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Perth to host MICE show

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The business tourism industry in Western Australia had matured to the point where it could sustain an annual trade show to showcase what's on offer to meeting and event planners, according to Perth Convention Bureau Managing Director Christine McLean.

Announcing the launch of the inaugural Perth Event Show from May 6 to 7 next year, Ms McLean said the time was now ripe for Perth to have a trade show for local, national and international buyers.

"The industry has now come of age and I believe it can support and sustain an annual trade show in Perth," she said.

The event will be managed by long established and well known exhibition company CMS Events, whose principal Richard Campbell is a life member of the PCB.

The PCB will be the major sponsor of the event while the Perth Convention and Exhibition Centre has come on board as the venue partner.

Ms McLean said the PCB was keen to provide a forum where the industry could meet with buyers to update them on what Perth and Western Australia had to offer as a business events destination. "We have been looking at some form of event for the past couple of years and I am pleased all the pieces of the jigsaw have fallen into place to enable us to mount an annual trade show," she added.

"There is a lot of enthusiasm and support from our industry members and a strong commitment by all the partners to ensure this trade show is a success and an annual fixture on the PCB's calendar."

CMS Events Managing Director Richard Campbell said he was confident the Perth Event Show would become a must attend trade show for national and international buyers in the years to come.

"There is certainly a lot of industry support for this event and over the next few weeks we will be announcing additional partners as we grow the components and presentation areas for the show," he said. "Prime positions have already been reserved so stands are going to sell fast."

Mr Campbell said the event would be marketed extensively throughout Australia and to the PCB's database of buyers in Asia and Europe. The marketing would feature a strong direct mail and email campaign to more than 4,000 known buyers and would be supported by radio, magazine and newspaper advertising.

Viral marketing would also be used to promote the event.

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