



Media Release

3 March 2010

MAJOR WIN FOR WA AT AUSTRALIA'S BIGGEST BUSINESS EVENTS CONVENTION

New Perth Convention Bureau Chairman Ian Laurance was ecstatic at the news that the Perth Convention Bureau (PCB) was awarded the best stand at the Asia Pacific Incentive and Meetings Expo (AIME) in Melbourne today.

"As the incoming Chairman of the PCB I am delighted at this early success. AIME is the premier tradeshow for business events in the southern hemisphere. It is a great achievement for the PCB team and the Western Australian business events industry," said Mr Laurance.

Coordinated by the Perth Convention Bureau the stand features for the first time the new business events branding for Western Australia, with imagery depicting the fresh, vibrant and friendly characters of the destination.

A total of 23 exhibitors feature on the stand, representing Western Australia strongest presence ever and showcasing some of the best infrastructure, product, services and experiences available in the State.

Says Bureau Managing Director Christine McLean: "There is some fierce competition here in Melbourne and it is real coup for the destination to be recognised as one that is innovative and stands out from the crowd."

"This year the WA stand epitomises the new brand essence of a "fresh perspective" and reflects the Space to Connect - our business events tag line - which underpins our destination branding.

The striking design combined with strong industry participation from our Perth and regional members have contributed to this successful outcome."

"AIME is an essential event on the marketing calendar and our presence this year reflects the passion and professionalism of the business events industry in Western Australia."

The stand was designed and constructed by local exhibition and event company Perth Expo Hire with creative input provided by Corporate Theatre Productions, also Perth based.

The exhibitors on the WA stand range from hotels, resorts and venues to conference and event organisers, from destination marketing organisations to audio visual companies and exhibition specialists.

"WA- The space to connect" 2010 stand members:

Augusta Margaret River Tourism Association	Novotel Ningaloo Resort Exmouth
Australia's North West	Novotel Vines Resort
Australia's West	Perth Convention Bureau
Australis Margaret River	Perth Audio Visual
City of Fremantle	Perth Convention Exhibition Centre

For further information, please contact: Natasha Sellei, Marketing and Media Coordinator, Perth Convention Bureau. Tel: +61 8 9218 2922. Mob: 0408 904 013 Email: nsellei@pcb.com.au





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Corporate Theatre Productions	Perth Expo Hire & Furniture Group
Duxton Hotel Perth	Pinctada Cable Beach
Eco Beach Wilderness Retreat	Rendezvous Observation City Hotel
Esplanade Hotel Fremantle	Rydges Perth
Hyatt Regency Perth	Sheraton Perth Hotel
Meeting Masters	Tourism Western Australia
Metro Hotel Perth	

-Ends-

Image: Attached image- The Western Australian stand at AIME, Melbourne 2010.

Video: [Click here](#) for link to video interview of Anne Last, Director Marketing speaking from the stand at AIME

[Click here](#) for link to video of the stand on You Tube.

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