

Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

Looking back, forging ahead

by Gloria Cordes Larson and James E. Rooney

In June, the MCCA celebrated a milestone event: the first anniversary of the opening of the new Boston Convention & Exhibition Center. In just one year, the BCEC hosted 115 events, generating more than 82,950 hotel nights and an estimated \$23 million in economic activity. From hotel and tax revenue, to retail and restaurant spending, that amounts to a tremendous positive impact, not just for our partners in the visitor industry, but also for the people of Boston and the Commonwealth.

And the future looks even brighter, as we work together with business and community leaders toward our shared goal of making Boston a premier convention city. Bookings at the BCEC and the Hynes continue at a record pace — exceeding our benchmarks — with a 43 percent increase over the 2004 fiscal year. Most promising is the fact that we are seeing a good number of repeat customers, proof that our focus on high-quality customer service is paying off.



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

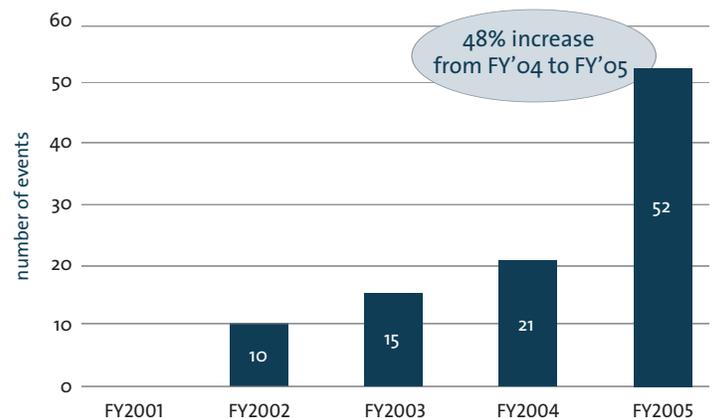
Since the BCEC's opening, the area directly surrounding the convention center has begun to come into its own, with development continuing at a rapid pace — from the new Institute of Contemporary Art, to the Silver Line, to

our own headquarters' hotel, the Westin Waterfront. In fact, in July, we held a topping-off ceremony for this \$200 million hotel, which will connect to the BCEC. By the same time next year, the 790-room facility will be open for business.

The good news extends out west as well. The gala opening of the 147,000-square-foot MassMutual Center is scheduled for October 2005, and bookings at the downtown Springfield facility are going strong.

All in all, a positive time for the MCCA and the people of Massachusetts.

BCEC BOOKINGS INCREASED DRAMATICALLY IN FISCAL YEAR 2005



FUTURE EVENT BOOKINGS:

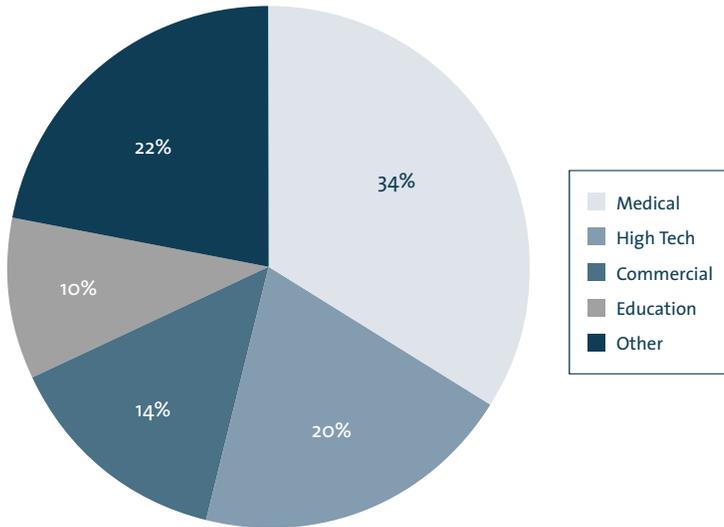
Exceeding Expectations, Surpassing Goals.

With the opening of the BCEC, Boston was positioned to become one of the country's top convention destinations, and if the past year is any indication, the city is moving closer than ever to achieving that status. That's because in fiscal year 2005, the city's future event bookings increased by 43% over the previous fiscal year (BCEC bookings increased by 48%). In fact, the 96 future conventions and trade shows — 51 at the Boston Convention & Exhibition Center and 45 at the John B. Hynes Veterans Memorial Convention Center — were actually five more than the goal the MCCA had set for fiscal year 2005. In addition, 196 short-term and smaller functions were booked in the fiscal year — 107 at the BCEC and 89 at the Hynes.

“These booking numbers are significant for the MCCA as a whole, but particularly for the BCEC. They demonstrate the new convention center is well on its way not only to stabilization, but also to achieving a very

FUTURE EVENT BOOKINGS: exceeding expectations, surpassing goals

MEDICAL, HIGH TECH AND EDUCATION EVENTS REPRESENT TWO-THIRDS OF THE LONG-TERM EVENTS CONTRACTED IN FISCAL YEAR 2005



healthy market share,” said MCCA Executive Director James E. Rooney. “When you look at the sales pipeline process in this industry, it’s fairly typical that the number of events you are booking on average, annually, is what you will be hosting on average, annually, in the future. That means these numbers are extremely positive, especially since they don’t even take into account the nearly 200 short-term events and functions we booked this year.”

events booked in that quarter were the most contracted for in any comparable period in the MCCA’s 20-year history.

A formula for success

Several factors have combined to spark the MCCA’s unprecedented sales success:

- A revamped strategic marketing and sales approach that was put in place in 2003, targeting customers who match Boston’s

- The successful opening of the BCEC and subsequent positive response from industry leaders.
- The projected opening of the new 790-room Westin Hotel, connected to the BCEC, set for July 2006.

Significant economic impact

The large-scale conventions and trade shows that have committed to the BCEC and the Hynes in the next decade and beyond will have a significant impact on the region’s economy. In fact, we estimate that the 96 largest events will generate 826,000 hotel room nights and an expected \$303 million dollars in economic activity for the city of Boston alone. For the local businesses involved in the visitor industry, that translates into hundreds of thousands of restaurant meals, shopping excursions, taxi rides, and tourist-related activities.

The 96 largest events booked in fiscal year 2005 will generate 826,000 hotel room nights and an expected \$303 million dollars in economic activity for the city of Boston in future years.

Breaking records, building momentum

Bookings were consistent throughout the entire fiscal year with the second quarter breaking all previous records for bookings by the MCCA. In that quarter alone, thirty-four events were contracted for — 17 at the BCEC and 17 at the Hynes, for a total of more than 343,000 hotel room nights and an expected \$93 million in economic impact. In fact, the

strengths: the health care, high tech, and education industries. Fully 60 percent of our new bookings have come from these targeted industries.

- A renewed customer service focus at the MCCA, including comprehensive customer surveys that give us real-time user feedback that can be acted on, even in the midst of a show.

JUNE 2005: A BIG MONTH FOR NEW BOOKINGS BY THE MCCA

Twenty events were booked in June alone, including nine for the BCEC. Here is just a sample:

The American Society for Therapeutic Radiology and Oncology, September 2008:

- 10,000 attendees and 27,000 hotel room nights

The Risk and Insurance Management Society, April 2010:

- 9,500 attendees and 27,000 hotel room nights

The American Academy of Otolaryngology, September 2010:

- 10,000 attendees and 22,500 hotel room nights

The American College of Physicians, April 2015:

- 12,500 attendees and 20,500 hotel room nights

SAP and the BCEC: The beginning of a beautiful relationship.

HOTEL PERSONNEL, RESTAURATEURS, NEWBURY STREET SHOPKEEPERS, EVEN SEASONED CABBIES KNEW THAT SOMETHING BIG WAS UP THIS PAST MAY.

Hotel rooms were nearly impossible to come by; retail and restaurant business was strong; calls for taxis going to and from the BCEC kept coming in. The reason? SAP's 2004 SAPPHIRE event had come to Boston, and it kept the town buzzing with activity for days.

SAP is the largest business applications software company in the world. They provide companies with the "behind-the-scenes" software that runs customer, financial and human resources systems. Some of SAP's local Boston-area customers include Avid Technology, Inc., Raytheon Company, Reebok International Ltd., and Waters Corporation.

SAP is the world's largest provider of business software solutions, with more than 26,150 customers in over 120 countries, running more than 88,700 software installations. The company had held two previous events at the BCEC last year, but SAPPHIRE was their largest Boston event to date. In fact, in terms of square footage, SAPPHIRE was the largest event so far in the very brief lifetime of the BCEC. Best of all, it seems the SAP/BCEC relationship has really clicked: this was the second of four SAP events in less than two years at the BCEC, and they will be back with SAP TechEd '05 September 27th through 30th.

TechEd 2005 Boston is one of four worldwide TechEd conferences SAP will hold this fall. (The others are in Vienna, Tokyo, and Bangalore.) The Boston event will bring thousands of SAP customers, partners, and prospects together for three days of networking

and educational sessions, including more than 300 instructor-led, hands-on workshops and lecture sessions. Attendees include IT managers, administrators, business analysts, project managers, and software developers from around the world.

"The BCEC is a natural fit for events like TechEd 2005," said MCCA Executive Director James E. Rooney, "our expansive exhibition space supports advanced display technologies, state-of-the art A/V capabilities, WiFi, and interruption-free cellular coverage — amenities that many other convention centers just can't offer."

TechEd 2005 also fits within the strategic focus initiated last December, which has the MCCA concentrating on selling to high tech, health care, and education events. These three industries hold a significant number of large events each year that attract the type of attendees who generate income for local businesses, because they tend to eat out more, shop more, and extend their stays more frequently than typical attendees. In fact, the three SAP events are projected to translate into 35,910 room nights and pump more than \$9,767,520 into the greater Boston economy.

SAP FACTS

SAP's 2004 SAPPHIRE event, held this past May, was the BCEC's largest event so far, in terms of square footage. Its impact was substantial:

- 9,000 attendees
- representing 38 countries
- occupied 22 hotels
- booked over 18,000 roomnights
- required 600 trades people for set-up
- generated more than \$2.2 million in economic activity

SUMMER STREET SOLSTICE: IT WAS A BEAUTIFUL EVENING, THE FIRST NIGHT OF SUMMER...

As the sun set over the Boston skyline, all eyes were on the even more colorful display inside the BCEC. The event was the opening reception for the Summer Street Solstice, the BCEC's first art exhibit, showcasing the work of artists from the Fort Point Arts Community, Inc., Artists for Humanity, and the South Boston Arts Association. It also marked the launch of the BCEC's rotating art exhibition schedule, which will feature works by professional artists from around Massachusetts.



Fort Point Arts Community Artist Kathy Chapman's "Red Wharf Building".

"We recognize the importance of the art community," said MCCA executive director, James E. Rooney, "and believe that our walls, which welcome the world, are a natural place to showcase the work of Massachusetts artists."

In addition, space in the Northwest corner Level One of the BCEC has been dedicated for the South Boston Arts Association, and South Boston artists Dan McCole and Norman Crump will have permanent collection pieces in the elevator lobbies of the Ballroom.

“Artists For Humanity is thrilled to be represented in the art exhibition program of the new Boston Convention & Exhibition Center. The 10 large-scale paintings by Boston-based AFH teens reflect the voice, vision, and cultural diversity of the young artists. BCEC has given AFH, the Fort Point Arts Community, and the South Boston Arts Association a grand new venue to showcase the art in our community. We hope the public will flock to the BCEC during Open Studios weekend, October 14 – 16 for the opportunity to see first hand the talent that is thriving here.”

— Susan Rodgeron, *Co-Founder, Executive/Artistic Director Artists For Humanity, a non-profit art apprenticeship program for at-risk Boston area teens.*

Summer Street Solstice Participating Artists

ARTISTS FOR HUMANITY [AFH]
TEL: 617-268-7620
www.afhboston.com

FORT POINT ARTS COMMUNITY [FPAC]
TEL: 617-423-4299
www.fortpointarts.org

SOUTH BOSTON ARTS ASSOCIATION
TEL: 617-464-4237

OPEN STUDIOS OPEN HOUSE

The BCEC will be open to the public during Fort Point Arts Community's Open Studios weekend: October 14, 15, 16, 2005. For more information about this event, please visit www.fortpointarts.org or call 617-423-4299.

SEPTEMBER 2005

- 7-8 **H** Photoshop World Conference and Expo | 2,000
- 10-13 **B** Boston Gift Show | 10,000
- 13-14 **H** Embedded Systems East | 3,000
- 12-15 **B** Chips to Hits | 1,200
- 15-17 **H** American Institute of Graphic Arts | 1,750
- 19 **H** Rental Housing Conference & Expo | 500
- 19-22 **B** Voice on the Net | 1,000
- 19-22 **B** Bioprocess International Conference & Exhibition | 725
- 22-24 **H** American Assn of Oral & Maxillofacial Surgeons | 6,000
- 27 **H** Immigration & Naturalization | 1,700
- 27-29 **H** Software Development | 400
- 27-1 **B** SAP TechEd 05 | 4,000
- 29-30 **H** E R Exchange Expo | 1,500

OCTOBER 2005

- 2 **H** Wedding Day Expo | 2,500
- 2 **H** Hay House, Inc. | 3,000
- 4 **H** Gillette/United Way | 450
- 7-8 **B** Pharm Med Update | 500
- 10-13 **H** Congress of Neurological Surgeons | 6,000
- 12 **B** Mike Holt Enterprises | 225
- 16-18 **H** American Trucking Association | 3,000
- 17-19 **B** Siebel Systems, Inc. | 2,500
- 22-25 **H** Association of School Business Officials Int'l | 2,000
- 22 **B** Boston Police Exam | 1,400
- 24 **B** Heinz Family Foundation Luncheon | 1,500
- 25 **B** Rosie's Place Annual Luncheon | 1,500
- 27 **H** EMC Corporation | 400
- 27-28 **H** Massachusetts General Hospital | 400
- 28-30 **H** Antiquarian Book Faire | 2,500
- 31-3 **H** AVS — The Science & Technology Society | 4,000

NOVEMBER 2005

- 1-3 **B** Interglassmetal/Fenestration World 2005 | 6,000
- 3 **B** 10th Anniversary Kenneth B. Schwartz Center Dinner | 1,700
- 5 **B** Night of Wonder (Progeria Gala) | 450
- 8 **B** Marine Corp Luncheon | 1,500
- 8-11 **H** Taxi, Limo & Para Transit Association | 1,000
- 8-12 **H** American Society of Consultant Pharmacists | 3,600
- 10 **H** Advanced Job Fair | 1,000
- 11-13 **B** Primary Medicine Today | 6,000
- 14-15 **H** Professional Liability Underwriting Society | 2,000
- 17 **B** Association of Legal Administrators | 350
- 18 **B** New England Center for Children | 500
- 18 **H** New England Ophthalmological Society | 500
- 19 **B** Earth Night | 700
- 29-1 **H** Materials Research Society | 4,000

MassMutual Center “Premiere Weekend” scheduled September 30 through October 2nd.

The Mass Mutual Center in Springfield will open with great fanfare on the weekend of September 30 – October 2. The signature opening celebration event will be a performance by the Springfield Symphony Orchestra. The Saturday, October 1st concert, which will feature a musical selection chosen especially for “Premiere Weekend”, is just one of the events that will mark the opening of a facility that combines 147,000-square-feet of new space with a 215,000-square-foot renovation of the previous convention center. The festivities

will kick off with an Opening Ceremony and Open House for local officials and media on Friday, September 30th.

MassMutual Center is to host an event of any type and size,” said Michelle Boudreau, Director of Convention Sales — Springfield.

“We think these events will show area residents and businesses, our partners in the visitor industry, and especially prospective customers, what a great place the new MassMutual Center is to host an event of any size.”

The “Premiere Weekend” ceremonies will mark the culmination of a \$71 million, 24-month effort to enable Western Massachusetts to move to a new tier in the convention and meetings marketplace. “We think these events will show area residents and businesses, our partners in the visitor industry, and especially prospective customers, what a great place the new

Tickets to the Symphony performance and reception are available through the MMC Box Office (413-787-6600) or through Ticketmaster locations (413-733-2500). General admission tickets range in price from \$15.00 to \$45.00, with a donation from the performance’s proceeds to be made to Baystate Medical Center Children’s Hospital, the Springfield Symphony Orchestra, and Open Pantry, a local neighborhood food pantry.

premiere
weekend



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