

MULTI MILLION DOLLAR FACELIFT TRANSFORMS MELBOURNE SHOWGROUNDS

Following a \$108 million redevelopment, the Melbourne Showgrounds has been transformed into a world-class venue. Making the decision on where to host an event easy, the Melbourne Showgrounds is Victoria's newest and most versatile venue.

The upgraded venue in Ascot Vale, which is managed by a team dedicated to meeting their customer's needs and maximising the event experience, boasts not only restored heritage-listed buildings, but also brand new state-of-the-art facilities and amenities, such as:

- A world-class indoor and outdoor exhibition and event space
- A 19-hectare site featuring a new icon on Melbourne's skyline, the impressive Grand Pavilion, which has the capacity to seat 4,500 people
- An Exhibition Pavilion encompassing 10,000 square metres of contemporary space
- 60,000 square metres of versatile undercover space for exhibitors

Mark O'Sullivan, CEO, Royal Agricultural Society of Victoria, says the Melbourne Showground venue is already exceeding expectations, kick-started by a very successful 2006 Royal Melbourne Show. Following the relaunch of the venue, many major exhibitions, corporate events and conferences have already been scheduled for what is shaping up to be a healthy 2007.

"The Melbourne Showgrounds offers a team that is prepared to go the extra mile to maximise any event experience. The team strives to provide each and every customer with a unique solution by bringing fresh ideas to life. This results in engaging experiences for our customers and their guests, along with providing unforgettable moments," he said.

Conveniently located less than half an hour from Melbourne's International Airport and situated 10 kilometres from Melbourne's CBD, the Showgrounds are fully serviced by public transport including trains, buses and trams.

To place the venue on the international event map, the Melbourne Showgrounds is taking part for the first time in the 2007 Asia Pacific Incentives and Meetings Expo (AIME). At AIME, visitors will be provided with the opportunity to engage in a one-on-one presentation with a member of the Melbourne Showgrounds team, to hear firsthand about the new facilities and services available.

Visitors to the event will also be encouraged to attend an open day to be hosted at the Melbourne Showgrounds in March.

"It is hoped that this years partnership with AIME will promote the redeveloped venue as an exciting alternative and preferred choice for exhibitors looking to hire space within the Melbourne metropolitan area," said Mr O'Sullivan.

For further information please contact or visit:

www.melbourneshowgrounds.com

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