

# Front &

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

# CENTER

## A Look to the Future

### Building on Today's Success

by Gloria Cordes Larson and James E. Rooney

It is a source of great satisfaction that our convention centers continue to bring significant recognition and economic benefits to our city, state, and region. However, there are real and complex questions that the MCCA and our industry partners need to ask, and begin to answer—important questions about the future of conventions and tradeshows in our city, throughout our nation, and worldwide. For instance: How is technology going to change the convention experience? What impact will higher energy and travel costs have on the business of conventions? What services need to be developed to guarantee Massachusetts remains a top destination for travelers?



Gloria Cordes Larson  
MCCA Chairman



James E. Rooney  
MCCA Executive Director

Of greater importance in the near term are recent reports that point to the need for additional hotel rooms proximate to the BCEC — especially mid-priced ones. Boston conventions have had great success despite

having one of the lowest number of total mid-priced hotel rooms within close proximity to our convention facilities. We need to examine how this lack of hotel inventory will limit our ability to sustain ourselves as a top-tier convention destination and curb our ability to compete with other major cities. Further, we need to consider what role must the MCCA play in helping to encourage and lead hotel development in the Seaport District.

In the next few months, we will be asking ourselves these questions as well as raising them with the leadership in the city, the state, and the business community. We must seek, develop, and implement solutions that will ensure Boston is prepared to take advantage of changing trends in the industry and to build on the momentum created by the hard work of all who strive to make our city a world-class destination.



## THE GREENBUILD IS COMING! THE GREENBUILD IS COMING!

### “Revolutionary Green: Innovations for Global Sustainability” at the BCEC, November 19-21

Greenbuild International Conference and Expo, the world's largest event of its kind dedicated to green building, will be held in Boston for the first time this November. Sponsored by the U.S. Green Building Council (USGBC), the event is expected to attract more than 30,000 green building innovators and practitioners from around the world, including architects, developers, educators, engineers, green power providers, and government officials.

Greenbuild will feature educational sessions and networking events, plus more than 1,400 exhibitors showcasing leading-edge green products, processes, and technologies. A highlight of the conference will be 25 half- and full-day “green building” tours in

#### EVENT OVERVIEW: GREENBUILD 2008

Attendees: 30,000  
Roomnights: 15,000  
Tax Benefits: \$632,000

**ECONOMIC IMPACT:  
\$23.7 million**

# THE GREENBUILD IS COMING! THE GREENBUILD IS COMING!

“Revolutionary Green: Innovations for Global Sustainability” at the BCEC, November 19-21

Greater Boston and across New England. Participants will see green building practices in real-world settings, from schools and office buildings to housing and museums. “Boston is the perfect host city for our event,” said Ashley Katz, Communications Manager, USGBC. “It’s not only the cradle of the American Revolution, it’s also a leader in innovative ideas and practices for the green-building revolution.”

THREE OUT OF THE DOZENS OF GREEN-MINDED STOPS ON GREENBUILD’S PLANNED CITY TOURS



*Institute of Contemporary Art, South Boston Waterfront*  
Photo Credit: Iwan Baan



*North End Parks on the Rose Kennedy Greenway*  
Photo Credit: Rose Kennedy Greenway Conservancy 2008



*One Beacon Street, Boston's Financial District*

## GREENBUILD 2008: A LEGACY FOR MASSACHUSETTS CHILDREN

In conjunction with each of its annual Greenbuild conferences, the USGBC completes a legacy project in the local community. This year’s project is focused on implementing an interdisciplinary, standards-based curriculum to teach green architecture and design to schoolchildren in Boston and other Massachusetts communities. Learning By Design in Massachusetts, the children’s education program of the Boston Society of Architects (BSA), will lead the multi-year initiative, funded by a grant from the USGBC.

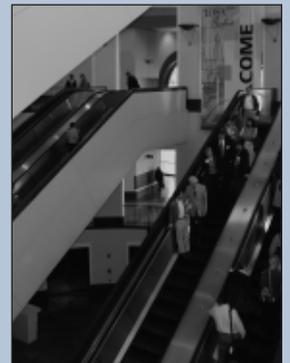
## Hynes In The News:

### LEGISLATION SIGNED INTO LAW; RENOVATIONS UNDERWAY

Exciting changes are coming to the Hynes Convention Center and its adjacent neighborhood. In August, Governor Deval Patrick signed a bill authorizing renovations at the 20-year-old facility. Demolition work has already begun on the existing administration space facing Prudential Plaza, where a 10,459-square-foot restaurant will soon be located. A second 9,511-square-foot restaurant space will be located on the corner of Boylston and Dalton Streets. The \$18 million renovation, which is expected to be completed by spring, also includes needed technological, environmental, and safety upgrades.

### FACILITY GENERATES RECORD \$11.4 MILLION IN REVENUE

The Hynes Convention Center hit an impressive benchmark during fiscal year 2008, generating \$11.4 million in revenue, the highest in its history. That amount is 20% higher than was originally budgeted, and provided a 13.3% increase over FY 2007 revenue. While some of the additional dollars came from unexpected bookings, the bulk was generated by higher than anticipated use of in-house support services, especially technology.



“We’ve focused on selling our ancillary services as a way to create new revenue streams,” said MCCA Executive Director James E. Rooney. “This shows that our efforts are really paying off.” Approximately 366,664 people attended events at the Hynes during fiscal year ‘08, bringing in a total of \$188.4 million in economic impact.



# HYNES

# Q&A:

**ERICA STONE**  
SHOW MANAGER  
NATURAL PRODUCTS EXPO EAST



After more than two decades of being a staple in the mid-Atlantic region, Natural Products Expo East will move its home to Boston this month and settle at the Boston Convention & Exhibition Center. The largest natural, organic, and healthy products tradeshow on the East Coast, Expo East will draw more than 20,000 retailers, buyers, industry leaders and trend spotters over three days, and is slated to return in 2009 and 2010.

## **TELL US A LITTLE BIT ABOUT NATURAL PRODUCTS EXPO EAST.**

The show features thousands of the newest and best-selling products and branded ingredients from over 1,300 companies. It draws a growing international clientele by delivering the best in organic at Organic Products Expo-BioFach America, while also offering an extensive training program for retailers and acting as a platform for advocacy through a strategic partnership with Natural Products Association East.

## **BOSTON IS A FIRST FOR THE NATURAL PRODUCTS EXPO EAST. WHY DID YOU DECIDE TO BRING THE EXPO TO THIS CITY AND THE BCEC?**

With the growth of our show and the industry itself, the BCEC and Boston provide a “greener” venue in which to accommodate that steady expansion. It also brings the event within a greater proximity to the region with the greatest market share of the natural products industry - the Northeast.

## **WHAT MADE YOU CONFIDENT ENOUGH TO BOOK THE EVENT AT THE BCEC FOR THREE YEARS?**

We like to provide our clients with stability and with our show growing at a fairly constant rate, the BCEC provides us with the room we need to grow over time while bringing us closer to a hub of the natural and organic industry.

## **HOW DO YOU SEE THE SHOW EVOLVING OVER ITS EXPECTED TIME AT THE BCEC?**

I envision we will continue to sustain our yearly growth, and I hope we will be able to further “green” our trade show floor and the complementary events.

## **THE NATURAL PRODUCTS EXPO HAS GROWN IN ATTENDANCE OVER THE LAST SEVERAL YEARS. HOW MUCH HAS IT GROWN AND WHY DO YOU BELIEVE IT HAS DONE SO?**

The rate of attendance growth is directly related to the growth of the industry and the increased interest in and importance

of natural, organic and healthy products to individuals all over the U.S. and the world.



## **ASIDE FROM THE LOCATION, WHAT IS GOING TO BE DIFFERENT ABOUT THIS YEAR'S SHOW?**

We will be making a lighter impact on the environment this year by implementing a ‘greening plan,’ a choice that honors the environmental commitment of the industry we serve. There will be an extended onsite recycling program, a ‘Travel Green’ program that will reduce carbon emissions, recyclable and biodegradable materials will be used whenever possible, and exhibitors will be encouraged to have sustainable booth designs. These efforts will set the standard for improvement in the years to come.

## **WHAT WAS THE REACTION FROM ATTENDEES WHEN BOSTON WAS ANNOUNCED AS THE EXPO'S NEW LOCATION?**

We have a long history and well-established client base in the Mid-Atlantic, so reaction has been mixed from those in this region, while there is a lot of excitement from those in the Northeast region.

## **WHY IS BOSTON A GOOD FIT FOR THE NATURAL PRODUCTS EXPO EAST?**

Boston is a progressive city that supports our industry, as well as the environmentally-friendly practices reflected in our show and by exhibitors and attendees. That, in combination with its location and accommodating facility, made it an ideal choice for the Expo.

## **ROONEY WINS SECOND TRADESHOW WEEK “POWER PACK” HONOR**

**GENERATED SIGNIFICANT ECONOMIC ACTIVITY;  
REDUCED HYNES OPERATING DEFICIT**

James E. Rooney, MCCA Executive Director, has once again made *Tradeshow Week's* prestigious “Power Pack” listing of the 100 most influential executives in the convention and exhibition industry. This is Rooney's second appearance on the “Power Pack”, after being recognized in 2006, the last time the list was published. Rooney ranks among a group of twelve other convention center leaders, and is one of only three from the East Coast.

*Tradeshow Week*, one of the convention and exhibition industry's most prominent publications, commended Rooney, saying his “job is to generate economic activity in Beantown, and he's done it well...he's also reduced the operating deficit at (the Hynes) to its slimmest in its 20-year history.”

In 2007, the BCEC and the Hynes generated \$494.2 million in economic impact against \$41.8 million in operating costs.



**“I view this recognition as an important industry affirmation that the MCCA continues to excel in providing award-winning customer service and amenities while generating significant economic activity for Massachusetts.”**

James E. Rooney  
Two-time *Tradeshow Week* “Power Pack” honoree

# the Buzz

IT'S A WIN-WIN-WIN



## **BCEC wins *Banker & Tradesman's* Readers' Choice award**

The BCEC recently was honored as the "Best Event Facility in Boston" in the first ever *Banker & Tradesman* "Best In Business" Reader's Poll.

The awards are given to those Greater Boston organizations considered

superior in their respective industries by voters participating in the poll. *Banker & Tradesman* is New England's leading publication on banking and real estate.

## **Taxpayers win with nearly \$3 million energy cost savings**

The MCCA and ConEdison Solutions have signed an electric supply contract which includes renewable energy to be delivered to all four MCCA properties, including the BCEC, the Hynes, the Boston Common Garage, and the MassMutual Center in Springfield. The agreement, which ensures that a portion of the MCCA's electricity supply will derive from renewable sources such as wind, solar, and hydro-electric energy generation, extends into 2009 and allows for market rate energy purchases on a daily basis. To date, the program has saved the MCCA over \$3 million and this new agreement will build upon those savings.

## **Local students win scholarships**

The MCCA's 2008 Hospitality Scholarships have been awarded to Thomas Johnson of Charlestown; Sau Yan Mui of Quincy; Sasha Packer of Holliston; and Ashley



Willard of Framingham. Each received a \$2,500 scholarship funded by gate shows held at the BCEC, including the New England International Auto Show and the New England Boat Show. Johnson will be studying hospitality at Newbury College; Mui is majoring in hotel management at Cornell University; Packer is a hospitality administration and business management student at Boston University; and Willard is studying hospitality and event management at Johnson & Wales University.

# Boston Convention Centers

## OCTOBER 2008

- 11-13 **H** American Academy of Pediatrics | 10,000
- 12 **B** 2nd Magnificat Conference | 2,000
- 13 **B** Harvard Business School Centennial Celebration | 1,600
- 16 **B** CHAPA Annual Dinner | 1,600
- 16 **H** Rosie's Place | 1,600
- 16-18 **B** Natural Products Expo East | 20,000
- 20-21 **B** MA Digital Government Summit | 350
- 21-23 **B** Mobile Internet World Conference & Expo | 600
- 21-23 **H** American Vacuum Society | 4,000
- 23 **B** Lawyers Weekly Public Unsung Heroes | 500
- 24 **B** United Way: Real Estate & Building Industry Leader | 800
- 28-29 **H** Embedded Systems Conference | 600
- 28-30 **H** Software Development Best Practices | 455
- 31-2 **B** DISCO International 2008 | 6,000

## NOVEMBER 2008

- 3-5 **H** 2008 International Mechanical Engineering Congress | 2,800
- 6-9 **B** Pri-Med East | 6,000
- 7 **H** Photoshop Users Workshop | 600
- 9-11 **H** CTAM | 3,000
- 12 **B** 13th Annual Kenneth B. Schwartz Center Dinner | 1,800
- 13-15 **B** Door and Hardware Institute Annual Meeting | 3,500
- 14-16 **H** Antiquarian Book Faire | 2,500
- 15 **B** Mass. Assn. of Community Development Corporations | 600
- 18-19 **H** Clean Energy Conference | 500
- 19-21 **B** U.S. Green Building Council / Greenbuild International Conference and Expo | 30,000
- 22-25 **H** Society of Biblical Literature | 4,500

## DECEMBER 2008

- 2-4 **H** Materials Research Society | 2,500
- 2 **B** New Bostonians Award Dinner | 1,000
- 3-7 **B** New England International Auto Show | 97,500
- 5 **H** N. E. O. S. Conference | 500
- 6-7 **H** Cultural Survival Bazaar | 2,000
- 6-7 **H** New York City Dance Alliance | 2,500
- 11 **B** Massachusetts Conference for Women | 3,000
- 13-14 **B** El Jolgorio Gala | 1,500
- 30 **H** Alpha Phi Omega National Service Fraternity | 2,000

**B** BCEC Event | Attendees

**H** Hynes Event | Attendees

## More fun than a barrel of monkeys



### MassMutual Center presents Ringling Bros. and Barnum & Bailey Circus' Boom-a-Ring, November 6-9

There'll be six white-striped Bengal tigers, three Asian elephants, thrilling high-wire aerialists, jugglers, tumblers, and acrobats, plus the heart-stopping "Wheel of Steel". It's Boom-A-Ring, Ringling Bros. and Barnum & Bailey's one-ring, European-style circus. "Because the audience is just a few feet away from the action, Boom-A-Ring offers a fast-paced, up-close and personal circus experience for the whole family," said MassMutual Center General Manager Matt Hollander. To add to the fun, there's an all-access preshow that starts one-hour before show time, where spectators can meet the animals and performers, as well as learn circus tricks. The circus will be at the MassMutual Center for seven performances, November 6 through 9. Tickets to this event are currently available through Ticketmaster ([www.ticketmaster.com](http://www.ticketmaster.com)).



Boston Convention & Exhibition Center  
415 Summer Street, Boston, MA 02210