

NEW BOOKING!
American Society of Microbiology comes
to the BCEC September 2010 with
over 10,000 attendees booking
27,000 hotel roomnights

ISSUE 4

FALL 07

Front & NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY CENTER

Keeping Boston in the Forefront

Planning for the BCEC's Phase Two

by Gloria Cordes Larson and James E. Rooney

The BCEC has been open for business for only three years, yet it has already hosted 907,892 attendees and generated more than \$614 million in economic impact. Most significantly, it has enabled Boston to climb firmly back into the top tier of convention cities, after a 22-year absence.

Leading convention industry executives, however, say there is one limit to the BCEC's ability to maintain that level of success and achieve even more: its size. While it seems enormous to Bostonians, the BCEC is only the 24th largest convention center in the U.S. and the smallest among the top 10 cities. That's why this past July, the MCCA issued a request



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

for proposals from consulting firms interested in developing a master plan for the 64-acre property that houses the BCEC.

While Boston is a desirable destination because of its rich history and demographics, we are competing with cities where convention centers are larger or expansion plans are already underway. Organizations that have brought their events to the BCEC have been thrilled with the success of their meetings and are encouraged by the news that the MCCA is exploring ways to help them to keep Boston in their meeting rotation. This master plan will provide us with a blueprint to enable us to continue to be a leader and prepare to expand the BCEC or develop the land in another way that benefits the convention industry and the City of Boston as a whole.



COLOR US GREEN

Promoting Sound Environmental Practices at the BCEC and Hynes

While many companies and organizations are just beginning to focus on how they can be more environmentally responsible, the MCCA has been actively promoting green practices for some time now. In fact, during the BCEC's design and construction from 1999 through 2004, the MCCA took extra measures to ensure that the building would not have a negative impact on the environment in the surrounding area.

"Boston Harbor had just undergone a major transformation during which it went from one of the nation's most polluted harbors to one of the cleanest," said MCCA Executive Director, James E. Rooney. "Those responsible for the development of the BCEC recognized the importance of protecting the environment of the Harbor and the City of Boston as a whole."

KEEPING UP WITH BEST PRACTICES

Of course, as environmentally-friendly capabilities have evolved, the BCEC has kept pace. Recently, the building's HVAC Team installed a new water treatment system with a non-chemical-based condenser. This technology, which had been provided to the MCCA at no cost for use on a trial basis, may eliminate up to \$10,000.00 in chemical-based products.

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COLOR US GREEN

Promoting Sound Environmental Practices at the BCEC and Hynes

Though the Hynes was built in 1988, long before the days of environmental awareness, the MCCA has implemented as many green initiatives as possible throughout the current facility. Significant environmentally friendly updates are planned for the building's lighting, insulation, air, and water systems as part of the future renovations announced last spring.



GREEN INITIATIVES AT THE BCEC AND HYNES

RECYCLING

- Receptacles for paper, plastic, and glass are provided in each meeting room and pre-function area, as well as all MCCA offices.

ENERGY MINIMIZATION

- Lights, power, and HVAC use is reduced during move-in and move-out in the BCEC's exhibit halls.
- Sensor-controlled lighting is used throughout the BCEC.

WATER CONSERVATION

- BCEC and Hynes offer large spring water coolers in each meeting room rather than individual bottles.
- Restrooms have low-flow toilets and other water-saving devices.

FOOD DONATIONS AND COMPOSTING

- Whenever possible, perishables are donated to local charitable organizations. The rest is combined with food waste and sent to local farms to be turned into compost.

OTHER DONATIONS

- Pallets and carpeting left from events are donated to local organizations or shipped to recycling facilities.

CLEANING

- More than 80% of bathroom supplies are recycled products.
- More than 80% of cleaning products are environmentally responsible.

CLEAN AIR

- Majority of cleaning service vacuums have been replaced with HEPA filters that clean dust particles from the air.

Q&A: MEET THE GREETERS

Roland Veno, a long-time South Boston resident, has been working at the MCCA for nearly two years as a Guest Services Associate. A team of 50, the GSAs receive customer service training and provide assistance to attendees during events — from how to navigate the convention center to where to find the best lobster in town.



WHAT DO YOU ENJOY MOST ABOUT YOUR POSITION AT THE CONVENTION CENTER?

I have always loved working with people. I had an attendee once tell me that he and his wife were expecting a baby. We exchanged addresses in case he wanted to visit Boston in the future. About four weeks later, I received a letter and it was a picture of the baby. That's how intimate you can get with people when they are away at a convention. I think the best things we do as Guest Services employees is make attendees happy and make them feel at home.

WHEN TALKING TO ATTENDEES, WHAT IS YOUR EXPERTISE?

I know Boston pretty well, so I can always suggest restaurants to people, depending on what they are looking for. The greatest feeling is when you recommend a restaurant to someone and they come back the next day to tell you how great it was.

OF ALL THE EVENTS YOU HAVE WORKED, WHICH ONE STANDS OUT IN YOUR MIND THE MOST?

The Sports and Fitness Expo at the Hynes. It was the largest group of attendees I've ever dealt with. They were the nicest people, and they wanted to walk everywhere...I had people

asking me how to walk to the Charles River and the Science Museum. I also really liked the Lions Club Convention last summer because of the international crowd. I met people from all over the world.

WHAT MAKES BOSTON A TOP DESTINATION FOR NATIONAL AND INTERNATIONAL CONVENTIONS?

I'm absolutely in love with this city. Boston has so much to offer attendees. We have great restaurants, museums, a lot of history. People are always asking me how to get to Faneuil Hall or the U.S. Constitution or about the Freedom Trail. Our history is a great reason to come to Boston.

This is the first in a series focusing on MCCA front-line employees.



GAINING GLOBAL & FINANCIAL MOMENTUM

BOSTON PREPARES TO HOST SIBOS 2007

What does Boston have in common with international cities such as Geneva, Copenhagen, and Sydney? It is about to become the host city for Sibos 2007, the world's largest financial conference and exhibition. This powerhouse event attracts top-level executives and technology managers from the global banking and securities industry.

OVER 7,000 EXPECTED PARTICIPANTS

In 2006, Sibos brought more than 5,700 participants to Australia; this year, over 7,000 attendees and exhibitors are expected to convene in Boston October 1 through 5. These international industry leaders will come together to network and discuss issues that are challenging the financial services

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industry, now and in the future, including new technologies, new processes, new client expectations, new and unexpected alliances, and ever-growing pressures for greater efficiency and security.

"With its strong financial services focus, Boston is a natural site for this type of global event," said MCCA Executive Director James E. Rooney. "Add in the city's world-class hotels, restaurants, cultural institutions, and shopping, and you have all the elements for a successful meeting. International visitors will discover a city they'll want to return to again and again."



\$14.4 MILLION IN ECONOMIC IMPACT

While Sibos is slated to be the BCEC's 14th largest event in terms of number of attendees this year, it will rank 4th in terms of hotel occupancy, booking 28,000 roomnights over five days. In addition, the event is expected to generate \$14.4 million for businesses in Greater Boston. More than 110 speakers are confirmed, including Bank of America CEO and Chairman Ken Lewis, Michael Clark, Global Head of JP Morgan Worldwide Securities Services, Michael Cohrs, Head of Global Banking at Deutsche Bank, and Martine Boutineau, Head of Technology and Product Research, Société Générale.

EVENT OVERVIEW: SIBOS 2007

Attendees: 7,000
Roomnights: 28,000
Tax Benefits: \$700,000

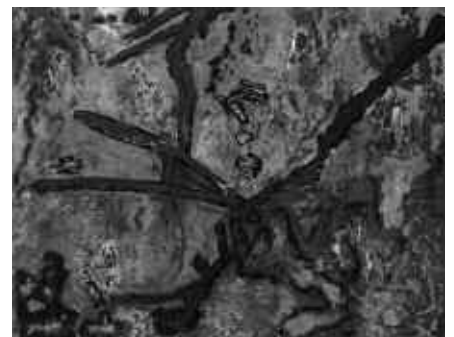
ECONOMIC IMPACT:
\$14.4 MILLION

LOCAL COLOR SHINES AT THE BCEC

MCCA ART PROGRAM PUTS EAST BOSTON IN THE SPOTLIGHT

In the spring of 2007, the MCCA Art Program designated two large, sunlit spaces as galleries to celebrate contemporary art from Boston's neighborhoods. The first show, which ran for four months, focused on artists from Roxbury. The current exhibition, running through December, features nearly 30 large-scale pieces by East Boston artists, including works in oil, acrylics, mixed media, and photography. "It's wonderful that there's a venue that can showcase local art and provide a way for the public to connect with the arts community," said East Boston artist Leigh Hall.

To arrange a viewing of the exhibit, e-mail artprogram@massconvention.com. To see more works by East Boston artists, visit East Boston Open Studios, October 13 and 14, from noon to 6PM.



the Buzz

THE 2007 AUTO SHOW



More to Do; More to See

When the New England International Auto Show makes its debut at the BCEC on November 28, attendees will have much more to do than marvel at over 800 vehicles by 43 manufacturers from around the world. The greatly expanded show will feature new specialty showcases, including motorcycles, classic cars, aftermarket accessories, and new to this year's event, exotic cars. NASCAR fans will have the opportunity to get their photos taken next to Roush Fenway Racing's #6 car and meet its driver, David Ragan, before taking some turns on the racing simulator. For the kids, there will be remote control car racing tournaments, face painting, and balloon art. Whether it's shopping for a new automobile or sitting behind the wheel of the ultimate dream car, this show will offer more for everyone.



Boston Convention Centers

SEPTEMBER 2007

28 **B** International Convention Center Conference | 400

OCTOBER 2007

1-4 **H** Bioprocess International Conference and Expo | 500

1-5 **B** Sibos 2007 | 7,000

2-3 **H** World Stem Cell Summit | 400

4 **H** PhotoShop Users Workshop | 600

8-9 **H** American Healthcare Association | 3,300

12-14 **B** Pri-Med East 2007 | 6,000

14-16 **H** Mortgage Bankers Association of America | 5,700

15-17 **B** MasterCard | 500

16 **B** Chapa Annual Gala | 1,500

17 **B** Lawyers Weekly Public Unsung Heroes | 500

19 **H** Heinz Family Foundation | 1,500

19 **H** CareerNation.com | 500

19-21 **H** Orthopaedic Trauma Association | 1,400

20 **H** LandAuction.com | 400

20 **H** CEDA Career Fair | 500

21-24 **B** Association for Financial Professionals | 7,000

23 **H** Diversity Job Fair (SPS) | 500

23 **H** Rosie's Place | 5,000

24-27 **H** American Academy of Child & Adolescent Psychiatry | 3,500

26 **H** Academy of Managed Care Pharmacy | 2,000

29-1 **B** Fall 2007 VON Conference and Expo | 5,000

30-31 **B** NEPCON East/Assembly New Eng./OEM New Eng. | 4,000

NOVEMBER 2007

1 **B** 12th Annual Kenneth B. Schwartz Center Dinner | 1,800

3 **B** Yankee Dental Volunteer Meeting | 400

3-6 **H** American Association for Study of Liver Disease | 4,200

8-11 **B** American College of Rheumatology | 13,000

9-11 **H** DISCO International: 2007 Career Forum | 5,000

9 **H** Marine Corps Luncheon | 1,500

12 **B** Yankee Dental Volunteer Meeting | 450

14-15 **H** TechNet North Show 2007 | 400

14-15 **H** Mobile Broad Band Conference | 600

15-17 **B** American Speech Language & Hearing Association | 5,000

16-18 **H** Antiquarian Book Fair | 2,500

27-29 **H** Materials Research Society | 5,000

28-1 **B** National Association of Independent Schools | 2,000

28-2 **B** New England International Auto Show | 85,000

29-2 **H** Crafts at the Castle | 2,500

DECEMBER 2007

6-9 **H** Harvard Model United Nations | 3,000

7 **H** N.E. Ophthalmological Society | 750

8-9 **H** New York City Dance Alliance | 2,500

8-9 **H** Cultural Survival | 700

8-9 **B** El Jolgorio Navideno Annual Gala | 1,500

B BCEC Event | Attendees

H Hynes Event | Attendees

Click and See What's New



MassMutual Center Launches Updated Website

Find the best seats for a concert or hockey game. Check out photos of past events. Take a virtual tour of the convention space or ballroom. The MassMutual Center's highly visual new website was designed to provide visitors, exhibitors, and event planners with more information and interactive features than ever before.

The website not only serves as a selling tool, it also helps visitors become more familiar with the MassMutual Center and downtown Springfield. For instance, in addition to outlining building policies, the new FAQ section provides details about parking, hotels, and restaurants in the Springfield area. Other new features make it easy to purchase tickets, book an event, and access information about Boston Culinary Group, the in-house catering company. To learn more, go to www.massmutualcenter.com.

WWW.MASSMUTUALCENTER.COM



Boston Convention & Exhibition Center
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