

**NEW BOOKING!** 51st Annual New England Auto Show  
Event comes to Boston November 2007  
1,650 Total Room Nights &  
85,000 Attendees

ISSUE 2

SPRING 07

# Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

## Think Globally, Act Locally

Welcoming High-Profile International Events;  
Extending Local Benefits from Gate Shows

*by Gloria Cordes Larson and James E. Rooney*

Boston's role as a major player in the convention industry continues to grow as the city attracts global shows of the caliber that previously went only to top locations such as Chicago, Orlando, and Las Vegas. In April, the BCEC will host AIIM & OnDemand, the world's largest event for enterprise content and information management. BIO, the global event for biotechnology will follow in May, with Sibos, the annual conference for the global financial community due in October.



Gloria Cordes Larson  
MCCA Chairman



James E. Rooney  
MCCA Executive Director

Important events are happening on the local front as well. Recently, the MCCA and State Senator Jack Hart launched the Community Partnership & Hospitality Scholarship Fund, which will enable all of Boston's neighborhoods

to benefit from consumer shows like the Boat Show. The program, which expands on the South Boston Community Development Foundation created in 2006, will make grants available to local Boston non-profit organizations who work to revitalize and improve the lives of our residents and the communities in which they live. It will also help boost workforce development within the visitor and hospitality industry by providing two scholarships annually to Massachusetts students who are enrolled in hospitality industry programs. Funding for both parts of the program will come from unanticipated revenue generated from gate shows held at the BCEC.

That's great news for the city—and state—on all fronts.

For more information about the Community Partnership & Hospitality Scholarship Fund, or to obtain a downloadable grant or scholarship application, please visit us on the Web at [www.massconvention.com](http://www.massconvention.com).



## 2007 BIO INTERNATIONAL CONVENTION RETURNS TO BOSTON MAY 6 - 9

### Michael J. Fox to Deliver Keynote Address

For the second time in seven years, the Biotechnology Industry Organization (BIO) will bring its annual international convention to Boston. Actor Michael J. Fox, founder of The Michael J. Fox Foundation for Parkinson's Research, will deliver the keynote address on May 7.

In 2000, the organization hosted 10,000 attendees at the Hynes Convention Center. This year's event, "New Ideas. Bold Ventures. Global Benefits." to be held at the BCEC, will draw more than 15,000

industry attendees, venture - capitalists, communications professionals, and policymakers, including 300 public officials from more than 30 countries. "With the co-location of hospitals, universities, entrepreneurs, and the venture-capital community, Boston is well-suited as the site for a global discussion of biotech industry topics," stated Richard F. Pops, Alkermes CEO and previous chairman of the BIO Board of Directors.

#### EVENT OVERVIEW: 2007 BIO INTERNATIONAL CONVENTION

Dates: May 6 - 9  
Attendees: 15,000  
Room Nights: 21,800  
Tax Benefits: \$620,000

ECONOMIC IMPACT:  
\$16.7 MILLION

## 2007 BIO INTERNATIONAL CONVENTION RETURNS TO BOSTON MAY 6 – 9

### Michael J. Fox to Deliver Keynote Address



Over the course of four days, attendees will have a choice of more than 200 sessions and speakers focusing on the global aspects of biotechnology, including business development, global health, clinical research/clinical trials, policy, bioethics, devices and diagnostics, biopreparedness, intellectual property/legal, food and agriculture, and industrial and environmental issues. International seminars will spotlight national-level developments from more than 30 countries and regions worldwide.

“2007 BIO is the kind of premier global event that the BCEC was built for,” said James E. Rooney, MCCA Executive Director. “It also provides an excellent opportunity for visitors from around the world to experience the city of Boston and create networks that will benefit not just the biotechnology industry, but the Massachusetts economy as a whole.”

“With the co-location of hospitals, universities, entrepreneurs, and the venture capital community, Boston is well-suited as the site for a global discussion of biotech industry topics.”

~Richard F. Pops  
Chief Executive Officer, Alkermes  
Immediate Past Chairman, BIO Board of Directors



## Boat Show Confidential

### INSIDE THE BCEC'S FIRST GATE SHOW



It took Steve Kaulback, founder of Vermont-based Adirondack Guide Boat, five years to get to the Boston Boat Show. That's how long he'd been waiting for an exhibitor spot to open up. With the move to the BCEC enabling the show to double in size, he was finally here. Was it worth the wait? “Definitely,” said Kaulback. “There's been a constant flow of people.” Jay

Perrota, president of Black Lab Marine in Yarmouth, Maine was also pleased with the new boat show venue. “It's been an amazing show,” he commented. “Good numbers, high quality attendees and the staff here at the BCEC couldn't be more friendly and helpful.” Many exhibitors praised the building itself, calling it “spacious,” “light-filled,” and “easy to get to.” Attendees were impressed as well. This was the fourth boat show for David Farrington of Boston and he was excited that there were so many more boats than in the past. He'd also been curious about the Convention Center itself. “I watched it being built,” he said. “It's great to finally get to see it from the inside.” Jean and Carl Kronmiller of Foxboro agreed: “It's beautiful. And the show is ten times better than last year.”



#### EVENT OVERVIEW: 51ST ANNUAL BOAT SHOW FACTS

- 1,000 BOATS (UP 100% FROM LAST YEAR)
- 450 EXHIBITORS (UP 50% FROM LAST YEAR)
- 50,000 ATTENDEES (UP 14% FROM LAST YEAR)
- 18,000 CARS PARKED ON SITE
- 4,000 PASSENGERS SHUTTLED FROM NEIGHBORING LOTS
- \$80 MILLION WORTH OF BOATS WERE ON DISPLAY (ACCORDING TO A SURVEY BY MASS MARINE TRADE)



# Q&A:

**M. VIRGINIA WOOD, CMP**  
EXECUTIVE DIRECTOR  
NEW ENGLAND GROWS, INC.

## **WHAT IS NEW ENGLAND GROWS, AND WHAT ROLE DOES IT PLAY WITHIN THE GREEN INDUSTRY?**

New England Grows was launched in 1993 as a combined effort between the local landscape contractors, wholesale nursery growers, arborists and retail garden center organizations that had been meeting independently for years—some as far back as 1912. Every February, we bring 15,000 green industry professionals to the city of Boston. They come to visit our 700+ exhibitors, to participate in our world-class educational conference, and to exchange ideas and information with their peers—which occasionally takes place, I am told, on lunchtime trolley trips to South Boston's fine Public Houses.

## **HOW LONG HAVE YOU WORKED AS THE SHOW MANAGER?**

I have been with New England Grows from the start.

## **THREE YEARS AGO, NEW ENGLAND GROWS MOVED FROM THE HYNES CONVENTION CENTER TO THE BOSTON CONVENTION & EXHIBITION CENTER (BCEC). WHAT WAS THAT TRANSITION LIKE?**

When we moved from the Hynes to the newly opened BCEC in 2005, we took a giant leap of faith. It was a pivotal experience for everyone involved with the show and we all pulled together to produce an outstanding event. The thing I appreciated most about the team at the BCEC was their willingness to listen and make changes—even midstream. I give their attention to customer feedback very high marks.

## **HOW HAS THE CONVENTION INDUSTRY CHANGED SINCE NEW ENGLAND GROWS FIRST STARTED?**

The clear-cut, annual trade show formula of yesterday is gone. Today, we are building communities of like-minded professionals and what we provide that community must be cutting-edge, meaningful, and accessible. We always challenge ourselves to keep the New England Grows experience fresh and relevant.

## **WHAT IS IT LIKE TO PRODUCE A SHOW IN BOSTON?**

It's great! We thoroughly enjoy working in the city with everyone at the BCEC.

## **WERE THERE ANY HIGHLIGHTS FROM THE 2007 EVENT THAT MADE IT A PARTICULARLY MEMORABLE YEAR FOR YOU AND THE SHOW?**

After 15 years of doing business in Boston, we wanted to give something back to the local community. At our event in February we made a significant financial commitment to the Boston Schoolyard Initiative (BSI). The BSI is doing great things for kids and horticulture and we are pleased to support an organization that is so vital to the fabric of Boston's communities. We were particularly honored when Mayor Menino stopped by to thank us for our support.

## **NEW ENGLAND GROWS WAS RECENTLY NAMED THE FASTEST GROWING ASSOCIATION SHOW IN NORTH AMERICA BY TRADESHOW WEEK. WHAT ARE YOUR HOPES FOR THE SHOW, AS IT CONTINUES TO GROW?**

We will continue to provide a fresh, relevant and meaningful event in an industry filled with good people — and we'll hold it in the city we all enjoy so much — Boston!

## **COMMISSION SAYS: “KEEP HYNES”**

### **CITES STRONG BUSINESS CASE FOR NOT SELLING FACILITY**

The special state commission charged with looking at a possible sale of the John B. Hynes Veterans Memorial Convention Center has issued its report: selling the facility is not in the state's best interest. The commission was charged by former Governor Mitt Romney to decide whether the city needed the two convention centers or if the opening of the BCEC in 2004 made the Hynes redundant.

Back Bay business and civic groups had long contended that the two facilities served two different sets of customers. According to Michael Jorgensen, General Manager of the Westin Copley Place, “The Hynes is a focal point of the Back Bay and a necessary part of the convention mix for small to medium-size groups.”

The MCCA will begin working on improvements to the building that were delayed while the future of the Hynes was unknown, which is great news for both current and prospective clients throughout the industry.



# EVENT SPOTLIGHT



# the Buzz

10,000 EBAY-ERS COME TO BOSTON



## BOSTON-BOUND!

The excitement is building

The big show is still weeks away, but conversation is picking up on the eBay Live! discussion boards as eBay community members use the web to plan get-togethers, parties, even arrange coast-to-coast rides to the three-day event to be held at the BCEC on June 14th, 15th, and 16th. Locals are getting into the act by offering everything from hotel suggestions to transportation tips: "Don't drive, take the T" is the consensus on that one. One North End resident is even arranging an "Italian Night" neighborhood tour and restaurant outing online—so far she has about six takers. In all, more than 10,000 eBay community members from around the world are expected to convene for the seventh annual eBay Live!.



# Boston Convention Centers

## APRIL 2007

- 1-3 **B** New England Foodservice | 15,000
- 4-5 **H** Massachusetts Mortgage Association | 350
- 4-6 **H** PhotoShop World 2007 | 2,000
- 4 **B** NEMICE | 2,000
- 5 **H** Taste of the Nations | 2,000
- 10-13 **H** Optometry Exam | 110
- 12-14 **H** Cardiovascular Research Foundation | 600
- 12 **B** BayNorth Capital Annual Meeting-BayNorth Realty | 45
- 13-15 **H** Sports and Fitness Expo | 10,000
- 17-19 **B** AIIM – On Demand | 35,000
- 20-22 **H** Anime Boston 2007 | 8,000
- 20 **B** Natural Technologies | 30
- 21 **B** METCO event | 250
- 21 **B** SEIU 615 | 2,000
- 24 **H** 2007 RHA Leasing Program | 75
- 25 **B** Suffolk Construction Business Mtg. | 350
- 25 **B** N. E. Produce and Floral Expo | 2,500
- 27 **B** Leading the Way Housing Plan | 300
- 30-5/3 **H** American Academy of Neurology | 6,000

## MAY 2007

- 1 **B** Tenacity Event | 1,200
- 7-9 **B** 2007 BIO International Convention | 15,000
- 8-10 **H** Mobil Broadband World Conference | 600
- 11-12 **H** Massachusetts Teachers Association | 1,500
- 13-18 **H** The Data Warehousing Institute | 800
- 14-19 **B** Implantology Symposium 2007 | 500
- 14 **B** Francis Ouimet Scholarship Fund Annual Banquet | 1,200
- 15 **B** Dorchester Bay Economic Devel Corp Annual Gala | 2,000
- 15-16 **H** RoboBusiness 2007 | 300
- 17-18 **B** Wedgewood USA/Royal Bank of Scotland | 500
- 19-22 **H** Financial Executives International | 650
- 19 **H** Christian Science (A.W. Phinney) | 400
- 21-23 **B** ACCM Annual Conf Catalog & Multichannel Merchants | 2,000

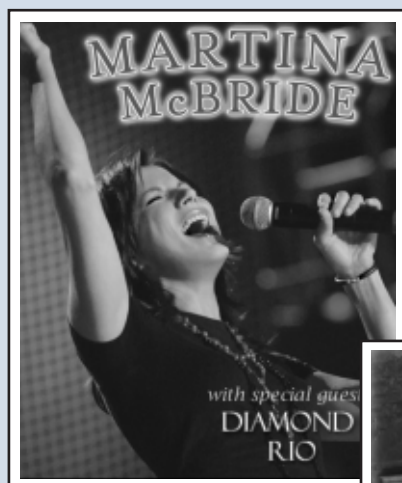
## JUNE 2007

- 3-7 **B** NFPA World Safety Conference & Exposition | 5,000
- 4-5 **H** Realcomm | 1,500
- 5-7 **B** ERI eXchange/Retail Systems Conference & Expo | 6,500
- 7-8 **H** Updates in Pharmacy & Psychiatry | 850
- 9 **H** LandAuction.com | 400
- 10-12 **H** Public Risk Management Association | 1,400
- 12-13 **H** New England Fuel Institute | 10,000
- 14-16 **B** eBay Live! Community Conference | 11,000

**B** BCEC Event | Attendees

**H** Hynes Event | Attendees

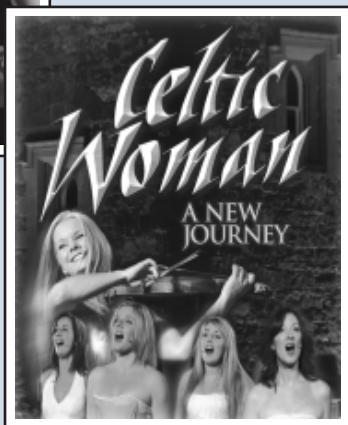
## Where the Girls Are



### Martina McBride, Celtic Woman Here Same Weekend This June

What do five talented Irish lasses have in common with a female country music superstar from Kansas? They'll all be at the MassMutual Center on consecutive nights the weekend of June 23rd and 24th. Celtic Woman, including vocalists Chloë, Lisa, Méav and Órla, plus fiddle player Máiréad, will headline the Saturday night show along with the group's composer and musical director, David Downes. Martina McBride, named "Best Live Act" of 2006 by the Chicago Sun Times, will perform on Sunday evening. Also to be heard at

McBride's Sunday night concert will be the bluegrass harmonies of Diamond Rio. "On this weekend, Springfield will be buzzing with the arrival of two internationally known musical acts," said Matt Hollander, General Manager of the MassMutual Center. "We are excited to be hosting such world-class entertainment at our facility."



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