catering Companies
- Convention & Exhibition Venues
- Corporate Hospitality
- Corporate Merchandise Companies
- Cruise Lines/ Luxury Trains
- Destination Management Companies
- Destination Professional Conference Organisers
- Entertainment Companies
- Event Management Specialists
- Event Photography
- Event Production Companies
- Exhibition Organisers & Contractors
- Ground Agents
- Incentive Houses
- Meeting & Conference Planners
- National Tourist Organisations
- Promotional Products & Services
- Registration Companies
- Speakers Bureaux
- Team Building Companies
- Technology Providers
- Theming & Decorative Specialists
- Tour Operators
- Trade Publications
- Transport Operators
- Venues
- Venues with a Difference



“ ”

After 7 years participating in this show, I would say that it keeps improving the quantity and quality level of buyers. 10 points.

Marcelo Molinari, Costa del Sol Convention Bureau

Estimated average total expenditure per 2011 Hosted Buyer:

# US\$407,279

## Ways to Exhibit

### Main Stand Holder

As a main stand holder you have the flexibility to showcase your company on an individually designed and built stand or choose a convenient shell scheme stand with furniture package provided by us.

### Exhibiting Partner

A cost effective choice for a smaller company or organisation wishing to participate as part of a destination. An Exhibiting Partner benefits from sharing a stand with a Main Stand Holder to provide a strong presence and collaboration of services in one place.

### Pre Scheduled Appointment Diary

Computer matched appointment schedule based on buyer and exhibitor preferences.

### Branding Opportunities

Increase awareness of your brand by placing your logo on various pre-show, online and onsite collateral or structures.

Take advantage of our unique branding opportunities designed to help companies generate greater impact, enhance their image and drive more buyers and visitors to their stand. AIME offers an unrivalled opportunity for you to come face to face with a unique blend of influential business events professionals.



AIME 2011 was a fantastic, well-run event that attracted high quality meeting and incentive planners. This enabled us to successfully showcase our destination and establish new relationships which we can now grow and develop.

Jackie Lau, Vanuatu Tourism Office



AIME is a fantastic show to be part of and a must do on our calendar as we get fantastic exposure to a wide range of buyers and generate a high amount business.

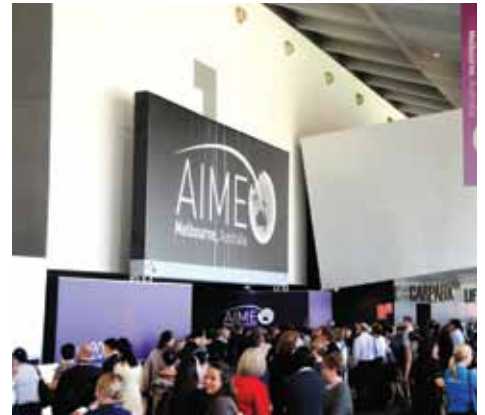
Jayson Heron, Crown Melbourne

## Networking opportunities

- Welcome Reception
- Networking hour
- Tuesday evening networking event

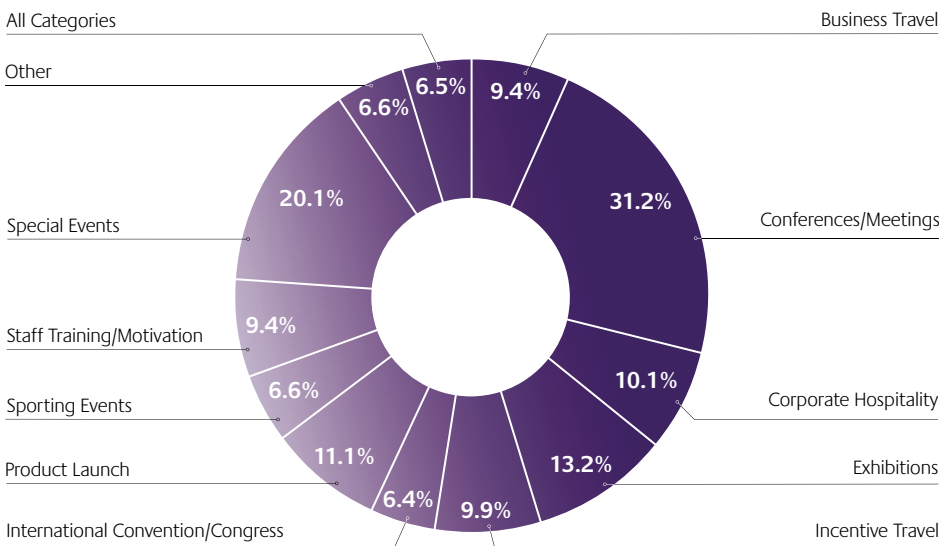
## Marketing & media support

- Personalised page on the exhibitor area of AIME website
- Inclusion in the AIME Exhibition Directory
- Step by step guides – Exhibitor Manual and AIME Marketing Manual
- Gain editorial in the AIME previews and the AIME Daily
- Host a media launch or press conference in the media centre
- Distribute your media kit to leading national and international trade journalists
- Make contact with more than 60 media representatives expected to attend AIME
- Free PR support from our dedicated PR agency





## Types of Event Organised by Attendees



**92%**  
of respondents expect the business that was booked at AIME 2011 to occur within the next two years



As an event management lecturer, event organiser and international journalist, attending AIME in 2011 provided me with a broad range of excellent options for holding events in Australia and internationally. Having attended the AIME event for many years, this has grown from small beginnings to the international event showcase I saw in 2011.

Carole Goldsmith Visitor



As a participant of AIME for 1 years, it is considered one of our premier shows that we participate in, which yields the highest level of ROI for our destination.

Adele Tasaka, Hawaii Visitors & Convention Bureau

## How to book your space

### step 1

Fill in the booking form, which can be downloaded from [www.aime.com.au](http://www.aime.com.au). Complete the form and return to the AIME team or send an enquiry to the team via the website.

### step 2

AIME will contact you to confirm stand location.

### step 3

Once we have received all completed paperwork and confirmed your location you will be sent a 10% invoice to confirm your participation.

Once your stand is confirmed you will receive an email that contains your personalised reference number and access code to log into the Exhibitor Zone on the AIME website. You will continue to receive information from the AIME team, including your Exhibitor and Marketing Manuals, which will assist in your preparation for the event.

### Contact us:

AIME Sales Team, Tel: +61 2 9422 2470, Email: [aimesales@reedexhibitions.com.au](mailto:aimesales@reedexhibitions.com.au)



Reed Travel Exhibitions organizes 12 events worldwide, including World Travel Market, Arabian Travel Market, EIBTM, AIBTM, CIBTM, GIBTM, CIBTM, AIME, International Golf Travel Market, International French Travel Market – Top Resa, International Luxury Travel Market (ILTM), La Cumbre and ILTM Asia.

### Global meetings and events portfolio



21-22 February 2012  
Melbourne, Australia



30 August-  
1 September 2011  
Beijing, China



29 November-  
1 December 2011  
Barcelona, Spain



26-28 March 2012  
Abu Dhabi, UAE



19-21 June 2012  
Baltimore, USA

Organised by

