

Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

Warm Welcomes; Heartfelt Thanks

GOVERNOR PATRICK APPOINTS THREE NEW MEMBERS TO THE MCCA BOARD

By Gloria Cordes Larson and James E. Rooney

On behalf of everyone at the MCCA, we'd like to welcome Barbara Capuano, William "Mo" Cowan, and Darryl Settles as new board members, appointed by Governor Deval Patrick in February.

Barbara Capuano brings financial and hospitality expertise gained as a Certified Public Accountant at Raphael and Raphael, LLP and as member of the Somerville Chamber of Commerce. She also serves on the Board of

Directors of the Boston Harbor Alliance and is also a member of the Children's Hospital Community Health Board.

William "Mo" Cowan brings experience in civil and criminal litigation in federal and state courts, including serving as a Special Assistant District Attorney with the

Middlesex District Attorney's Office. He is also a past president of the Massachusetts Black Lawyers Association and the Northeastern University School of Law Alumni Association, and has also served as a director/and or trustee of numerous nonprofits around the city.

Darryl Settles, former owner of Bob the Chef's Restaurant, brings a long record of community service. In 2001, he started a neighborhood block party that has grown into what is now called the BeanTown Jazz Festival. He has also served as Associate Commissioner of the Metropolitan District Commission and been involved in a number of civic community organizations throughout Massachusetts. Settles now co-owns the Beehive, the latest hot spot in the South End.

While MCCA Board is unpaid, its members have played a significant role in the Authority's success, and have been instrumental in helping Boston become a major player in the international convention and meeting arena. We'd especially like to recognize outgoing board members Joseph A. Milano, Gregg Lisciotti, and James E. Byrne, Esq. for their years of service to the MCCA. They have contributed hugely to our success and we wish them good will in their future endeavors.



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

WELCOME BACK



NATIONAL CONVENTION AND DESIGN EXPOSITION

IT'S GOING TO BE ONE HECK OF A REUNION

The last time the American Institute of Architects (AIA) brought their annual convention to Boston, the Patriots were talking about building a stadium at the Summer Street location of today's BCEC. The place where the Institute of Contemporary Art stands was still a parking lot. And the Zakim Bridge wasn't even designed yet.

Things have really changed in the 16 years it's taken the AIA to rotate back to Boston after its convention grew too big for the Hynes Auditorium. And it's no exaggeration to say that attendee interest is almost unprecedented for the 2008 convention, to be held at the BCEC May 15 through May 17.

“BOSTON'S CULTURAL, HISTORICAL, AND ARCHITECTURAL ATTRACTIONS MAKE IT ONE OF OUR MEMBER'S TOP FIVE CITIES TO VISIT.”

Christopher J. Gribbs

ASSOCIATE AIA SENIOR DIRECTOR

“Boston's cultural, historical, and architectural attractions make it one of our member's top five cities to visit,” says Christopher J. Gribbs, Associate AIA Senior Director, Convention. “And so far, our meeting registration numbers are more than bearing that out.” In fact, by mid-February, 14 weeks out, registrants were 40% ahead of last year's total at the same time. Also, hotel rooms had already sold out, with bookings 53% ahead of the the 2007 meeting.

WELCOME BACK, AIA

It's going to be one heck of a reunion

At most conventions, it's what's inside the exhibition hall that is of primary interest to attendees. However, for the AIA, the city and beyond is a big part of the show. The local Boston Society of Architects/AIA chapter has designed an extraordinary series of tours—more than 250 in all. Traveling by foot, boat, Acela, bus, and MBTA, attendees can visit a wide range of attractions, from the Gropius House in Lincoln to Roxbury's Jackson Square, from Harvard Square to Beacon Hill, from Mass MoCA to the "new Providence" There's even a breakfast at Fenway Park. AIA attendees will also be able to participate in dozens of seminars on subjects as diverse as improving profitability, sustainable design, and building information modeling, as well as visit more than 800 exhibitors on the convention floor.

**EVENT OVERVIEW:
AIA '08 CONVENTION**

Attendees: 24,000
Roomnights: Over 18,000

**ECONOMIC IMPACT:
\$21 Million**



HELPING SHOW MANAGERS DRIVE SUCCESS

MCCA BOSTON CONVENTION TRANSPORTATION SERVICES ARE DELIVERING CUSTOMER SATISFACTION.

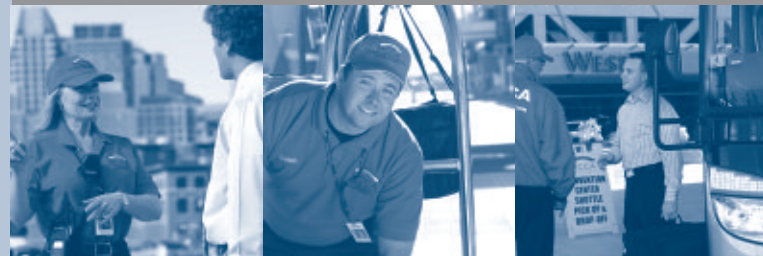
It's no small matter to manage transportation for a major event in Boston, where parking, weather, and traffic complications can cause real headaches. That's why the MCCA initiated Boston Convention Transportation Services at both the BCEC and the Hynes. Staffed by a group of experienced transportation professionals, BCTS handles the complete transportation experience for events—from pre-arrival until the last guest leaves the city.

By leveraging unsurpassed coordination with hotels, off-site venues, and city and state transportation agencies, BCTS is able to offer real-time communication and traffic management capabilities, with hands-on cost management and the convenience of one-stop shopping.



"It was a pleasure to have transportation go so smoothly. I think we have learned from the concerned and dedicated BCTS staff what it is that we should expect on-site from the transportation companies we work with in other cities."

Angela Eastin, SHOW DIRECTOR, ACCM



One of the group's first assignments was managing event transportation for the Annual Conference for Catalog & Multichannel Merchants (ACCM), held at the BCEC in May '07. Over the course of three days, the BCTS coordinated 290 trips, transporting 3,624 attendees. According to Group Show Director Angela Eastin, "It was a pleasure to have transportation go so smoothly. I think we have learned from the concerned and dedicated BCTS staff what it is that we should expect on-site from the transportation companies we work with in other cities."

Q&A:

JON LEIBOWITZ
VICE PRESIDENT
QUESTEX MEDIA GROUP

From March 4th through 6th, the BCEC and the city of Boston played host to Questex Media Group, Inc.'s AIIM International Exposition & Conference, North America's largest content and information management event. Held in tandem with the ON DEMAND Conference & Exposition, the combined events attracted over 28,000 visitors from 50 states and more than 75 countries, making it one of the largest events in BCEC history.

THIS WAS THE SECOND YEAR IN A ROW THAT AIIM/ON DEMAND HAS BEEN HELD IN BOSTON. HOW DID ATTENDEES FEEL ABOUT THIS YEAR'S SHOW AND BEING BACK IN NEW ENGLAND?

This year's show was a significant success. While initially some people had expressed concerns about coming to Boston in early March, we lucked out with some very favorable weather. Overall, the reaction to the show and to being back in Boston was very positive.

The momentum established in 2007 flowed nicely into this year's show. We were able to build on last year's efforts and enjoy continued success in creating meaningful, dynamic and networking-rich marketplaces between high-quality buyers and sellers. We had over 28,000 attendees, which represents a 6% increase over last year's attendance.

WHAT WAS THE BIGGEST DIFFERENCE BETWEEN THIS YEAR'S SHOW AND PREVIOUS SHOWS?

The differences were apparent throughout the expo floor. The very rapid pace of change in technologies, services, and products creates an ever-changing and dynamic set of solutions throughout the show floor.

There were product launches and major announcements from more than 200 exhibitors. In fact, over 70 of the exhibiting companies were new to the event. In addition, our conference program increased significantly to over 140 individual sessions. Also, this year the AIIM and On Demand shows were co-located with Xplor and Drupalcon, two very significant and exciting related industry events.

THE MCCA IS WORKING VERY HARD TO PROVIDE THE HIGHEST LEVEL OF CUSTOMER SERVICE. HOW DID YOUR EVENT BENEFIT FROM THIS INITIATIVE?

We heard very positive feedback from both attendees and exhibitors regarding signage, food, transportation—the complete range of services provided by the MCCA. In particular, we were very pleased with their assumption of responsibility for the shuttle buses. Everything ran very smoothly.

EVENT OVERVIEW: AIIM/ON DEMAND

Attendees: 35,000
Roomnights: Nearly 17,000
Tax Benefits: \$684,000

ECONOMIC IMPACT: \$27 Million

AIIMexpo
CONFERENCE & EXPOSITION
The Information Management Event

ON DEMAND™
CONFERENCE & EXPOSITION
The Digital Printing Event

Winning Business; Winning Awards

MCCA's Weekend of Discovery Diversity Initiative A Big Success

Looking to counter misperceptions that were hampering Boston's ability to attract minority-oriented conventions and events, the MCCA initiated the *Weekend of Discovery* program.

Once a year, meeting planners of minority-based associations and trade groups are invited to the city as special guests of the MCCA. They are greeted by senior elected officials, including the Governor and Mayor, and business and cultural leaders from the African-American, Latino, and Asian communities who act as Boston's ambassadors; answering questions and assuring participants that their membership will find the city a welcoming destination.

The program has been credited with helping the MCCA to successfully book conventions such as the Asian American Journalists Association and the National Blacks in Government conference. In recognition of this success, the MCCA was recently honored with the 2008 Arnold Z. Rosoff Award in the category of Marketing to a Diverse Audience. These awards, named for the founder of Arnold Worldwide and a zealous supporter of diversity in the workplace, were established in 1996 by the Ad Club and the Greater Boston Chamber of Commerce to recognize and reward diversity initiatives that have had a positive economic or social impact.

"We are very pleased to honor the MCCA's Weekend of Discovery program," said Kathy Kiely, President of The Ad Club. "The program is a wonderful example of promoting diversity while marketing a product that serves the needs of a diverse audience."



KATHY KIELY President, The Ad Club
ARNOLD Z. ROSOFF Founder, Arnold Worldwide
JAMES E. ROONEY Executive Director, MCCA
ADITI TAYLOR Deloitte LLP, Senior Manager
PAUL FRANCISCO, VP Client Relationship Mgmt
ANTHONY CUNNINGHAM Deloitte LLP, Senior Manager
DEBORAH WASHINGTON Director of Diversity, Patient Care Service

EVENT SPOTLIGHT

the Buzz

NAVIGATING THE BCEC—AND BOSTON



What's the fastest way to get from one side of the BCEC to the other? Where can you grab a quick cup of coffee? What's the best way to work in some sightseeing between sessions? Who can you call to translate a presentation into Mandarin or Hindi? Attendees can learn all this and more from the new *BCEC Navigator*, a 30-plus-page guide to the convention center and its environments.

“Delivering superior customer service is one of our top goals here at the BCEC,” said MCCA Chief Operations Officer Travis McCready. “This easy-to-read booklet is designed to provide a users’ manual to our facility and the city, with an emphasis on our local neighborhoods,” he continued.



The *Navigator* is chock full of ideas and information that helps attendees make their BCEC convention experience the best possible, including detailed floor plans, tips on getting around, dining options, business services, and transportation and visitor information. It also contains maps and listings of things to do and places to see in the Fort Point

Channel and South Boston neighborhoods, as well as the city of Boston as a whole. The *Navigator* even offers advertising space to enable local businesses to reach out and connect with attendees.

“The BCEC is an exceptional facility, in one of the most exciting convention cities in the world,” said McCready. “The *Navigator* is just one more way we are helping attendees make the most of their time here and leave feeling that they had a successful convention experience.”

Boston Convention Centers

B BCEC Event | Attendees

H Hynes Event | Attendees

MAY 2008

- 1 **H** Big Brothers of Mass Bay | 700
- 1 **H** NStar Annual Shareholders Meeting | 150
- 3 **H** Diabetes in Depth | 400
- 4-6 **H** National Secondary Market Conference and Expo | 1,500
- 5 **B** HP Tech Gala Event | 500
- 5-7 **B** HP Tech Con 2008 | 900
- 6 **H** Massachusetts Nurses Association Nursing Conference | 1,000
- 8-9 **H** Global Investments Conferences | 750
- 9-10 **H** Massachusetts Teachers Association 2008 | 1,500
- 13 **H** Aerospace Medical Association | 2,000
- 13 **H** RHA Apartment All Stars | 350
- 14-15 **H** The Partnership, Inc. | 200
- 15-17 **B** American Institute of Architects | 24,000
- 16-17 **H** Yoga Journal | 400
- 17 **H** CSA - A W Phinney Assoc. | 400
- 18-20 **H** How Design Conference | 4,500
- 19 **B** Francis Ouimet Scholarship Fund Annual Banquet | 1,800
- 19 **B** USGBC Public LEED Workshops | 100
- 22 **H** Colleges That Change Lives | 400
- 24-27 **H** American College of Nurses & Midwives Annual Conf | 1,500
- 28-1 **H** American Society for Gene Therapy | 2,800
- 29-30 **B** The TowerGroup | 350

JUNE 2008

- 2-4 **H** Nanotechnology Conference & Trade Show | 3,000
- 2-5 **B** American Society of Microbiology General Meeting | 12,000
- 7 **B** CFA Exam | 2,500
- 8-11 **H** American Society for Colon and Rectal Surgeons | 2,000
- 10-12 **H** Vision Show 2008 | 1,500
- 12 **B** Federated Dorchester Neighborhood Houses Inc | 400
- 16-17 **B** American Student Assistance Conference | 400
- 18 **B** IT RoadMap NetWork World 2008 | 700
- 18-20 **H** Red Hat Summit | 1,300
- 21-22 **H** Health & Fitness Expo 2008 | 5,000
- 22 **H** NEADS Graduation Ceremony | 1,000
- 22-25 **B** Drug Information Association | 8,500
- 28-29 **H** US Judo Association Junior National Championships | 2,000

JULY 2008

- 3-9 **H** American Dance Awards Championship | 2,000
- 8-11 **H** IEEE | 1,500
- 9-10 **B** N. E. Idea Exchange | 500
- 14-15 **H** Association of Certified Fraud Examiners | 1,800
- 20-25 **B** National Association of Letter Carriers | 11,000
- 26 **H** CSA - J. Spencer Assoc. | 550
- 27-1 **H** Train the Trainer (SDE) | 150

MEGASTAR TO SHINE IN SPRINGFIELD THIS MAY



BLUE MAN GROUP TO PLAY THE MASSMUTUAL CENTER

On May 4th, Blue Man Group will bring its mega-successful concert tour, *How To Be A Megastar 2.1*, to the MassMutual Center. This satirical, interactive show — which has been drawing rave reviews from Buenos Aires to Baltimore to Biloxi — celebrates, skewers, and deconstructs rock stardom in all its narcissistic glory. Following their Springfield stop, Blue Man Group will be taking *Megastar 2.1* off for a swing through France, Belgium, Switzerland, and Canada.

Blue Man Group is best known for innovative stage productions that combine music, comedy, and multimedia theatrics. Currently, these shows can be seen in New York, Boston, Chicago, Las Vegas, Berlin, Oberhausen, and Orlando.



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