

Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

A Season of Milestones

by Gloria Cordes Larson and James E. Rooney

The last quarter of 2005 was a memorable one in the history of the MCCA. For the first time in 22 years, Boston made *Tradeshaw Week's* Annual Top Ten List of Leading Cities; moving Boston into the top tier of convention destinations. The leading cities list ranks the top ten convention cities in the country by the number of trade shows and events with more than 100 exhibitors a city is expected to host in the upcoming calendar year. Boston ranked at number seven on the list, moving up from 12 in '04. That this would happen in the BCEC's first year of operations confirms that Boston is now competitive with major convention cities across North America.



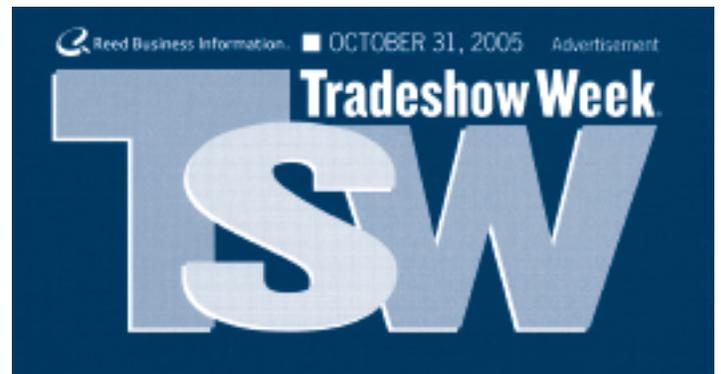
Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director

We knew when we were building the BCEC that it would be a standout in the industry, and that it would make Boston a huge player. All of us at the MCCA are thrilled to see that it is

happening so soon. Of course, awards like this represent real rewards for our economy: in fiscal year 2005, the BCEC and the Hynes together hosted 240 events with 589,400 attendees, generating 372,400 hotel roomnights and \$236 million in economic impact for Greater Boston. And the good news stretches across the state as the September 30th Grand Opening of the MassMutual Center begins to have a significant impact in the Springfield area. Here's to even greater achievements in 2006!



SEVENTH HEAVEN:

Boston #7 on *Tradeshaw Week's* Top Ten List of Leading Cities.

MAKES MAJOR TRADESHOW PUBLICATION'S LIST OF LEADING HOST CITIES FOR FIRST TIME IN 22 YEARS.

22 years since its last appearance — and just one year after the opening of the BCEC — Boston has made *Tradeshaw Week's* annual Top Ten List of Leading Cities. This list, published annually in the *Tradeshaw Week Data Book*, ranks the top ten convention cities in the country by the number of trade shows and events with more than 100 exhibitors scheduled for the upcoming calendar year. Boston leapt ahead of New Orleans (pre-Katrina), Dallas, and San Diego, displacing Washington D.C. in the Top Ten.

SEVENTH HEAVEN: Boston's #7 on Tradeshow Week's Top Ten List

"This is a great accomplishment. The trade show business is very competitive and Boston has demonstrated that it remains a world class city and therefore a very important trade show destination," said Adam Schaffer, publisher of *Tradeshow Week* and the annual *Tradeshow Week Data Book*.

The *Tradeshow Week Data Book*, considered the authority on expositions and conventions in the U.S. and Canada, is a 2,200-page publication produced annually by *Tradeshow Week* magazine. Compiling the *Data Book* is a large-scale project that involves the *Tradeshow Week* staff and a team of

researchers. The project begins in March, just four months after the previous edition is off the press. Questionnaires are emailed to show managers in April and non-respondents are followed up with a phone call, email, and/or fax. All statistics are cross-checked with other *Tradeshow Week* databases to ensure accuracy and completeness.

Tradeshow Week serves the exhibition industry as the premier weekly news magazine and publisher of four annual directories, including the *Tradeshow Week 200*. It is owned by Reed Business Information (RBI), the largest business-to-business publisher in the United States.

BCEC WINS 2005 PLANNER'S CHOICE AWARD

Recognized as one of the best in the industry by *MeetingNews* readers.

The accolades keep coming in for the BCEC. The convention center just received a 2005 Planner's Choice Award for quality and service from *MeetingNews*, one of the industry's leading publications. The magazine's readers — a national audience of conference and convention planners — make their choice based on meeting space, accommodations, service and amenities, food and beverage, technical equipment, recreational facilities and activities, and overall value and experience.

This past April, the BCEC was also designated as a "Planner's Best Bet" by the readers of *Meetings East Magazine*, who voted it "Best Convention Center in the East."

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Adam Schaffer, Publisher *Tradeshow Week* and the annual *Tradeshow Week Data Book*.



The Top Ten

Tradeshow Week's 2006 Ten Leading Cities

Rankings based on the number of trade shows and events with more than 5,000 square feet of exhibition space a city is expected to host in the upcoming calendar year.

- | | |
|-------------|---|
| 1 Las Vegas | 6 Orlando |
| 2 New York | 7 Boston |
| 3 Toronto | 8 New Orleans
<small>(based on pre-Hurricane Katrina data)</small> |
| 4 Chicago | 9 Dallas |
| 5 Atlanta | 10 San Diego |

Busy Summer: Teachers' Event Adds to Already Full July Calendar.

THE AMERICAN FEDERATION OF TEACHERS JUST ONE OF THE GROUPS SCHEDULED TO MAKE JULY A HOT CONVENTION MONTH FOR BOSTON.

If you're a Boston hotelier, restaurateur, or retailer, plan on being adequately staffed during July 2006. July will be one of the busiest convention months in recent

and 3,000 local affiliates across the nation. At the convention, which was last held in Boston in 1990, delegates elect national officers and debate and vote on AFT policies. Attendees are also expected to sight see, shop, and dine out.

"We're excited about coming to Boston," said AFT President Edward J. McElroy. "The city offers our delegates an abundance of opportunities to explore, learn, and have a good time, when they're not hard at work on the convention floor or in meetings."

Other events scheduled for the BCEC and the Hynes include the Microsoft World Wide Partners Conference, Cable and Telecommunications Association for Marketing, the World Transplant Congress, the American Society for Healthcare Engineering, Lions Clubs International, and Key Club International.

"July is shaping up to be a banner month for conventions in Boston," said James E. Rooney, MCCA Executive Director, "the city's restaurants and shops will certainly want to be prepared for a hot time."

JULY CONVENTIONS AT THE BCEC

- Lions Clubs — 12,000 attendees
- ACM SIGGRAPH — 20,000 attendees
- Microsoft Worldwide Partners — 10,000 attendees
- AFT — 4,500 attendees

"We're excited about coming to Boston. It offers our delegates an abundance of opportunities to explore, learn, and have a good time when they're not hard at work on the convention floor or in meetings".

~ Edward J. McElroy, President American Federation of Teachers

history with events including the American Federation of Teachers (AFT), which will hold its biennial convention at the BCEC July 19-23. Nearly 4,500 educators, school support employees, healthcare workers, and other public employees are expected to attend the event, booking 12,400 hotel room nights and bringing an expected \$3.5 million in revenue to local businesses, restaurants, and hotels. And that's just one of six conventions coming to the BCEC and the Hynes in July, generating more than 95,700 hotel room nights.

AFT previously in Boston in 1990

The AFT convention is the biennial gathering of representatives from 43 state affiliates

SELLING BOSTON

The Boston Convention Marketing Center Launches New Ad Campaign.



"Making Convention History" is the theme of the Boston Convention Marketing Center's new advertising initiative, a five-ad campaign that addresses the city's past, present, and future as a convention destination and describes the many reasons why Boston is a premier event location.



The new ad campaign is scheduled to run through June in national trade publications targeted to meeting and event planners.

the Buzz

TAXI APPRECIATION DAY • BEST PARKING IN BOSTON

All Hail Boston Cabbies

TAXI APPRECIATION DAY ATTRACTS 400 DRIVERS

The taxi industry is on the front lines of Boston's success as a convention destination. In fact, since the BCEC opened in June of 2004, more than 72,000 cabs have served attendees on their trips to and from the facility. To show our appreciation for all they do, the MCCA held a Taxi Appreciation Day this past September. More than 400 taxi drivers stopped by to shake hands with Boston Mayor Thomas M. Menino and MCCA Executive Director James E. Rooney and receive a complimentary box lunch, plus coupons from Dunkin' Donuts donated by John Gillespie, owner of several South Boston Dunkin' Donuts shops, and half-off coupons for car washes donated by Super Shine Auto Wash Center of South Boston.



Boston Mayor Thomas M. Menino and MCCA Executive Director James E. Rooney hand out thank-you lunches and coupons to Boston cab drivers.

MCCA'S BOSTON COMMON GARAGE IS PHOENIX READER'S CHOICE

Parking is an obsession in Boston. So it's no surprise that a recent *Boston Phoenix* Reader's Picks featured Best Parking Lot as a category. And with its convenient location and reasonable rates, the MCCA's Boston Common Garage was a natural to win top honors.

Boston Convention Centers Calendar

JANUARY 2006

- 6 **B** Gillette EIC Communications Forum | 350
- 6-8 **H** Allied Social Science Association | 9,000
- 7-9 **B** One Goal Hockey Show LP | 1,500
- 10-13 **H** RSA Security Inc. | 750
- 10-12 **H** International Ticketing Association | 900
- 12 **B** Baseball Writers Dinner | 1,000
- 13-14 **H** Massachusetts Municipal Association | 1,000
- 16 **B** MLK Annual Breakfast | 1,200
- 18-20 **H** Monster.com | 1,500
- 21 **B** Big Brothers of Mass. Bay | 1,500
- 23 **B** Tech Target Winter Meeting | 450
- 26-28 **H** Yankee Dental Congress | 26,000
- 27 **B** Yankee Dental Concert | 3,000
- 31-2 **B** New England Grows | 13,000

FEBRUARY 2006

- 2-4 **H** Vision New England | 6,500
- 8 **H** Coldwell Banker Award Ceremony | 1,500
- 9 **H** Immigration and Naturalization Ceremony | 3,000
- 11 **H** Berklee Jazz Festival | 2,500
- 18-21 **H** National Association for Campus Activities | 2,500
- 22-23 **B** MASCON | 2,000
- 23-25 **H** College Art Association 2006 Annual Conference | 5,000
- 25 **H** PETA | 2,500

MARCH 2006

- 2 **B** Baskow & Associates | 250
- 2 **H** Directions 2006 | 1,500
- 2-3 **H** National Association of Independent Schools | 4,500
- 3 **B** GMAC Sales Meeting | 1,300
- 4 **B** Boston Men's Catholic Conference | 4,000
- 12-16 **H** Final Four Volunteer Training | 400
- 12-14 **B** International Boston Seafood Show | 16,500
- 14-15 **H** Military Technologies Conference 2006 | 1,200
- 15-16 **H** Cleanrooms Contamination Control Technology | 1,200
- 15-16 **H** Secureworld Expo | 2,000
- 17-18 **H** 2006 Mary Kay Career Conference | 2,500
- 22-24 **H** Public Library Association | 6,000
- 25-28 **B** Boston Gift Show | 10,000
- 28-2 **H** Women's Basketball Coaches Association | 2,400

B BCEC Event | Attendees

H Hynes Event | Attendees

A Truly Grand Opening for The MassMutual Center



A Truly Grand Opening:
“This is the beginning of the renaissance of Springfield,” said Governor Mitt Romney, shown here with MCCA Executive Director James E. Rooney at the opening of the new MassMutual Center on September 30th. The \$71 million construction project expanded and improved the former Springfield Civic Center, securing the Pioneer Valley’s place in the convention marketplace and bringing the city of Springfield a first-class arena and entertainment venue.



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