

Front & NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY CENTER

Summer '06: the Happening Season

by Gloria Cordes Larson and James E. Rooney

Bostonians used to think of summer as a quiet time – when students went back home and locals headed off to the beach or mountains. But this year, the city will be jumping. That’s because the 12 major events at the BCEC and Hynes are expected to attract nearly 75,000 attendees.

The season kicks off on June 11th, when Microsoft holds its Tech Ed Conference, the first of two Microsoft events scheduled for the BCEC this summer. July is shaping up as a banner month for conventions in Boston. As the month opens, 12,000 Lions Club members from around the world – including Boston Mayor Thomas M. Menino – will roar



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

into town for their annual convention. One of the highlights: a parade down Boylston Street on July 1st. Later, the city will be the center of the computer animation and video

game universe as an expected 20,000 developers and enthusiasts come here for ACM SIGGRAPH 2006, an international conference on computer graphics and interactive techniques.

All together, the economic impact of the summer of '06 should top \$67,700,000. And that doesn't even take into account the number of people who will extend their stays with visits to other parts of the state. For any business that benefits from tourism, the summer should be anything but quiet and that's good news for all of us in Massachusetts.

THE FUTURE IS NOW

Welcoming Technology to Boston: Two Microsoft Events in One Summer

In March of 2004, Microsoft selected the yet-to-be opened BCEC as the site for Tech Ed 2006, the company's most comprehensive annual conference for Information Technology developers and professionals. This was notable not just because Tech Ed 2006 was the first Microsoft event to be scheduled at the BCEC, it also marked the first time this prestigious event would be held anywhere in New England. Now, as the BCEC prepares for the Tech Ed opening on June 11, the news is even better, because the conference is one of two Microsoft events to be hosted at the convention center this summer.

“Along with the education, medical and biosciences industries, the technology sector has been a key focus for our marketing and sales efforts,” said James E. Rooney, Executive Director of the MCCA. “To be selected to hold both Tech Ed and the Microsoft Worldwide Partners Conference in the same summer is quite a coup for the BCEC.”

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Tech Ed offers IT professionals an opportunity to participate in customized educational programs, get hands-on training from industry and Microsoft experts and preview new technology. Among the speakers will be Ray Ozzie, Microsoft's Chief Technology Officer. The six-day conference is expected to bring more than 10,000 attendees and generate more than 34,000 hotel room nights.

"Tech Ed is Microsoft's premier customer training event in the United States and one of our largest annual events worldwide," said Microsoft's New England General Manager Ted Maclean. "We are extremely excited about the opportunities that having the event in Boston will create for our customers and partners."

The Worldwide Partner's Conference, scheduled for July 11 through 13, is also expected to attract approximately 10,000 attendees. At last year's conference, held in Minneapolis,

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New England General Manager,
Microsoft Corporation

over 88 countries and 3,500 organizations were represented. Alexis Post, General Manager of the Corporate Microsoft Events Group, is looking forward to bringing this year's show to Boston. She says, "The BCEC is a great facility for us and our attendees will benefit by coming to an easily accessible, accommodating and welcoming city."

Together, the two Microsoft events are expected to generate about \$16.5 million for the City of Boston.

"These are exactly the types of events that the BCEC was built for and exactly the types of events that our marketing and sales effort target," Rooney reiterated. "The BCEC is one of the most technologically advanced and versatile convention centers in the country and having Microsoft choose our facility for two of their key shows reinforces our position in the industry."

HEAVENLY BEDS ARRIVE ON THE WATERFRONT



It's Opening Day for the Westin Boston Waterfront Hotel

Just in time for the BCEC's big summer, the Westin Boston Waterfront Hotel will be ready for its first guests in early June. The biggest hotel to open in Boston in 20 years, the Westin offers visitors spectacular views, first-class amenities and easy access to the BCEC through a 50-foot glass-enclosed walkway. A big plus for the neighborhood: 100,000 square feet of retail and restaurant space, including a Fleming's Steak House.

Managed by the Starwood Hotels & Resorts Worldwide, the new Westin Boston Waterfront Hotel features:

- 793 guest rooms, 85% of which have sweeping water or skyline views of Boston
- Open, airy three-story atrium lobby with wireless check-in
- The Heavenly Bed® and The Heavenly Bath®
- 400-car underground garage, with valet and self-parking
- Wi-Fi throughout the hotel (wired and wireless)
- Full-service health club featuring Westin WORKOUT® powered by Reebok® with fully equipped exercise room, sauna and steam rooms, indoor heated pool and whirlpool

TRIPLE PLAY TIME AT THE BCEC: The BCEC Steps Up to the Plate with Three Major Events in One Day

What do NCAA women's basketball stars have in common with New England growers and open-source technology gurus? On April 5th, they all attended major events at the BCEC. While the women were participating in the Women's National Basketball Association (WNBA) Draft in the BCEC ballroom, the New England Produce Council (NEPC) was holding its 6th Annual Produce and Floral Expo in Exhibition Hall B-1 and the LinuxWorld Conference and Expo was in full swing on the main floor. Combined attendance for the three events was nearly 11,000.

"Hosting three extremely varied events of this magnitude, at the same time, was a true test for both our facility and our staff," said James E. Rooney, Executive Director of the MCCA. "I'm pleased to say that both performed superbly."

LINUXWORLD: OVER 8,000 ATTENDEES AND MORE THAN 150 EXHIBITORS



LinuxWorld, the largest event of the BCEC's triple play day, actually began on April 4th. The three-day expo, which outgrew the Hynes in just one year, provides information and resources that help businesses implement open-source solutions within their companies.

This year's event resulted in over 9,000 room nights for over 8,000 attendees and more than 150 exhibitors, an increase of 12% over last year.



AN ATTENDEE BROWSES THE DISPLAY BY TOURTELLOT & CO., INC., A WHOLESALE PRODUCE AND FLORAL DISTRIBUTOR FROM PROVIDENCE, RI., ONE OF THE NEARLY 200 EXHIBITORS TO TAKE PART IN THE 6TH ANNUAL NEPC PRODUCE AND FLORAL EXPO.

"Hosting three extremely varied events of this magnitude, at the same time, was a true test for both our facility and our staff, I'm pleased to say that both performed superbly."

James E. Rooney
Executive Director of the MCCA

MORE THAN 1,200 ATTEND THE 6TH ANNUAL NEPC PRODUCE & FLORAL EXPO

Exhibit Hall B1 was transformed into a flower and produce lovers dream as more than 1,200 people visited the 2006 Produce & Floral Expo, hosted by the New England Produce Council. Nearly 200 booths represented growers, shippers, wholesalers, manufacturers and service providers. All products left at the end of the Expo were donated to the Greater Boston Food Bank and Little Sisters of the Poor.

LIVE FROM THE BCEC: THE WNBA DRAFT

Though it was the smallest of the three events, the WNBA Draft received nationwide attention. 500 players, coaches and members of the press were on hand for the draft, which was broadcast live on ESPN2.

Later this summer, the BCEC goes for its second triple play as it hosts the American Federation of Teachers (7/18/2006 - 7/23/2006), the New England Idea Exchange (7/18/2006 - 7/19/2006) and International Expatriate Consulting/Movetrek Mobility's Northeast International Conference (7/20/2006 - 7/21/2006).



DUKE ALL-AMERICAN MONIQUE CURRY, WHO WAS PICKED THIRD IN THE WNBA DRAFT, SIGNS AUTOGRAPHS FOR A GROUP OF GIRLS HOPING TO ALSO BE WNBA BOUND ONE DAY. THE WNBA DRAFT, WHICH TOOK PLACE IN THE BCEC BALLROOM ON APRIL 5TH, WAS BROADCAST LIVE ON ESPN2.

THE MCCA GOES WIRELESS: Another Link to Customer Satisfaction

Conventioneers at the BCEC and the Hynes will now have access to free wireless Internet, making Boston the first major convention city in the country to offer the service free of charge. The MCCA implemented this feature in mid-May after attendees called for free access in customer satisfaction surveys.

The MCCA launched a pilot program in April to test the usage at both the LinuxWorld Conference

Attendees now have the option to continue their business as usual while attending conferences and meetings.

& Expo and EMC World Boston 2006. With free wireless accessible, nearly 13 percent of the 6,000 attendees at LinuxWorld used the service and nearly 50 percent

of EMC's 3,500 attendees used the service. The program was so well-received by customers and the management of the shows that the MCCA moved to implement the service throughout both facilities, just in time for the hectic summer convention schedule.

While building Boston's reputation as a world-class convention city, the goal of the new service is to provide creative technology solutions and added amenities that enhance the customer experience in Boston. Attendees now have the option to continue their business as usual while attending conferences and meetings. And after paying hourly and daily rates at other centers, free wireless will be a major perk for all customers.

Boston Convention Centers

JUNE 2006

- 1 **H** Meetings Market Academy | 250
- 3 **B** C F A Exam | 2,700
- 3 **B** 29th Boston/New England Emmy Awards | 600
- 4-6 **H** Insurance Accounting & Systems Association | 3,600
- 7 **H** Rolling Out the Red Carpet | 125
- 8 **H** Rev It Up Reading | 90
- 11 **H** University of Phoenix Graduation | 1,000
- 11-16 **B** Microsoft – Tech Ed | 10,500
- 16-17 **H** Tie-Boston | 1,500
- 19 **H** National Biotechnology Conference 2006 | 1,800
- 20 **B** Gcom Users Conference | 100
- 22 **H** Diversity Career Fair | 500
- 24-26 **B** The Endocrine Society | 8,000
- 26-29 **H** Lions Clubs International Annual | 850
- 29 **B** Aramark Mission One Meeting | 400
- 29-4 **B** Lions Clubs International 2006 Annual Convention | 12,000

JULY 2006

- 2-5 **H** Key Club International Convention | 2,500
- 3-5 **H** International Association for Identification | 1,000
- 10-11 **H** American Society for Healthcare Engineering | 1,500
- 11-13 **B** Microsoft Worldwide Partners Conference | 10,000
- 17-19 **H** Cable & Telecommunications Assn for Marketing | 3,200
- 18-19 **B** N.E. Idea Exchange | 1,000
- 18-23 **B** AFT Biennial Convention | 3,000
- 20-21 **B** Northeast International Conference – Boston Movetrek | 100
- 23-26 **H** World Transplant Congress | 4,000
- 29 **H** Christian Science Association | 350

AUGUST 2006

- 1-3 **B** ACM SIGGRAPH 2006 | 20,000
- 5-9 **H** American Society of Plant Biologists | 1,500
- 14-16 **H** IDX Conference and Expo | 2,200
- 20-22 **B** American Society of Association Executives | 4,000
- 30-2 **H** Federation of Genealogical Society Conference | 1,500

SEPTEMBER 2006

- 6-9 **H** IDG Security Standard | 500
- 9 **H** Collegefest 2006 | 5,000
- 9-12 **B** Boston Gift Show | 10,000
- 11-14 **B** Voice on the Net | 5,000
- 11-14 **H** Software Development | 400
- 14 **H** An Evening with Sylvia Brown | 2,500
- 17-20 **H** Council on Foundations | 1,200
- 18-21 **H** Oceans 2006 | 2,000
- 25-27 **H** Chips to Hits | 1,200
- 26-27 **H** Embedded Systems East | 3,000
- 30 **H** Medal of Honor Dinner | 1,600

B BCEC Event | Attendees

H Hynes Event | Attendees

Lucky Thirteen for the Mass Mutual Center



TICKET REVENUES LEAD TO *VENUES TODAY MAGAZINE* #1 RANKING

Thirteen proved to be the lucky number for the MassMutual Center this spring. The total ticket revenue generated by the thirteen shows hosted at the newly renovated facility during the 30-day period from February 16 to March 15 earned it the ranking of #1 venue of its size by *Venues Today Magazine*. Total ticket revenue exceeded \$1 million dollars, with nearly 50,000 paid customers. The #1 ranking marks the MassMutual's most successful 30-day period of operation since re-opening in October.

Springfield will keep the heat rising this summer with the chart-topping duo, Big & Rich. On June 9th, the MassMutual Center will play host to the country musical act, as they take the stage on the third night of their summer tour, with opening act, Cowboy Troy. Musicians Big Kenny and John Rich came together to form the duo, finding success with their unique blend of musical styles and performing antics. Tickets for this event are still available.



Boston Convention & Exhibition Center
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