

regional
victoria
conference
group

AIME 2008
19th—20th February

REGIONAL VICTORIA

**EXHIBITOR
PROSPECTUS**



AIME 2008

AIME is the premier exhibition in the Southern Hemisphere for the meetings and incentives industry. The two-day event showcases the best Australian, Asia Pacific and international destinations, products and services, and provides excellent professional education and networking opportunities.

AIME 2007 included 842 exhibitors including Hosted Buyers and media representatives. The total audience attendance was 2,603. The data collected from independent surveys of Hosted Buyers, visitors and exhibitors confirms strong business results for participants.

AIME 2008 will mark the events 16th year with an exciting new education program, great new social events all at the halls nearest the Clarendon Street Main Entrance of the Melbourne Exhibition Centre.

AIME 2008 is expected to attract more than 850 exhibitors from 50 countries and over 2,500 trade visitors including an anticipated 400 Hosted Buyers.

If your target market is corporates, incentive houses, associations, PCOs, event management companies, marketing and public relations agencies and government in the Asia Pacific region, then AIME 2008 is the place to be.

Exhibitor Package Options

This year again, the Regional Victoria Conference Group will be teaming up with the Melbourne Convention and Visitors Bureau to exhibit at AIME 2008 as part of a 'Victoria' section.

A new design for our display, which was developed for AIME 2007 will be used over the next 2 years, and has been developed and as part of our ongoing commitment to provide members of the Regional Victoria Conference Group with co-operative marketing opportunities at reduced rates it is with great enthusiasm that we offer members to participate in AIME 2008. Exhibitor package options are listed below:

Option A: - Full booth

- 2 x 2.5 sq metres of floor space - 2008 - \$4,933.50 (inc. GST)
- Includes a 1.2m x 0.8m backboard. Any changes of artwork in backboards from AIME 2007 will incur an additional cost of \$310.20 inc. GST. For an upgrade to a plasma screen will incur an additional cost of \$440 inc. GST.
- Custom designed shell scheme, which includes furniture (Bar stools x 2 and white table with lockable cupboard for storage), A4 desktop brochure holder, fascia signage and overall theme for Regional Victoria and Victoria
- Regional destination marketing opportunity as exhibitors will be grouped together in regions
- Access to catering in the Regional Victoria reception and hospitality lounge
- Specialised marketing campaign in addition to AIME managements promotions, this will specifically target regional Victoria corporate buyers
- Referral service from the RVCG reception / hospitality lounge
- Referral service from Melbourne reception / hospitality lounge
- Free listing in official AIME 2008 catalogue
- Free visitor invitations to distribute to clients



Option B: - Destinal booth

- 4 m x 2.5 sq metres of floor space - \$10,000 (inc. GST)
- Includes 2 x 1.2m x 0.8m backboards. For an upgrade to a plasma screen will incur an additional cost of \$440 inc. GST.
- Custom designed shell scheme, which includes furniture (Bar stools x 2 and white table with lockable cupboard for storage), A4 desktop brochure holder, fascia signage and overall theme for Regional Victoria and Victoria
- Regional destination marketing opportunity as exhibitors will be grouped together in regions
- Access to catering in the Regional Victoria reception and hospitality lounge
- Specialised marketing campaign in addition to AIME managements promotions, this will specifically target regional Victoria corporate buyers
- Referral service from the RVCG reception / hospitality lounge
- Referral service from Melbourne reception / hospitality lounge
- Free listing in official AIME 2007 catalogue
- Free visitor invitations to distribute to clients
- Can on-sell to 8 destinal members @ \$1,250.00 per member.
- Can on-sell to 4 destinal members @ \$2,500.00 per member

Regulations on Destinal Booths:

1. Destinal stands must have one company willing to organise the entire stand.
 2. If on-selling, this company must do it and invoice for it. The chosen organising company will be invoiced from RVCG for the total amount.
 3. The organising company will receive 2 tickets to the welcome reception.
 4. Pre Scheduled Appointments (PSA's) only available to main booth holder.
 5. When on-selling - destinal buy in members would get limited access to the tradeshow - Each destinal member could have the opportunity to man the stand for 1 day.
 - If on-selling to 8 members - each member gets a 50cm image of their property on the backboard and an A4 brochure stand to hold their brochures.
 - If on-selling to 4 members - each member gets a 1 m backboard and an A4 brochure stand.
- * Please note that if artwork for the backboards is received after the **23rd January, 2008** a 30% surcharge will be applicable.

Extras for all Booths:

- Plasma Screen - additional \$440 inc. GST (16:9 widescreen), plasma will require 1 x 10amp power-point.
- DVD player - \$61.60 inc. GST
- Tagged/tested 4-plug powerboard - \$27.50 inc. GST
- Power points - \$77.00 inc. GST
- Icon Brochure stand - \$104.50 inc. GST
- Additional 1200 x 800mm backboard—\$310.20 inc. GST
- *PSA - Pre Scheduled appointments - Full - \$3,118.50 inc. GST or Shared - \$1,559.25 inc. GST.

***Pre Scheduled Appointments:** This year the organisers have changed the online process whereby exhibitors with PSA's can request meetings from hosted buyers after initial PSA selections have been confirmed to enable appointment schedules to be more targeted. Further information will be forthcoming and a full briefing on how to make the most out of your PSA's will be held at the Exhibitor Briefing on the 19th November, 2007.

Note: There are only 8 PSA's available so allocation of space and Pre Scheduled Appointments will be made on a first in basis.

Booking Deadline

To book your space, please fill in the following Booking Form and fax to 03 9650 8543 by Friday 9th November, 2007.



Regional Victoria Conference Group

AIME 2008 - Booking Form

19th - 20th February, 2008, Melbourne Exhibition Centre

Name:

Position:

Organisation:

Phone:Email:.....

Details of the terms and conditions will be provided to all RVCG exhibitors on finalisation of participants. These terms and conditions will be consistent with the AIME prospectus.

- Option A - Full Booth (2x2.5m) \$4,933.50 (Inc GST)
- Option B - Destination Booth (4x2.5m) \$10,000.00 (Inc GST)
- *Pre Scheduled Appointment \$3,118.50 (Inc GST)
- **Shared Pre Scheduled Appointment \$1,559.25 (Inc GST)
- 2007 RVCG Membership \$330.00 (Inc GST)
- Extras (Please note) _____ \$ _____

Total: \$ _____

* Pre Scheduled Appointments are limited and will be allocated on a first in basis.
** Please nominate below which other exhibitor you will be sharing your PSA with:

Please indicate preferred terms:

- 50% paid by 20th November, 2007 - Please invoice me on November 9th for \$ _____
and 50% paid by 15th January, 2008 - Please invoice me on December 18th for \$ _____
- 100% paid by 20th November, 2007 - Please invoice me on November 9th for \$ _____

I understand that if my second installment is not received by the due date, then the RVCG may re-allocate the exhibition package.

Signature: Date:

PLEASE RETURN BY 9th November, 2007 TO:

Tamara Ristevski
 Regional Victoria Conference Group Ph: 03 9650 8399
 C/- Tourism Alliance Victoria Ltd Fax: 03 9650 8543
 PO Box 18136, Collins Street East Email: tamara@tourismalliance.com.au
 MELBOURNE VIC 8003

NB: All participants must be current members of RVCG