



QUALIFICATION CRITERIA FOR AIME 2010

To ensure that all buyers that apply for the Hosted Buyer Program are thoroughly qualified they firstly need to complete all details of the online Hosted Buyer application form, available at www.aime.com.au

As a qualifier you will be given a qualification link to an online webpage where you will be able to view the application form for each buyer, suggest the category they should be hosted as and also and submit your own comments regarding each buyer.

The questions asked as part of the Hosted buyer application form are:

1. What type of company do you work for
2. Have you visited AIME in the past
3. How would you describe your position in the company
4. What level of responsibility do you have for the venue / event
5. What type of events do you organise
6. Which industries do you work in
7. Is your business focus primarily – Australia / International
8. In which geographical areas are you interested in
9. Number of events organised per year
10. Average number of attendees per event
11. Annual budget for your events
12. In which product areas are you interested in
13. Are you member of any of the industry associations
14. What would you like to achieve at AIME?

The buyers also provide details of 3 previous events and 5 future events in the Asia Pacific region. If a buyer is unable to provide information on Asia Pacific events, they can provide details of events they manage worldwide.

There are 2 categories in the hosted buyer program

Fully Hosted - is the highest category of hosting with flights, accommodation, transfers, seminars and social function costs covered by AIME.

Semi Hosted - can apply to any buyer that you feel doesn't have enough business to be Fully Hosted however still has some business and should attend AIME. Semi hosted buyers can choose to attend AIME on 1 or both days of the event and have fewer appointments per day. Semi Hosted Buyers have accommodation, transfers, seminars and social function costs covered by AIME.

When qualifying, each question needs to be considered. For example, are they a PCO, if so they do not need to be fully hosted every year. New corporate, incentive and association buyers are given preference, as these are the industry sectors we are trying to increase.

Fully hosted places should try to be given to new quality buyers and also to regular AIME buyers that have new business for the Asia Pacific region.

No international buyer can be fully hosted two years in a row unless there are special circumstances. International buyers can be offered a trade hosted buyer position and pay for their own airfare and accommodation to Melbourne if they want to attend AIME in consecutive years.

Also taken into consideration is the level of responsibility they have in their company, we try to have majority senior buyers on the program as they are usually the ones who have the authority to make budgetary decisions on the show floor. Senior buyers are given precedence for fully hosting.

The range of events is also important, for example are they organising in Australia only? For Australian applications we want buyers to be organising events in more than one state and ideally in Asia and New Zealand also. For international buyers we need to see their potential for the Asia Pacific region. International buyers must have confirmed business for the Asia Pacific region, or confirmed potential business in the Asia Pacific region, in order to be fully hosted.

We take into account the size and spend of events. If a buyer has multiple events however the number of pax is always under 20, then we will offer them a trade hosted position on the program. This of course differs if the events are small however are high yielding.

RTE will verify past and future events and do further investigation if needed. Pending the outcome of this investigation the category of hosting may change from what has been suggested by the qualifiers.

The qualifiers role is to provide knowledge of the buyer that RTE may not be aware of. The more specific the information provided, the better we are able to qualify the application.

Examples by previous qualifiers comments include:

- “knows the buyer and they are always looking for new destinations for their incentive groups”
- “organises many meetings for McDonald’s Asia Pacific on a yearly basis”
- “new to AIME, sounds small but good business listed”
- “new to AIME but well known events company”

The AIME Hosted Buyer Manager will take into consideration the qualifiers comments and will make the final decision on what category of invitation to extend to the buyer. The Manager oversees the total number of invitations sent and acceptances received, and also has control over the budget. In some instances it may not be possible to fully a host a buyer event though they have met the criteria. RTE will endeavour to fully host all buyers that meet the qualification criteria and will look at all possible avenues in which to achieve this.

Should you have any queries in relation to the above, please do not hesitate to contact me directly.

Kindest regards,

**Rebecca Caines
Hosted Buyer Manager– AIME**

(+61 2 9422-2904
□ +61 2 9422-2162
* Rebecca.caines@reedexhibitions.com.au