

# Front & Center

News from the Massachusetts Convention Center Authority

## One for the Record Books

by Gloria Cordes Larson  
and James E. Rooney

For the MCCA, the last quarter of 2004 was a record breaking one, with more conventions and trade shows booked than in any other quarter in our 20-year history. We're extremely pleased to report that the hotel roomnights associated with those events also broke the record number contracted in any quarter.

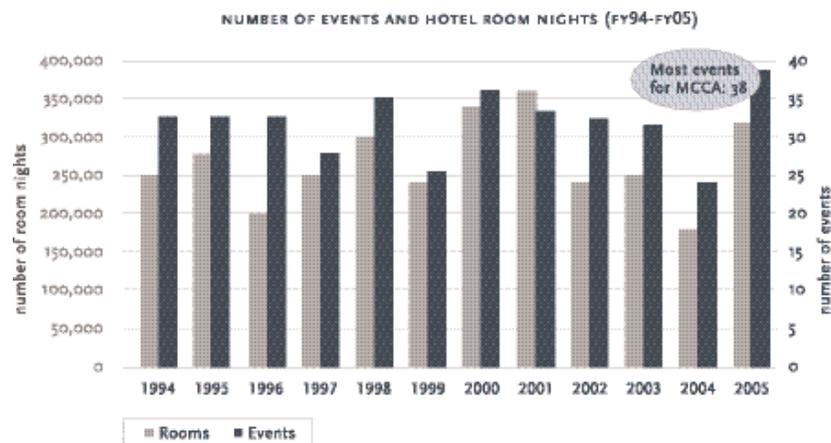
This is big news, not just for the MCCA, but also for everyone involved in the convention and visitor industry in our region. Best of all, this momentum has continued into the first quarter of 2005. As this issue of Front & Center goes to press, the MCCA has 200 definite events booked into the new Boston Convention & Exhibition Center (BCEC) and the Hynes, with 11 contracts pending and 176 tentative events in the pipeline. Taken together, the definite events alone represent more than 2.1 million hotel roomnights and an expected \$571.6 million in economic impact over the next decade. That doesn't even include functions, dinners, and small meetings that have also been booked to use one of our two Boston facilities.  
(continued on page 3)



Gloria Cordes Larson



James E. Rooney



## Convention bookings continue to break records

In the first quarter of 2005, nearly 150,000 conventioners came to Boston, attending shows and events at the Boston Convention & Exhibition Center (BCEC) and the John B. Hynes Veterans Memorial Convention Center. That's only the beginning of the good news for everyone involved in the convention and visitor industry in our region, because, at the same time, bookings for future events continued to pour in at a record pace.

### A trend that began in 2004

This increase in bookings actually began in the last quarter of 2004, when the MCCA had its greatest quarter ever, with 34 events booked at both the BCEC and the Hynes. That is substantially larger than the number of conventions and trade shows booked in any similar period in our 20-year history. Even better, the 343,000 hotel roomnights contracted also broke all previous records, and the anticipated \$93 million that will be generated over the next decade as a result of these events translates into substantial economic activity and tax revenue for both the state and the city. That number doesn't take into account the impact of the

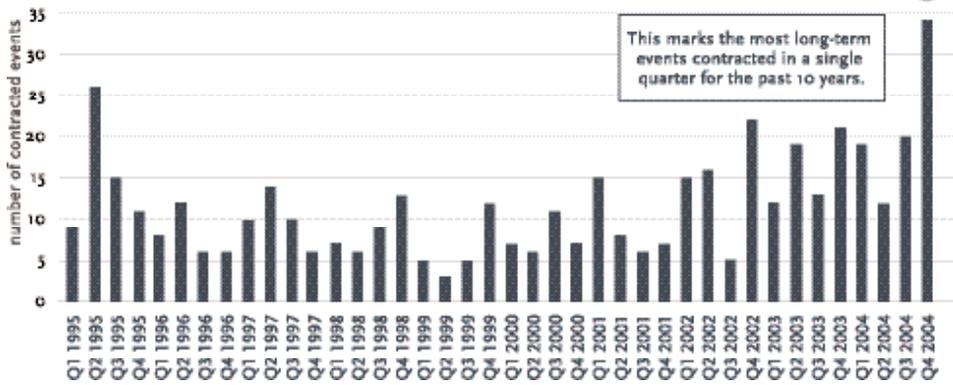
additional 65 small functions and meetings that also contracted to use the BCEC or the Hynes. "Our record bookings prove that we really have momentum," said MCCA Executive Director James E. Rooney. "New events continue to be coming into the Hynes and the calendar is filling up at the BCEC, with many of those bookings representing the type of high quality, large events the BCEC was built to hold."

### The BCEC: going strong.

While last quarter bookings included 17 events for the BCEC, nine new large events were booked in December alone. These nine events represent nearly 80,000 attendees and more than \$44.6 million in future economic activity. These events include:

- The American Society of Anesthesiologists in October 2006, with 14,500 attendees and 38,400 hotel roomnights
- SAP Tech Ed in September 2005, with 4,000 attendees and 10,650 roomnights
- SAP Sapphire in May 2005, with 10,000 attendees and 20,150 roomnights.

CONTRACTED CONVENTION AND TRADE SHOW EVENTS BY QUARTER



**Convention bookings continue to break records** *(continued from page 1)*

- American Association for Retired Persons (AARP) in September 2007, with 20,000 attendees and 19,934 roomnights.
- American Association of Periodontology in September of 2009, with 6,000 attendees and 8,600 roomnights.
- Teachers of English to Speakers of Other Languages (TESOL) in March 2010, with 7,000 attendees and 11,390 roomnights.
- American Water Works Association in June 2014, with 13,000 attendees and 30,630 roomnights.
- American Society for Human Genetics in October 2013, with 6,500 attendees and 11,934 roomnights.
- National Association of Business Travelers in July 2007, with 5,000 attendees and 13,445 roomnights.

Indeed, this momentum has continued even as this edition of Front & Center went to press. In recent weeks, four large, high-profile conventions scheduled for the BCEC became finalized:

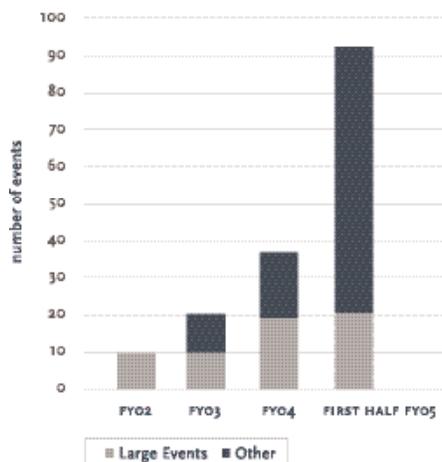
- The International Foundation of Employee Benefits Plans (IFEBC) Annual Benefits Conference in October 2014
- Microsoft Worldwide Partners in July 2006
- Siebel User Week 2005 and Siebel Business Intelligence Summit 2005 in October 2005
- The American Dietetic Association’s 2010 Food and Nutrition Conference and Expo in November 2010

Together, these events will bring a total of 28,500 out-of-town visitors and conventioners, require more than 76,550 hotel roomnights, and generate a total of \$21 million in future economic activity.

“The BCEC opened just over six months ago, and we’ve seen a strong increase in bookings,” reported Rooney. “Part of that is due to our revamped marketing and sales initiative targeting our three priority industries: healthcare/biotech, education, and technology. But also now that event planners can actually see firsthand all the building has to offer, they’ve become as excited about the BCEC’s possibilities as we here at the MCCA are.”

What does this unprecedented level of activity mean for our city? In addition to the anticipated economic impact, it also puts Boston on the map as one of the top destinations in the industry, proving that the city can compete and win in a highly competitive market. There’s no doubt about it, convention business is growing in Boston.

BCEC CONTRACTED EVENTS BY TYPE



# What They’re Saying About the new BCEC:

**2014 International Foundation of Employee Benefits Plans (IFEBC) Annual Benefits Conference:** 7,000 attendees booking 28,000 hotel roomnights and generating an expected \$7.6 million for the city of Boston

“Our annual conference brings together more than 7,000 employee benefits practitioners and we know that our attendees will love being in Boston and the Waterfront area. The BCEC has everything that we look for when we are hosting a conference and that, coupled with Boston’s attraction as a tourist destination, will help make our event a huge success.”

Michael Wilson,  
CEO  
IFEBC

**2006 Microsoft Worldwide Partners Conference:** 10,000 attendees booking 24,000 hotel roomnights and generating an expected \$6.5 million for the city of Boston.

“The BCEC is located along Boston’s Waterfront and is just minutes away from thousands of hotel rooms, Logan International Airport, restaurants, historic city sights and landmarks. It’s a great facility for us, and our attendees will benefit by coming to an easily accessible, accommodating, and welcoming city.”

Jeff Singaas,  
General Manager,  
Corporate Microsoft Events Group

## EVENT SPOTLIGHT

# Two top events move to the BCEC; new events move into the Hynes.



*The showing of the cod: from left to right: Boston Mayor Thomas M. Menino, Seafood Expositions Vice President Mary Larkin, Gadus morhua (Atlantic Cod), and MCCA Executive Director James E. Rooney.*

For the first time, two of the MCAA's top ten events were held at the BCEC. New England Grows brought 15,000 attendees to the BCEC in early February. In March, 25,000 more people attended the Boston Seafood Show (BSS). Both shows found that the move enabled them to expand

**“Overall, we received rave reviews for the “new” New England Grows at the BCEC. The move marked a milestone in our event’s history and allowed us to expand our exhibition by 50 percent,” said Virginia Wood, Executive Director of New England Grows. “Our stakeholders are very pleased with the new convention center.”**

their offerings and their audience. According to Mary Larkin, Vice President of Seafood Expositions, the expansion allowed the BSS to continue to provide the

most comprehensive seafood business networking in the United States. “From our exhibitors to our educational seminars, from our decision-making attendees to our cooking demos and keynote speakers, our overarching goal is to deliver North America’s premiere seafood show,” said Larkin. “Our continued growth is essential to that goal.” In fact, in its first year at the BCEC, the Boston Seafood Show was able to grow by 25 percent; growth was even greater for New England Grows. “Overall, we received rave reviews for the “new” New England Grows at the BCEC. The move marked a milestone in our event’s history and allowed us to expand our

exhibition by 50 percent,” said Virginia Wood, Executive Director of New England Grows. “Our stakeholders are very pleased with the new convention center.”

### **A season of success for the Hynes**

Despite having two of its top shows move to the BCEC, the Hynes had a solid winter of bookings. The American Library Association (13,000), Yankee Dental Congress (26,000), Vision New England (10,000) Linuxworld (12,000), and Society of Black Engineers (10,000), among others, kept the calendar busy. In fact, all together, the Hynes was host to nearly 100,000 visitors in the first quarter of 2005.



*Growth spurt: The move to the BCEC enabled New England Grows to grow itself: by 60%.*

### **One for the Record Books** *(continued from page 1)*

As you will read in this issue’s lead article, a significant number of our new bookings are large association or corporate events from the industries that we have been targeting through the sales and marketing initiative announced last winter. These include Microsoft Worldwide Partners, Siebel User Week 2005 and Siebel Business Intelligence Summit 2005, and the American Society of Anesthesiologists. We think you will be interested in learning what led these organizations to choose Boston as the location for their events. In our other feature story, we’ll show you how the move to the BCEC helped two of our longtime repeat customers, New England Grows and the Boston Seafood Show, increase their shows by 50 and 25 percent, respectively. And of course, we’ll also tell you what’s

happening this quarter at both the BCEC and the Hynes, and provide an update on the progress of construction at the Springfield Civic Center.

These are exciting times for the MCCA and the city of Boston. While there is still much to be done, there are many successes to be celebrated.

Regards,

*Gloria C. Larson*  
Gloria Cordes Larson  
MCCA Chairman

*James E. Rooney*  
James E. Rooney  
MCCA Executive Director

# Spreading the Word About the MassMutual Center

## New Communications Effort Highlights Upcoming Opening.

As the opening of the \$71 million MassMutual Center nears, the MCCA is putting the finishing touches on an advertising and marketing program that will sell the benefits of both the facility and the Pioneer Valley/Western Massachusetts region.

The centerpiece of this effort is an ad developed to run in conjunction with a feature article about affordable meetings, scheduled for the September issue of *Meetings East*. The ad, which is targeted to meeting and event planners, highlights the new 147,000-square-foot facility with its 40,000-square-foot exhibition hall, its 15,000-square-foot ballroom, its 9,000-square feet of meeting space, as well as the newly renovated 6,677-seat arena in the adjoining Springfield Civic Center. The ad also reminds readers of the building's convenient location: at the intersection of Interstates 90 and 91, "the crossroads of New England".

"Convenience, value, and location are the key considerations that planners keep in mind when they are selecting a site for their event," said Michelle Boudreau, Director of Convention Sales — Springfield, who oversaw the development of the communications effort. "Our new ad lets people know that this new facility delivers on all three."

The renovated arena opened for business in October 2004. Since then, it has hosted the Springfield Falcons 2004-2005 hockey season, the Harlem Globetrotters, World Wrestling Entertainment, and Sesame Street Live, among other events. The construction of the adjoining MassMutual Center is proceeding according to schedule. The center is currently booking events and is planned to open in the fall of 2005.



**In 2005, we're bringing the New MassMutual Center to Springfield, Massachusetts and there's no looking back!**

The MMC provides a new 40,000 square foot exhibition hall, a new 15,000 square foot ballroom, and 9,000 square feet of new meeting rooms. Under the same roof will be a completely-renovated 6,677-seat arena. More than 900 first-class hotel rooms are within walking distance. Getting here couldn't be easier - the Pioneer Valley is also known as the "Crossroads of New England," at the intersection of Interstates 90 and 91. In a world offering too little variety, the time is right to bring your meetings someplace special: MassMutual Center. Call or click to plan your next event. 800-291-5979 or [www.massmutualcenter.com](http://www.massmutualcenter.com)



**Bringing Western Massachusetts  
Beyond Convention**



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