

Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

Legislation Authorizes Gate Shows at BCEC *Out of the Gate and Ready to Go*

by Gloria Cordes Larson and James E. Rooney

Last summer, after two years of the BCEC successfully hosting large, high profile conventions, and a major lobbying effort by gate show producers looking to grow and keep their events in Boston, the Massachusetts Legislature and Governor Mitt Romney reversed the ban that prevented the BCEC from hosting consumer gate shows. This now means that producers of shows that are larger than 250,000 square feet – and therefore too big to be held in one of the city's private facilities – can bring their events to the BCEC.

This February, the New England Boat Show will become the BCEC's inaugural gate show event. In doing so, producer North American Expositions has been able to expand the boat show to an impressive 516,000 square feet of exhibition space. That's more than double the square footage they were able to offer in previous years. In addition, this event will provide one of the first opportunities for the general public to experience the BCEC from the perspective of attendee at a large show.



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

While the BCEC's primary market will continue to be regional, national and international conventions, trade shows, corporate meetings and functions not open to the general public, our expansion into the gate show market is a part of the evolution of the BCEC. Our people have shown that they have what it takes to handle events of this scope, whether it's successfully controlling traffic in local neighborhoods or effectively managing the customer door-to-door experience. The result will be a higher profile for the BCEC in the New England region and greater return on the investment by the people of the Commonwealth.

MAKING BIG NEWS... AGAIN AND AGAIN

The BCEC readies itself for high-profile events



In 2006, big events brought record numbers of attendees to the BCEC. For 2007, that trend continues, as the BCEC prepares for another big convention season.

"Technology, medical, and financial services have been three areas where we've focused our sales and marketing efforts," said James E. Rooney, MCCA Executive Director. "This year, the BCEC will play host

2007 EVENT HIGHLIGHTS:
AIIM AND ON DEMAND
BIO 2007 • EBAY LIVE!
NEW ENGLAND BOAT SHOW
YANKEE DENTAL CONGRESS

Attendance: 649,978
Room Nights: 581,998
Direct Spending: \$238M

**COMBINED ECONOMIC
IMPACT: \$476M**

to key events in all three sectors, culminating with the Yankee Dental Congress' move from the Hynes to the BCEC in January 2008. And with consumer-oriented events like the New England Boat Show (see accompanying story) and the eBay Live! Community Conference also scheduled for this year, Boston's reputation as a top-tier convention city will continue to grow."

MAKING BIG NEWS...AGAIN AND AGAIN: The BCEC readies itself for high-profile events

COMING IN APRIL: NORTH AMERICA'S LARGEST ENTERPRISE IT EVENT – AND THAT'S JUST THE BEGINNING.

The BCEC's size and its ability to accommodate cutting-edge technology events played a key role in the decision by Questex Media Group to move AIIM & ON DEMAND to Boston in 2007.

The expo, North America's largest enterprise IT event, had previously been held in Philadelphia. Last year, the combined events attracted attendees from 50 states and 62 countries, including 31 Fortune 50 companies and 62 Fortune 100 companies. The 2007 editions, to be held from April 17 to 19, are expected to bring in more

than 35,000 people, making it one of the biggest events so far at the BCEC.

"According to a study we conducted recently, tradeshows and conferences remain the most important marketing channels for business-to-business marketers," says Questex President and CEO Kerry Gumas. "It gives me great pleasure to move the Expos to our home city. We are looking forward to continued growth and success at the BCEC."

In addition, two premier international events, SIBOS 2007, the world's leading financial forum, and BIO International, the global event for biotechnology, will be coming to the BCEC this year, as will eBay Live!, with approximately 15,000 attendees from around the world. Bio International, the world's largest gathering of biotechnology exhibitors representing every aspect of the biotechnology industry will bring 20,000 attendees.

SIGNING ON FOR SEVEN MORE YEARS: THE YANKEE DENTAL CONGRESS

In other good news, the Yankee Dental Congress, which will bring 26,000 attendees to the Hynes January 25 – 27 for its final year at the facility, recently signed a contract keeping its annual event in the city through 2014, but moving to the BCEC.

THE TOP 25 ECONOMIC IMPACT EVENTS FOR 2007

FACILITY	EVENT NAME	DATES	ATTENDANCE	ROOMS NIGHTS	ECONOMIC IMPACT
BCEC	AIIM – ON DEMAND	04/17-21	35,000	20,300	\$27.86M
HYNES	YANKEE DENTAL CONGRESS	01/25-29	26,000	13,660	\$20.19M
BCEC	AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)	09/6-10	20,000	19,934	\$19M
BCEC	AMERICAN COLLEGE OF RHEUMATOLOGY	11/6-11	13,000	29,200	\$18.25M
BCEC	AMERICAN CHEMICAL SOCIETY	08/16-24	1,500	29,190	\$18M
BCEC	INTERNATIONAL BOSTON SEAFOOD SHOW	03/11-15	16,500	20,823	\$17.25M
BCEC	BIO TECHNOLOGY INDUSTRY ORGANIZATION	05/7-11	15,000	21,800	\$16.75M
BCEC	SIBOS 2007 WORLD'S PREMIER FINANCIAL SERVICES EVENT	10/1-7	7,000	28,000	\$14.25M
HYNES	AMERICAN ACADEMY OF NEUROLOGY	05/1-5	6,000	28,439	\$14M
BCEC	EBAY LIVE! COMMUNITY CONFERENCE	06/14-17	11,000	17,475	\$13M
BCEC	STARWOOD HUMAN RESOURCES 2007 GLOBAL FORUM	05/15-17	17,250	2,500	\$11M
BCEC	ASSOCIATION FOR FINANCIAL PROFESSIONALS	10/21-24	7,000	18,840	\$11M
BCEC	NEW ENGLAND GROWS	02/6-9	15,500	3,785	\$10.5M
BCEC	NEW ENGLAND FOODSERVICE	04/1-5	15,000	2,910	\$10M
BCEC	AMERICAN SPEECH LANGUAGE & HEARING ASSOCIATION	11/15-19	5,000	18,600	\$9.75M
BCEC	NATIONAL CONFERENCE OF STATE LEGISLATURES	08/5-10	7,000	12,223	\$8.5M
HYNES	AMERICAN OPTOMETRIC ASSOCIATION	06/28-07/1	8,000	8,862	\$8M
BCEC	NATIONAL BUSINESS TRAVEL ASSOCIATION	07/23-26	5,000	13,445	\$8M
BCEC	LPL 2007 NATIONAL SALES AND EDUCATION CONFERENCE	07/30-08/3	4,000	14,850	\$8M
HYNES	MATERIALS RESEARCH SOCIETY	11/27-30	5,000	12,125	\$7.5M
HYNES	MORTGAGE BANKERS ASSOCIATION OF AMERICA	10/14-17	5,700	10,705	\$7.25M
BCEC	NATIONAL FIRE PROTECTION ASSOCIATION	06/2-8	5,000	11,450	\$7M
HYNES	AMERICAN ASSOCIATION FOR STUDY OF LIVER DISEASE	11/3-6	4,200	12,240	\$7M
HYNES	CARDINAL HEALTH – RETAIL BUSINESS SONFERENCE 2007	07/25-30	4,000	11,310	\$6.5M
BCEC	BOSTON GIFT SHOW	03/24-28	10,000	1,521	\$6.5M
TOTALS			268,650	384,000	\$303M

DINING IN THE NEIGHBORHOOD: Special BCEC Trolley Service Takes Conventioneers to Nearby Restaurants

Thanks to the BCEC's *Dining in the Neighborhood* trolley service, it's easy for people attending major shows to get out and experience local cuisine at lunch time. Nearly 20 restaurants along the South Boston Waterfront and throughout South Boston are featured on one of the three trolley routes, giving attendees a choice of everything from seafood to Irish pub fare.

"Since our *Dining in the Neighborhood* service began in February 2005, more than 10,000 attendees have had an opportunity to take a lunch break and enjoy an authentic taste of Boston," reported James E. Rooney, MCCA Executive Director. "This is just one more way we are trying to enhance the visitor experience for people coming to our city, and at the same time, increase positive economic impact for businesses located near the BCEC."

DINING IN THE NEIGHBORHOOD



"THE DINING IN THE NEIGHBORHOOD LUNCH TROLLEY SERVICE WAS JUST ANOTHER WAY THAT THE MCCA WAS ABLE TO SHOWCASE THE CITY OF BOSTON FOR OUR SIGGRAPH ATTENDEES."

Cindy Stark, *Director*
SmithBucklin Corporation

BCEC, Ahoy!

It's double the space,
double the boats for the
New England Boat Show.



Given its location on the Boston waterfront, it seems only fitting that the BCEC's inaugural paid-admission "gate show" will be the 51st Annual New England Boat Show. More than 50,000 visitors are expected during the eight-day event, which begins February 17. At 516,000 square feet of exhibition space, the 2007 show will double the number of boats on display in previous years to nearly 1,000.

"With its grand scale and open floor plan, the BCEC is a natural fit for the boat show," said James E. Rooney, Executive Director of the MCCA. "This event will be a great opportunity for boating enthusiasts and residents alike to come in and see the BCEC."

Among the boats on display will be a complete range of powerboats and sailboats that span the spectrum from dinghies to 50-foot yachts.

EVENT OVERVIEW: NEW ENGLAND BOAT SHOW

Dates: 2/17 - 2/24

Attendees: 50,000

Exhibit Space: 516,000 sqft.

Number of Exhibitors: 300

Number of Boats: 1,000

Rental Revenue: \$1.45M

The BCEC's 90-foot ceilings will permit the showcase of fully rigged sailboats, a feat never possible in previous boat show venues.

"THIS VENUE PROVIDES A PLATFORM WHICH WILL ELEVATE THE 51ST ANNUAL NEW ENGLAND BOAT SHOW TO ONE OF THE PREMIER BOAT SHOWS IN THE COUNTRY."

*Joseph O'Neal, General Managing Partner
North American Expositions Co.*

In addition to world-class boats, there will be more than 300 exhibiting companies representing the finest marine products and services including marine electronics, marine hardware, marine paints, yacht brokers, sail makers, yacht surveyors and other boating-related industries and services.

"After 50 years of proudly serving the marine industry and the boating public here in Massachusetts, we are extremely excited about this opportunity to grow the New England Boat Show at the BCEC," said Joseph O'Neal of North American Expositions Co., which produces the boat show. "This venue provides a platform which will elevate us to one of the premier boat shows in the country."

The MCCA's five-year deal with North American Expositions will see the New England Boat Show at the Boston Convention & Exhibition Center through February 2012.

TRADESHOW WEEK RECOGNIZES ROONEY, BOSTON

MCCA EXECUTIVE DIRECTOR RANKS IN THE TOP 10 OF NORTH AMERICAN CONVENTION BUREAU AND CONVENTION CENTER EXECUTIVES, WHILE CITY ONCE AGAIN MAKES TOP TEN LIST.



Just three years after assuming his position as Executive Director at the MCCA, James E. Rooney was recognized by the editorial

staff at *TradeShow Week* as one of the leaders in the trade show industry as part of its annual "Top 100 Influential People in the Trade Show Business." Rooney was one of 10 leaders recognized in the category, "On the City Side: Putting Out the Welcome Mats," that highlights convention bureau and convention center executives across North America.



MORE NEWS FROM TRADESHOW WEEK
FOR THE SECOND YEAR IN A ROW, BOSTON HAS MADE THE PUBLICATION'S ANNUAL TOP TEN LIST OF LEADING CITIES, DEMONSTRATING THAT THE CITY IS REMAINING COMPETITIVE WITH MAJOR CONVENTION CITIES ACROSS NORTH AMERICA. BOSTON RANKED IN THE NUMBER 7 SLOT.

EVENT SPOTLIGHT

the Buzz

TAXI REWARDS PROGRAM

Wanted: courteous, helpful taxi drivers. \$500 reward.

THE ADVANTAGE BOSTON TAXI REWARDS PROGRAM DEBUTS AT THE BCEC

- Was your driver courteous and helpful?
- Was the taxi's cleanliness acceptable?
- Was your driver a good ambassador for the city of Boston?
- Did your driver know where he or she was going?

Taxi drivers who get high marks on these points from passengers leaving the BCEC are now eligible for a monthly drawing with two \$500 prizes. It's all part of the Advantage Boston Taxi Rewards program, designed to encourage greater cab driver hospitality and to reward those who deliver superb customer service.

"Every part of the trip matters when someone goes to a city for a convention and we want to thank the cab drivers who treat our visitors with courtesy and respect," said James E. Rooney, Executive Director of the MCCA.



Reward Your Driver

ADVANTAGE BOSTON TAXI PROGRAM

YES!

- Was your driver courteous and helpful during your ride?
- Was the taxi's cleanliness acceptable?
- Was your driver a good ambassador for the city of Boston?
- Did your driver know where he or she was going?

If your answers are "Yes!" then hand this card to your driver at the end of your trip. The MCCA is rewarding and recognizing Boston taxi drivers for providing exceptional service. Your driver will have a chance to win \$500.00 in this month's "Taxi Rewards" drawing.

**In the unfortunate event your ride was unpleasant and you would like to issue a complaint, please contact: City of Boston Police Department Hackney Unit at 617-343-4475.*

Boston Convention Centers

JANUARY 2007

- 4 **B** Patrick – Murray Inaugural Celebration | 10,000
- 5 **B** Friends of Commissioner Joe Casazza | 700
- 11 **B** Baseball Writers Dinner | 1000
- 12-13 **H** Massachusetts Municipal Association | 1000
- 15 **B** MLK Breakfast | 1500
- 20 **B** Big Brother of Massachusetts Bay Gala | 1800
- 24 **B** Microsoft: Key Cities Road Show | 2000
- 25-27 **H** Yankee Dental Congress | 26,000
- 26 **B** Yankee Dental Concert | 3000
- 29-30 **B** MathWorks Conference | 1500

FEBRUARY 2007

- 1-3 **H** Vision New England | 6500
- 6-8 **B** New England Grows | 15,500
- 6-8 **H** HP Software 2007 Sales Kick-Off | 2500
- 10 **B** Ropes and Gray | 987
- 10-11 **H** Co. Dance Competition | 2000
- 15-17 **H** American Physical Therapy Association | 4500
- 17-25 **B** New England Boat Show | 54,200
- 21-24 **H** National Society of Black Physicists | 1000
- 23-24 **H** Emergency Nurses Association | 2100
- 25-1 **H** Society of Armed Forces Medical Conference | 750
- 28-1 **B** MASCON | 4000
- 28-3 **H** American Association of Collegiate Registrars & Admission | 2500

MARCH 2007

- 6-7 **H** META DATA/DAMA Conference & Expo | 700
- 8-10 **H** Traditional Building Exhibition & Conference | 4000
- 11-13 **B** International Boston Seafood Show | 16,500
- 14-15 **H** Secureworld Expo | 3000
- 14 **H** Directions 2007 | 1200
- 17-18 **B** Boston Catholic Men's Conference 2007 | 4000
- 17 **H** Berklee Jazz Festival | 3000
- 19-22 **B** Boehringer Annual Sales Leadership Retreat 2007 | 6370
- 21-22 **B** Construction Expo | 2500
- 24-27 **B** Boston Gift Show | 10,000
- 24-27 **B** NanoNexis 2007 | 1000
- 25-28 **B** HP 2007 TSG Industry Analyst Summit | 400
- 27-28 **H** Military Technologies Conference | 300
- 28-1 **H** Society for Research in Child Development | 4000
- 29-30 **B** The Women's Congress | 10,000

APRIL 2007

- 1-3 **B** New England Foodservice | 15,000
- 3-6 **H** PhotoShop World 2007 | 2,000
- 4-5 **H** Massachusetts Mortgage Association | 350
- 12-14 **H** Cardiovascular Research Foundation | 600
- 13-15 **H** Sports and Fitness Expo | 10,000

B BCEC Event | Attendees

H Hynes Event | Attendees

Doin' Great at The MassMutual Center

New Customer Service Initiative Debuts in Springfield

"How You Doin'?" Conventioneers, customers, and fans attending events at the MassMutual Center are now hearing that phrase, accompanied by a smile, every time they encounter a MassMutual employee. That's because all employees have been encouraged to reach out and engage attendees as part of the MassMutual Center's new customer service initiative. "The 'Doin' Great' campaign was designed not only to provide assistance to customers and make their experience more enjoyable, but also to enable us to gauge our performance," says MassMutual Center's General Manger, Matt Hollander. "Employees who excel in this new initiative will be rewarded with both prizes and incentives."

To kick-off the "How You Doin'?" program, the Mass Mutual Center held several events, including a pep rally and team-building activities.



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