

NEW BOOKING! The American Diabetes Association comes to the BCEC in 2015 with 49,115 associated hotel roomnights—the most in MCCA history!

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Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

Big Accomplishments; Happy Returns

Keeping the Momentum Going

by Gloria Cordes Larson and James E. Rooney

As we move into 2008, the MCCA is riding a wave of positive momentum. Last month, a consulting team led by Sasaki Associates of Watertown started work on the master plan for the Boston Convention & Exhibition Center and its 62-acre site, a process that will help us determine if and when an expansion of the award-winning

BCEC will be necessary, with preliminary findings and recommendations due by June 1, 2008.

Meanwhile, the BCEC prepares for the return of four of its largest shows over the next few months: The New England Boat

Show, New England Grows, the International Boston Seafood Show, and AIIM & OnDemand, bringing nearly 119,000 attendees combined to the BCEC. In addition, the Yankee Dental Congress, with its 26,000 expected attendees, is making its long-awaited transition from the Hynes to the BCEC. All together, nearly 217,400 visitors are expected at both the Hynes and the BCEC this quarter alone, bringing in \$170.5 million of economic activity.

In addition, our commitment to booking world-class conventions and providing top-level customer service has continued to pay off, as evidenced by our ongoing string of industry honors, including the Event Solutions Spotlight Award, which named the BCEC “2007 Convention Center of the Year.” This recognition helps solidify Boston’s position as a world-class city and a leading convention and meeting destination. Thanks to everyone at the MCCA, we are succeeding in satisfying client needs and generating economic impact, while proving that Boston does it right.



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director



THE START OF A NEW ERA

Yankee Dental Congress Makes Its Move to the BCEC

Come the end of January, there’s one thing you can always depend on: thousands of dental professionals and their families will gather in Boston for the Yankee Dental Congress (YDC), the largest dental conference in New England and the fifth largest in the United States. This year marks the 33rd annual YDC; it also ushers in a new era, as the conference makes its debut at the BCEC.



While the Hynes had served the YDC well over past years, the conference had frankly outgrown its space. “At the BCEC, all Yankee offerings — including courses, exhibits, and special events — can take place under one roof,” says Andrea Richman, DMD and president of

the Massachusetts Dental Society, which presents the conference in cooperation with the dental societies of Connecticut, Maine, New Hampshire, Rhode Island, and Vermont.

THE START OF A NEW ERA

Yankee Dental Congress Makes Its Move to the BCEC

HELPING THE YANKEE BE BIGGER AND BETTER THAN EVER

“Yankee has always been known for its strong educational program with an ever-growing selection of courses,” Richman continues. “Now we will be able to bring the highest quality clinicians to Boston. The proximity to the exhibit space will enhance the educational experiences and the



BCEC’s convenient location will enable us to retain the unique Boston flavor of our meeting.”

In addition to professional development and opportunities to view the latest in dental technology, the YDC offers world-class entertainment and fun activities for attendees and their families. This year, singer-songwriter Sheryl Crow will perform on Friday evening; Saturday evening, attendees can choose from events at five venues around the city, including the Bruins/Red Wings game at the TD BankNorth Garden, the America Repertory Theatre, and the Improv Asylum.

In 2006, the MCCA and the Massachusetts Dental Society signed a contract to keep the Yankee Dental Congress at the BCEC through 2014.

EVENT OVERVIEW: YANKEE DENTAL CONGRESS 33

Attendees: 26,000
Roomnights: 13,660
Tax Benefits: \$540,000

ECONOMIC IMPACT:
\$20.5 million

Food, Glorious Food

DELIVERING A FIVE-STAR DINING EXPERIENCE AT THE BCEC

Duck ala Orange for 3,000. Flounder, hand-stuffed with lobster, for 4,500. 17,500 handmade canapés. Those are just some of the high-end menu items that Michael Tracy, BCEC Executive Chef, and his culinary staff prepared for last fall’s SWIFT International Banking Operations Seminar.

According to James E. Rooney, MCCA Executive Director, “Today’s sophisticated meeting planners and attendees not only expect to find top dining destinations throughout the host city, they increasingly demand an exceptional dining experience at the convention center itself.”



PROVIDING INNOVATIVE FOOD AND HOSPITALITY

To that end, the MCCA recently hired Michael Mihalow to serve as the Authority’s Director of Food & Beverage. At the same time, ARAMARK, exclusive catering provider at the BCEC and the Hynes, named Julie Jordan as General Manager at the BCEC.

As the BCEC continues to attract the biggest and most prestigious events from around the world, Mihalow, Jordan, and Tracey will work together to deliver innovative culinary and hospitality offerings that create memorable

“Whether preparing a meal for 10 or 10,000, everyone deserves a five-star dining experience. That’s what our customers expect, and that’s what we strive to deliver.”

~Michael Mihalow
MCCA Director of Food & Beverage



moments for guests, while reflecting the center’s position as a leading convention facility.

“Whether preparing a meal for 10 or 10,000, everyone deserves a five-star dining experience. That’s what our customers expect, and that’s what we strive to deliver,” said Mihalow. “Our team is passionate about our culinary vision and commitment to personal service through our high-tech kitchen with its top-of-the-line equipment and high-quality ingredients.”



Q&A:

JOE O'NEAL
DIRECTOR
NEW ENGLAND BOAT SHOW

The New England Boat Show will be making waves at the BCEC this month, as it returns to the facility for its second consecutive year. The nine-day event (scheduled January 12-20) will welcome more than 54,000 boating enthusiasts, taking part in one of the largest and most well-respected boat shows in the industry, with 52 years of experience under its belt.

HOW DOES THE NEW ENGLAND BOAT SHOW DISTINGUISH ITSELF FROM OTHER NATIONALLY RECOGNIZED BOAT SHOWS?

What makes the show unique is the audience it serves, both in terms of exhibitors and attendees. Most other winter boat shows target the boating community from the state in which the show is produced. We serve the New England boating community from Maine to Connecticut by insuring the participation of dealers throughout New England, who, importantly, display product lines of nationally recognized manufacturers.

IN FEBRUARY 2007, THE BOAT SHOW MADE ITS MOVE TO THE BOSTON CONVENTION & EXHIBITION CENTER. WHAT WAS THAT TRANSITION LIKE?

The transition was dramatic. The Boat Show grew more than two fold, and with the BCEC's tremendous ceiling height, we were, for the first time, able to display fully rigged sailboats and fully equipped power boats. It is probably an understatement to say that the logistics involved in producing a Boat Show of this size, involving the staging, moving in and displaying of over 1,000 boats, are significant and require precise planning. To our great satisfaction, the staff at the BCEC not only embraced all of the challenges associated with this great event, but also assisted us in executing them flawlessly.



THE 51ST ANNUAL NEW ENGLAND BOAT SHOW WAS THE FIRST CONSUMER SHOW BOOKED AT THE BCEC, GIVING MANY LOCAL RESIDENTS AN OPPORTUNITY TO SEE THE BUILDING FOR THE FIRST TIME. WHAT TYPE OF FEEDBACK DID YOU RECEIVE FROM CONVENTIONEERS AND EXHIBITORS ABOUT THE FACILITY?

The most frequent feedback we received from the attendees and exhibitors was sheer amazement. Many of the exhibitors, who have exhibited in buildings all over the country, rated the BCEC as the best building they had ever exhibited in, giving reasons like the natural light, the layout of the exhibit floor, ease of parking, cleanliness of the building and cooperation of the staff.

WHAT KINDS OF CHANGES CAN ATTENDEES EXPECT TO SEE IN THE SHOW THIS YEAR?

The 2008 Show will feature many new boat manufacturers who have never displayed their boats at the New England Boat Show, dozens of new and innovative marine accessories and products, along with an expanded seminar schedule.

THE NEW ENGLAND BOAT SHOW IS SCHEDULED TO MAKE THE BCEC ITS HOME THROUGH 2011. WHAT TYPE OF GROWTH WOULD YOU LIKE TO SEE IN THE EVENT OVER THE NEXT FOUR YEARS?

We have an opportunity to create a "boating event." In other words, we want to give every boater in New England a reason to come to the Boat Show every winter, whether or not they are interested in purchasing a new boat. We want to educate and entertain the boating enthusiast in other ways, including theme nights, educational seminars, and galley cooking classes. The future of the Boat Show is a "work in progress," offering the best of what we have done exceptionally well for 51 years with new ideas and features.

LIGHTS, CAMERA, ACTION!

SETTING THE SCENE AT THE BCEC



The BCEC will soon be playing a role in not one, but two different motion pictures.

Last September, during filming for *Pink Panther Deux*, starring Steve Martin as the bumbling Inspector Jacques Clouseau, the BCEC's North Lobby was made to look like a dead ringer for Paris' Charles de Gaulle International Airport, complete with European automobiles parked in front and the French flag waving in the background. Previously, in spring 2006, part of the BCEC was used for filming of the movie *21*, starring Kevin Spacey and Kate Bosworth. For that film, which tells the true story about a group of MIT students who cheated Las Vegas casinos out of millions of dollars, the BCEC's exhibition hall was transformed into Las Vegas' McCarran International Airport.

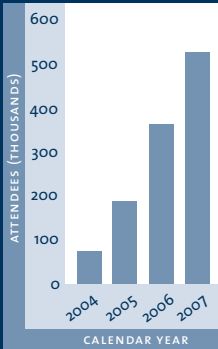
Look for *21* to be released in theaters this March, followed by *Pink Panther Deux* in February, 2009.



EVENT SPOTLIGHT

the Buzz

NEW CROWDS, NEW NEIGHBORS, NEW HONORS



ONE MILLION STRONG

After three full years of operation, the BCEE hit another important milestone in its history: hosting one million attendees. The figure was surpassed in November during the American College of Rheumatology Annual Scientific Meeting, which brought 13,000 visitors to the facility.

RENAISSANCE HOTEL TO OPEN THIS MONTH

The BCEE will meet a new neighbor this month, as the sleek 21-story Renaissance Boston Waterfront Hotel is scheduled to welcome its first guests. With a design inspired by the sails of a ship billowing in the wind, the Renaissance Boston Waterfront blends contemporary luxury with state-of-the-art technological enhancements, adding 471 guestrooms and 21 suites to the city's hotel mix.



"With all new activity and amenities coming to this area, the perception that Boston is an up-and-coming player in the international convention scene will only be enhanced," said James E. Rooney, MCCA Executive Director.

Ground was also broken last fall on the waterfront for the future Fan Pier complex, which will add a mix of office, residential, hotel, and retail space to the 21-acre harborside parcel.

KEEPS GROWING AND GROWING

Three events hosted in 2007 at the BCEE were recently honored as part of *Tradeshows Week's Fastest 50*: BIO International Convention, New England Grows, and the International Boston Seafood Show. The list of top growing trade shows in North America is compiled by the industry's premier publication, and is based on the percentage of growth and total net square footage of growth from 2004 to 2006. Both New England Grows and the International Boston Seafood Show are set to return to the BCEE in February.



Boston Convention Centers

JANUARY 2008

- 11-13 **H** Massachusetts Municipal Association | 1,000
- 12-20 **B** New England Boat Show | 54,200
- 21 **B** MLK Breakfast | 1,500
- 22-25 **H** Monster Sales Conference | 1,300
- 31- 2 **B** Yankee Dental Congress | 26,000

FEBRUARY 2008

- 3-7 **H** Foundation for Retrovirology and Human Health | 3,800
- 7-9 **B** New England Grows | 15,500
- 9 **H** Berklee Jazz Festival | 3,000
- 15-18 **H** American Association for the Advancement Science | 6,000
- 24-26 **B** International Boston Seafood Show | 14,000
- 27-1 **H** Academy of Osseointegration | 2,500

MARCH 2008

- 4-6 **B** AIIM - On Demand | 35,000
- 9-11 **H** National Assn of Student Personnel Administrators | 3,000
- 13-15 **H** Traditional Building Exhibition & Conference | 4,000
- 19 **H** Directions 2008 | 1,500
- 21-23 **H** Anime Boston 2008 | 10,000
- 28-29 **B** National Science Teachers Association | 21,000
- 29-30 **H** D2E Sustainable Living | 2,500
- 31-2 **B** Hewlett Packard Meeting | 400

APRIL 2008

- 2-5 **H** Council for Exceptional Children | 6,000
- 5-8 **B** Boston Gift Show | 10,000
- 6-8 **B** New England Foodservice | 15,000
- 9-12 **H** Intl. Society for Heart & Lung Transplantation | 2,000
- 9 **B** N. E. Produce & Floral Expo | 2,500
- 9 **H** NEMICE | 2,000
- 9-12 **B** Activant Solutions | 800
- 13-14 **H** PLRB/LIRB 2008 Claims Conference | 1,800
- 18-20 **H** Sports and Fitness Expo | 10,000
- 23 **H** Mass. Educational Recruiting Consortium | 1,000
- 28-30 **H** Association of Clinical Research Professionals | 3,000

B BCEC Event | Attendees

H Hynes Event | Attendees

"Nothing But Nets" Means Everyone Wins!



The New England Conference of the United Methodist Church and the Harlem Globetrotters Team Up to Save Kids

This year marks the first time the Harlem Globetrotters will be appearing at the MassMutual Center in Springfield for two consecutive evenings: February 20th and 21st. What makes this even more special is that each ticket sold to the February 20th show by the New England Conference of the United Methodist Church includes a contribution to Nothing But Nets, a global campaign aimed at preventing malaria, a leading killer of children in Africa.

DO GOOD; HAVE FUN

Thanks to the generosity of the Harlem Globetrotters, the Basketball Hall of Fame, and the MassMutual Center, \$10 of every ticket sold will go directly toward the purchase, distribution, and education about the use of insecticide-treated bed nets. And there will be good times had by all, as the \$30 price of admission will also include a ticket to the Basketball Hall of Fame and a Globetrotter autograph session.

Visit neumc.org/globetrotters or call 413-547-8020 for more details.



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