

EXPRESSION OF INTEREST TO CO-EXHIBIT WITH PENRITH CITY COUNCIL AT THE ASIA-PACIFIC INCENTIVES & MEETINGS EVENTS EVENT

Penrith City Council is seeking Expressions of Interest for a local operator to co-exhibit with us at the Asia Pacific Incentives and Meeting Events (AIME) 2024.

What is AIME?

AIME is the leading trade event for the meetings and event industry in the Asia Pacific region. AIME is where industry decision makers connect, create and do business.

Taking place from 19 – 21 February 2024 at the Melbourne Convention & Exhibition Centre, AIME brings together qualified business event buyers with exhibitors from across the world.

In June 2022 Council endorsed the Think Penrith Think Events Strategy, to leverage new and existing business precincts and Western Sydney airport to attract business events with several action points to adhere to.

Further information about AIME can be found here: aime.com.au

The curated Hosted Buyer Program ensures that buyers who attend Asia Pacific Incentives and Meetings Event are ready to do business. The pre-scheduled appointment system aligns over 14,000 meetings, matching buyers needs with the destinations and services on offer from over 300 exhibitors.

AIME is where the key stakeholders in the industry gather, transfer knowledge, foster learning and contract business for the conference and event sector.

Penrith Council have partnered with Destination NSW to showcase the entire destination at AIME 2024, The Destination NSW AIME 2024 exhibition presence is a joint collaboration with Business Events Sydney, working with 20 destinations across the State to promote business event destinations throughout NSW to over 2000 buyers from Australia and around the world.

In support of the local tourism market, we have an opportunity for one local operator to also join us to promote both Penrith and their specific venue.

Benefits

- Sharing a 9sqm Penrith branded exhibition space with Penrith City Council providing the opportunity to sell your venue which will complement Council selling Penrith as a destination.
- Sharing 1 pre-scheduled appointment stream with Penrith City Council (up to 32 appointments with registered buyers).
- 1 x exhibitor badge giving you access to the welcome event, networking breaks, knowledge program, full company listing and open meeting diary.
- Furniture, and A/V requirements.
- Opportunity to upload sales and marketing material to the Penrith portfolio on the AIME website.

Cost

The cost to co-exhibit with Council at AIME 2024 is \$4,000 (plus GST).

Costs of travel and accommodation are borne by the successful operator.

Expression of Interest

This Expression of Interest opportunity is open to any venue who have quality collateral and exhibition ready or business event market products.

To submit your EOI, link to form or please send the below details to Shelley Lee, shelley.lee@penrith.city by COB Friday 3 November 2023.

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Applicant Details

Contact Name

Job Title

Email Address

Phone Number

Organisation Name

Organisation Website

Organisation Type (please tick the box that most accurately reflects your organisation)

☐ Business Events Venue with accommodation

☐ Business Events Venue without accommodation

☐ Business Events Supplier

☐ Tourism Operator

☐ Accommodation provider

☐ Other, please specify below:

If other, please describe

A brief description about your organisation/business?

Please give a brief description of your current marketing activities to attract business events and your process to bid for business events?

When bidding for business events do you prefer to target State, National, Regional or local companies or organisations?

Please outline some of the past business events you have hosted?

Have you been to AIME in the Past?

Yes No

Were you already going to AIME 2024?

Yes No

Do you have capacity to host post event famils at your own expense?

Yes No

Demonstrated knowledge of the Penrith area and other venues?

How will you be able to work with Penrith City Council to promote the Local Government Area and all it has to offer?

CONTACT US

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