



AIME. FOR A FIVE STAR EVENT.

Hosted Buyer Program

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



AIME IS OWNED BY MCVB



AIME IS MANAGED BY RTE



Come and join us at the five star event

What is AIME?

The Asia-Pacific Incentives & Meetings Expo (AIME) is recognised throughout the world as the best event for meetings and incentive business, education and networking in the region.

Held annually in Melbourne, Australia, AIME brings together more than 800 exhibitors from over 40 countries, showcasing the best destinations, venues, products and services in the Asia-Pacific region. AIME provides an excellent opportunity to meet international and Asia-Pacific suppliers in the one place. Established by the Melbourne Convention + Visitors Bureau (MCVB) and organised by Reed Travel Exhibitions (RTE), AIME is a must for anyone responsible for organising meetings or events.

When is AIME 2012?

AIME will take place on **Tuesday, 21** and **Wednesday, 22 February 2012** at the Melbourne Convention and Exhibition Centre

Who attends AIME as a Hosted Buyer?

AIME Hosted Buyers are recognised as VIP Buyers within the industry and are key decisions makers within their field. AIME invites a variety of industry sectors to be a part of the VIP program, including: Professional Conference Organisers, Associations & Societies, Corporate Companies, Event Organisers and Meeting Planners, Destination Marketing Companies, Government and Education bodies, Travel Agencies, Incentive Houses, PR/advertising Agencies and many more.

What is the AIME VIP Hosted Buyer Program?

This Five Star event invites buyers from around the world to be hosted at AIME. These buyers are then given the opportunity to meet with exhibitors through a dedicated and exclusive Pre Scheduled Appointment system. Buyers are also provided with a number of other exclusive VIP benefits.

What are the Hosted Buyer Invitations?

There are four options within the Hosted Buyer Program.

These options are:

Fully Hosted Buyer – one or two day
Semi Hosted Buyer – one or two day

Five Star Benefits

Benefits include:

- Complimentary 3 to 5 star accommodation and transfers
- Complimentary invitation to Pre-Touring around Victoria
- Complimentary invitation to Hosted Buyer Breakfast
- Complimentary invitation to Welcome Reception on Monday Evening
- Invitation to the AIME social event on Tuesday evening
- Optional Post-Tour Program around Australia
- Exclusive access to the VIP Hosted Buyer Lounge and AIME Pamper Zone

All Fully Hosted Buyers also receive complimentary return flights!

Who are our Exhibitors?

AIME showcases a variety of product:

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

91%
of Hosted Buyers said they would recommend AIME to their colleagues



AIME provided an excellent International Hosted Buyers program and I greatly enjoyed my days spent in Melbourne and the Whitsundays. I made some valuable business contacts and got a deeper understanding of Australia's incentive potential. The coming months I will work on a few specific ideas for incentives which hopefully will lead to business Down Under in 2012.

Paul Gommans IvBK - Dutch Institute for Bilateral Knowledge Exchange

Apply today at aime.com.au

Benefits of attending AIME 2012

Complimentary travel and accommodation

Hosted Buyers who meet the qualification criteria, will receive complimentary airfares, accommodation and transfers.

Five Star Business Appointments

Every Hosted Buyer will receive a personalised diary of appointments. Simply select the exhibitors you would like to see and we will match your preferences to the exhibitors diaries, ensuring you fulfil your minimum requirement each day.

86%

of Hosted Buyers are likely to place business as a result of AIME

Hosted Buyer Lounge

As AIME VIPs, Hosted Buyers have a dedicated lounge to relax between appointments, network with colleagues, or catch up on phone calls.

Pre touring

Melbourne Convention + Visitors Bureau provides an excellent program for Hosted Buyers showcasing Melbourne and the State of Victoria's attractions, venues, infrastructure and event services.

Post touring

Hosted Buyers can extend their stay and see more of Australia's wonderful attractions, meeting and incentive product. Choose from several different post touring destinations around Australia.

Exclusive Networking Opportunities

As part of the program you will have access to a range of complimentary networking events that run throughout AIME. Be sure to check out the social program online for details!

Pamper Zone

Hosted Buyers have exclusive access to the AIME Pamper Zone, located on the show floor to relax and rejuvenate in between appointments.

Do you Qualify?

If you organise, influence or make budgetary decisions for meetings, incentive travel, international conventions, product launches, staff training or other events then you could be eligible to attend AIME as a Hosted Buyer.

Applications for the VIP Hosted Buyer program are reviewed against a strict criteria and an external qualification team to ensure only the senior level of buyers with budget responsibility attend as part of the program.

Qualification criteria includes the number of domestic and international events organised annually, purchasing authority, annual budget, amount of business conducted and potential future business.

Over 800
exhibitors at AIME
from more than
40 countries



“““

Congratulations on a great event! It was invaluable as a 'one stop shop' - I've already got a number of venues sending me quotes for the next 12 months, so all my legwork has been done for me!

Amanda Chan - EW Tipping Foundation

Don't miss out, apply today at aime.com.au

Apply Today

Early bird registration

Apply now to ensure your place on the AIME 2012 Hosted Buyer Program.

All buyers who register and qualify up to and including Friday, 28th October will receive a 10% saving on their registration fee.

Apply at www.aime.com.au and click on the Hosted Buyer button

Event Partner:



Major Sponsors:



AIME Contacts

AIME's Hosted Buyer Team can assist you with any queries you may have.

Asia-Pacific enquiries

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Reed Travel Exhibitions organizes 12 events worldwide, including World Travel Market, Arabian Travel Market, EIBTM, AIBTM, CIBTM, GIBTM, 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



29 November-
1 December 2011
Barcelona, Spain



26-28 March 2012
Abu Dhabi, UAE



19-21 June 2012
Baltimore, USA



12-14 September 2012
Beijing, China

REED TRAVEL EXHIBITIONS

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www.reedtravelexhibitions.com

All information contained herein was correct at time of printing and remains subject to change at the organiser's discretion.

Statistics quoted are from the AIME 2011 Hosted Buyer, visitor and exhibitor surveys conducted by Micromex Research and from the AIME 2011 CAB Audit.