MCCA ANNOUNCES ACM SIGGRAPH WILL HOST ANNUAL EVENT AT BCEC
Event Will Return to Boston after 17 Years

The Massachusetts Convention Center Authority (MCCA) today announced that ACM SIGGRAPH will hold its annual convention at the Boston Convention & Exhibition Center (BCEC) in July 2006. SIGGRAPH, which is one of the largest technology shows in the country, last held their annual event in Boston in 1989.

"SIGGRAPH's decision to come back to Boston after what will be 17 years speaks volumes about the importance of the BCEC in the City of Boston," said James E. Rooney, Executive Director of the MCCA. "The BCEC's advanced technology, size and versatility is getting noticed by major event planners in the technology industry and it is giving events the opportunity to return to Boston or consider Boston for the first time."

The SIGGRAPH 33rd annual conference will draw nearly 25,000 graphic artist professionals from around the world, booking 28,350 hotel room nights and 5,000 rooms during the peak of the convention. Attendees range from computer graphics enthusiasts to a diverse group of researchers, artists, developers, filmmakers, scientists, and other professionals who share an interest in computer graphics.

"Coming on the heels of successfully hosting our first events, we are so pleased that SIGGRAPH has announced that they will bring their popular graphics show back to Boston," said Gloria C. Larson, Chair of the MCCA. "This announcement is helping us to keep up the momentum for bookings and as a full building event, it represents an enormous amount of room nights for Boston's hotels. This is a big win for us."

SIGGRAPH is a highly reputable conference and exhibit on computer graphics and interactive techniques. The conference is known for having unique and educational conference sessions, giving attendees an enormous opportunity to learn about, share and experience the latest technologies in the industry. The SIGGRAPH 2004 Annual Conference and Exhibition was held August 8-12 in Los Angeles and had nearly 230 exhibitors and more than 28,000 attendees.

"Home to numerous universities, graphic arts and technology companies, Boston is an excellent venue for SIGGRAPH," said John Finnegan, SIGGRAPH 2006 Conference Chair from Purdue University. "SIGGRAPH has grown tremendously since we last held an event in Boston. We are looking forward to bringing SIGGRAPH back to Boston where we will showcase the latest tools and technologies and present an extensive

conference program that explores the next generation of visual and interactive technology."

The BCEC opened in June and has held several successful events in its first months of operation including MacWorld, SAP, the Democratic National Convention's Media Party and the Society of Independent Show Organizers. 69 definite events have been booked at the BCEC. There are 18 contracts pending and 132 tentative events scheduled at the BCEC through 2010.

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