

Front &

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

CENTER

A Year of Challenge and Opportunity

by Gloria Cordes Larson and James E. Rooney

The MCCA is looking forward to a full and active events calendar for 2009. We will welcome new shows, including the National Association of College Admissions Counselors in April and the American Academy of Family Physicians in October, as well as many returning shows to the BCEC and the Hynes. These shows will bring tens of thousands of visitors to our city and continue to showcase Boston as a premier convention destination.

During the last four and one-half years, the MCCA has seen steady growth in terms of the number of visitors brought to Boston and the economic impact it generates for the citizens and businesses

of the Commonwealth. In that same time, Boston has become known as a top-tier convention destination. This success was recognized just last month when Boston was again named a Tradeshow Week Top 10 convention

city – for the fourth consecutive year. This is a remarkable achievement and one in which we take great pride.

However, we do enter this year mindful of the tremendous challenges posed by the global economic crisis. As businesses cut budgets, companies limit travel, and employers brace for an uncertain road ahead, we at the MCCA are preparing for the impact those realities will have on the entire meetings and convention industry and our own operations. While we may not experience the same growth in 2009 as in previous years, and available resources may be less than in the past, we must keep our focus on creating the best-in-class customer experience that our clients have come to expect — and we will.

The economic challenges of today will pass. As a leader in the industry, the MCCA remains committed to improving both Boston and the Commonwealth as a top destination for hosting meetings and conducting business, while advancing our mission of generating economic impact for the region. With these goals in sight, we are confident in our continued success.



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

THREE TWO ONE CONNECT

CONNECTING TO SUCCESS

Enhancing the Convention Experience for Event Planners and Attendees

Imagine a comprehensive, coordinated program that combines 3,100 luxury hotel rooms and amenities, more than 200 retail, entertainment, and dining options, and a state-of-the-art convention and meeting facility, with a seamless, streamlined planning and event process. That's what event planners and attendees can expect with 3-2-1 CONNECT. The program links the Hynes Convention Center with the three hotels and two retail centers that adjoin it, promoting them as a single, all-season convention destination — one of the largest enclosed convention complexes in the world.

"3-2-1 CONNECT enables us to offer event planners a superior customer experience," said James E. Rooney, MCCA Executive Director. "Instead of dealing with multiple providers, they'll have one point of contact coordinating everything across all 3-2-1 CONNECT partners, with a single event resume for the entire meeting."

The Hynes Convention Center's 3-2-1-CONNECT partners include the Sheraton Boston, Boston Marriott Copley Place, and the Westin Copley Place hotels as well as the Copley Place Shopping Galleries and the Shops at Prudential Center. This means that show managers have hundreds of options to help them configure the right meeting,

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CONNECTING TO SUCCESS

3-2-1 Connect: Enhancing the Convention Experience for Event Planners and Attendees

function, and entertainment spaces for their event — all under one roof. Whether they want to host an opening night reception in the Prudential Center’s South Garden or a breakout session at the Sheraton Boston’s meeting center, the MCCA can make it happen, all with one unified bill.

3-2-1 CONNECT benefits convention attendees as well. In addition to enhanced accessibility, comfort, and convenience, attendees will enjoy

free bundled services and cross-charging privileges at the three hotels as well as retail and other discounts.

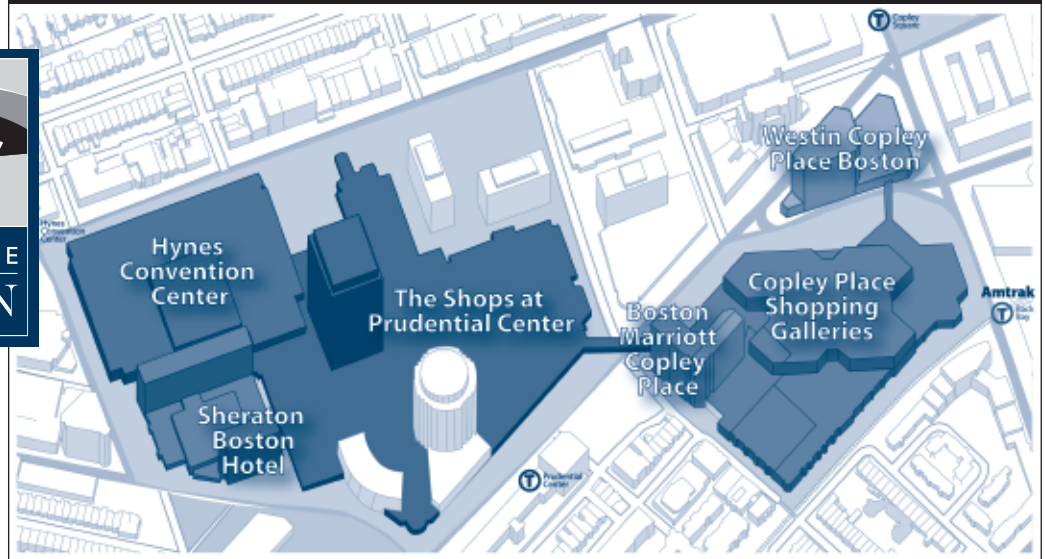
“Boston is increasingly being recognized as one of the top convention destinations in the world,” said Rooney. “3-2-1 CONNECT gives meeting planners another innovative yet simplified way to experience our city.”



Westin Copley Place Hotel — one of our three hotel partners.



3-2-1 CONNECT: BOSTON’S BACK BAY MEETING DESTINATION



“3-2-1 CONNECT gives meeting planners another innovative yet simplified way to experience our city.”

—James E. Rooney, Executive Director, MCCA

Waste Not

MCCA’S RECYCLING PROGRAM LOOKS TO MAXIMIZE REUSE; REDUCE COSTS

From leftover food to paper goods, shipping pallets to unused samples and giveaways, a large show can generate huge amounts of waste. In a recently developed partnership with Save That Stuff, a Boston-based waste management company, the MCCA has upgraded its innovative ‘Think Green’ waste collection program at the BCEC and the Hynes.

“Save That Stuff provides the MCCA with an in-depth process analysis, looking at every aspect of our operations, from purchasing to event management,” said MCCA Executive Director James E. Rooney.

“The results help us divert the maximum amount from waste, while reducing disposal costs. The program has helped to establish the MCCA as an industry leader in terms of recycling and reuse.”

The program had its first major test during last fall’s Greenbuild 2008. In order to meet show management’s demands to maximize composting, the BCEC changed its food waste disposal system. Volunteers manned collection stations throughout the facility ensuring that waste went into the proper containers. The result? Over 67 tons of material including over 15 tons of compostable materials was diverted from the trash by being either recycled or reused. This represented a 76% diversion rate for all waste generated by the show.

And, in another move forward, the MCCA is moving quickly to make all food service at the BCEC Food Court 100% waste free — including all food packaging, utensils and serving items. These changes should be complete this spring.



For more information regarding the MCCA’s environmental sustainability programs go to www.massconvention.com/about_green.html.

Community Partnership Works

MCCA — Helping Improve Boston's Neighborhoods

In 2007, the MCCA launched the Community Partnership Program. The goal was to ensure that all Boston neighborhoods would benefit from the BCEC's consumer gate shows, including the New England Boat Show and the New England International Auto Show.

Through the Community Partnership Program, Boston non-profits serving at-risk youth, women, and seniors — as well as those involved in neighborhood revitalization — can apply for grants or donations of up to \$5,000. Since the program was initiated, more than \$183,000 has been given to 47 organizations from every corner of the city. Here are some of their stories.

THE FISHING ACADEMY

While Boston impresses tourists with its stunning waterfront vistas, many youth from the city's most at-risk neighborhoods grow up without ever seeing the water, much less venturing out on it. The Fishing Academy, based in Brighton, seeks to change that by getting inner-city kids off the streets during the summer and into nature.

The MCCA was the lead sponsor of the organization's Safe Summer Kickoff, a day-long event attended by more than 75 kids. Activities included fishing in Boston Harbor, a barbeque, an anti-drug, alcohol, and violence presentation, and prizes for the biggest fish caught.



Youths show off their catch while taking part in the Fishing Academy's Safe Summer Kickoff event.

FEDERATED DORCHESTER NEIGHBORHOOD HOUSES (FDNH)

Increasing educational opportunities is a key to breaking the cycle of poverty and crime in Boston's low-income neighborhoods. Through a network of teachers, mentors, peer leaders, and staff, the FDNH works to provide students with the attitude, skills, and experience to graduate from college and succeed professionally.

The MCCA's grant was used to fund the Young Adult GED/College Prep program, which prepares students to receive their GED and enroll in college. It also helps with academic and social support once the student enters college.



Graduates of the FDNH's Young Adult GED/College Prep program celebrate at commencement.

LITTLE BROTHERS

For too many Boston seniors, living at home can mean loneliness and isolation. Through Little Brothers, volunteers offer regular companionship, escorts to medical appointments, support on holidays, and help with small household chores to seniors in neighborhoods throughout the city. The program focuses on promoting both the physical and emotional health of seniors, enabling them to remain independent and avoid costly and impersonal institutional alternatives.

Through the MCCA's grant, the Jamaica Plain-based organization was able to provide friendship and a helping hand to 618 elderly Bostonians, including more than 5,379 home visits and 2,743 meals.

IMPROVING THE EVENT BIZ WITH SHOWBIZ

MCCA'S NEW TECHNOLOGY INITIATIVE STREAMLINES EVENT MANAGEMENT

A new era in event management has begun at the MCCA with the introduction of ShowBiz, a new enterprise event management system. With a few clicks of the mouse, an MCCA Event Manager can compile for clients up-to-the-minute reports of space availabilities at the BCEC or Hynes. Similarly, an exhibitor in California can make and track online orders for IT, electrical, and rigging or even review their order history from prior events. These are just some of the ways that ShowBiz is helping the MCCA foster collaboration, streamline order fulfillment, and enhance service delivery among clients, staff and departments. Built exclusively for the MCCA by Optaros Inc., ShowBiz is a web-based system that incorporates open source technology with completely customized functionality. "This system was developed with our customers in mind," said James E. Rooney, MCCA Executive Director. "We strive to provide best-in-class customer experience, and I am confident that this new system will provide a new ease of doing business, better access to information, and improved service all around." The system, which had been in its development and testing phase for more than a year, was officially launched organization-wide in December 2008.



the Buzz

INITIATIVES, AWARDS, INNOVATIONS

Here Comes the Sun?

It's three acres larger than the Boston Public Garden. At more than 1,173,600 square feet, it's the largest roof in New England — the equivalent of more than 20 football fields. And depending on the results of a study just commissioned by the MCCA, the BCEC roof could become the site of a solar panel array that would be the biggest in the state, capable of generating 600,000 kilowatt hours of electricity a year for the facility. Results should be in by April.



A Winning First Impression

Because marketing materials are frequently the first resource that potential customers use to learn about the MCCA and its facilities, making a strong first impression is important. That's why the MCCA was particularly pleased that its Sales Promotion Kit was recognized at the International Association of Exhibitions and Events (IAEE)

"Art of the Show" industry promotional materials awards competition. The kit earned 1st place honors in the category of Convention Center Promotion based on its "creativity, effectiveness of message, design aspect, and overall presentation" of sales and marketing materials. Marquis Design was the design firm that helped the MCCA craft its award-winning message.



For Exhibitors Only

Exhibitors in need of a respite from crowds of attendees finally have a place to call their own. The convention industry's first ever exhibitor-only café opened to rave reviews at the BCEC during Pri-Med East last fall. The MCCA Exhibitor Café is mobile and can be located in one of a number of locations convenient to the exhibit floor. It features comfortable furnishings, plasma screen televisions, and a dedicated food café, enabling exhibitors to quickly and conveniently purchase meals and snacks while networking with colleagues and peers.

Boston Convention Centers

FEBRUARY 2009

- 10-16 **H** American Bar Association | 3,000
- 14-22 **B** New England Boat Show | 54,200

MARCH 2009

- 1-3 **B** Biophysical Society Annual Meeting | 6,750
- 7-11 **H** US & Canadian Academy of Pathology | 5,000
- 7 **B** Hay House Publishing | 750
- 13-14 **H** Traditional Building Exhibition & Conference | 4,000
- 15-17 **B** Int'l Boston Seafood Show/Seafood Processing America | 18,000
- 17 **H** Directions 2009 | 1,500
- 20-21 **H** 2009 Mary Kay Career Conference | 2,000
- 22-24 **B** New England Foodservice | 15,000
- 25-27 **H** Photoshop World 2009 | 2,000
- 28-1 **B** Boston Gift Show | 10,000

APRIL 2009

- 6-9 **H** Association for Computing Machinery | 2,500
- 7-8 **B** Nat'l Assn. of College Admissions Counselors | 12,000
- 15-16 **H** RoboBusiness 2009 | 500
- 16-17 **B** Buffini & Company | 1,900
- 17-19 **H** Sports and Fitness Expo | 60,000
- 22-23 **B** BIOMEDevice | 5,000
- 22-1 **H** American Roentgen Ray Society | 2,500

MAY 2009

- 1-7 **B** American Association of Orthodontists | 20,000
- 1-2 **H** Massachusetts Teachers Association 2009 | 1,500
- 6 **H** IT RoadMap | 800
- 10-12 **H** American Association for Thoracic Surgery | 5,000
- 13-15 **B** Heart Rhythm Society | 13,000
- 14 **H** Big Brothers of Mass Bay | 700
- 19-20 **H** Alternative Energy & Building Efficiency '09 | 500
- 19 **B** Greater Boston Chamber of Commerce | 1,500
- 19 **H** National Association of Mortgage Brokers | 2,500
- 19 **B** Business to Business Expo | 8,000
- 21 **B** STAR 2009 | 1,000
- 22-24 **H** Anime Boston 2009 | 10,000
- 28-30 **B** Club Industry East | 3,500
- 30-2 **H** American Transplant Congress | 3,500

B BCEC Event | Attendees

H Hynes Event | Attendees

Focus on Community

MassMutual Center introduces two new family-friendly initiatives

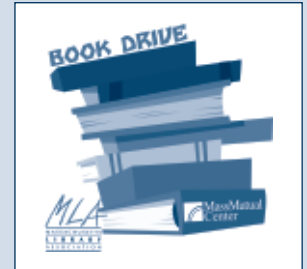
Families in Motion

Making sure local kids are safe is important to everyone at the MassMutual Center. That's where the Families in Motion program comes in. When families attend a MassMutual Center event, the children receive a Kid's Badge showing their seat, row, and section number. Should a child become lost, MMC staff can easily help reunite them with their families. When the kids stay home, parents can use the Babysitter Magnet for peace-of-mind. It displays the MassMutual Center's emergency hotline number and has a place for parents to write their seat, row, and section numbers, so they can always be reached.



Community Book Drive

Springfield-area families can help a good cause by cleaning off their cluttered bookcases. In conjunction with the Massachusetts Library Association, which is holding its meeting at the venue this spring, the MassMutual Center is conducting a book drive to benefit local charities. Launched in December, the book drive encourages area residents to drop off new and used books to the MassMutual Center box office. Each month, a new theme will be introduced, ranging from Black History Month and Dr. Seuss to earth and the environment. In addition to helping their neighbors, donors will receive a discount on tickets to select MMC events.



To learn more about Families in Motion or the community book drive, call 413-787-6610.



Boston Convention & Exhibition Center
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