

# SOUTHERN HIGHLANDS INDUSTRY PROSPECTUS



## 17-19 FEBRUARY 2020

*Melbourne Convention & Exhibition Centre*

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AIME 2020 HERE





# AIME

ASIA PACIFIC  
INCENTIVES AND  
MEETINGS EVENT

17-19 FEB 2020 | MELBOURNE

**Q:**

**DO YOU WANT VALUABLE MID-WEEK BUSINESS FROM THE MEETINGS, CONFERENCE & INCENTIVE MARKET?**

**SOLUTION:**

Partner with Destination Southern Highlands (DSH) at AIME 2020.

DSH & the Southern Highlands Key Stakeholders Group have recently developed a strategy to grow the region's midweek market by establishing it as the 'Boutique Conference Capital of NSW'.

Part of the strategy is participation with Destination NSW (DNSW) at next year's largest international tradeshow targeting meeting & event planners in Melbourne at AIME 2020 - Asia Incentives Meetings Event.

**WHAT**

**IS**

**AIME?**

The annual international tradeshow exhibition invites over 4,000 suppliers and meeting & event planners to meet at the Melbourne Convention & Exhibition Centre, where they meet major industry players & regions do business with over 11,000 face to face meetings over two days.

## **SOUTHERN HIGHLANDS ON SHOW**

DSH has partnered with DNSW to co-exhibit in our own 3m x 3m booth to market our region with 32 pre-scheduled appointments with major influencers in an effort to transact business for the Southern Highlands.

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## COST OF EXHIBITION

DNSW has co-sponsored our stand alone booth from \$16,000 to \$10,835.

DSH needs support from local industry to underwrite the shortfall of DSH financial & resource support.

DSH has been able to gain further support from the Destination Sydney Surrounds South Network to the value of \$2,400 and DSH will contribute \$2,600 plus two staff to attend & operate the Southern Highlands stand.

There is an opportunity for a select number of local operators to co-partner with DSH & DNSW as follows:

### OPERATOR INVESTMENT

\$1,000  
per operator x 5 slots

### HOW WILL YOU BE SHOWCASED

\*Opportunity to provide your business collateral

\*Approx 500 meeting planners in attendance

\*Access to exhibitor portal

\*Details of 32 confirmed appointments & customers

\*Opportunity for social media promotion via AIME, DNSW & DSH

## EXPRESSIONS OF INTEREST

**RSVP DEADLINE** - Friday 25 October 2019

### Further Contact

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**CLICK HERE ADVISE YOUR INTEREST**