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**HIGH PROFILE, HIGH IMPACT CONVENTIONS COMING TO BOSTON IN 2008**

*Events will generate over \$541 million for region and build on award-winning year for Boston and the MCCA*

**BOSTON-** The Massachusetts Convention Center Authority (MCCA) today announced that conventions and meetings booked in Boston in 2008 are expected to attract nearly one million people into the Boston Convention & Exhibition Center (BCEC) and the John B. Hynes Veteran's Memorial Convention Center (Hynes), an increase of 13.8% over 2007. These attendees will book more than 620,000 hotel room nights, up 3% from 2007, and generate over \$541 million in estimated economic impact to the region, a 9.5% improvement over 2007. This coming year will build on Boston being named a top-ten convention city for three consecutive years (2006, 2007 and 2008) by leading trade publication *Tradeshows Week* and the Boston Convention & Exhibition Center being awarded the 2007/8 Convention Center of the Year by *Event Solutions* magazine.

“In 2008, Boston will again be a serious competitive player in the international meetings and conventions marketplace with major high profile events coming to the BCEC and the Hynes Convention Center,” said James E. Rooney, Executive Director of the MCCA. “The ability of our facilities to draw important medical, biotech, and high tech tradeshows to Boston benefits the region greatly by creating immediate economic impact and fostering long-term economic development through the exposure of our growing industries to professionals from around the world.”

The Top 25 events for 2008 are those that will generate the most economic impact for Boston through hotel room nights and attendee spending at area restaurants and shops. Heading the list for the second straight year is AIIM & On Demand with 35,000 attendees coming to the BCEC in March. This event, known as the largest enterprise IT event in the Northeast, is expected to generate \$27 million in economic impact for Boston and be among the largest conventions hosted by the MCCA.

Medical events at the BCEC are the top generators of economic impact by industry with a projection of nearly \$95 million, nearly 85,000 attendees, and over 121,000 hotel roomnights. The major medical events at the BCEC include: the American Society for Therapeutic Radiology & Oncology in September with 10,000 attendees, the American Psychological Association Annual Meeting in August with 18,000 attendees, the American Society of Microbiology in June with 12,000 attendees, and Yankee Dental Congress in February.

The MCCA is pleased to welcome back Yankee Dental Congress with its 28,000 attendees. Because of its growing attendance, this event will now be held at the BCEC through 2014 after successfully being held at the Hynes since 1988. The switch in venue underscores the MCCA's ability to retain shows in Boston by offering facilities that can accommodate growth in attendance.

Other notable 2008 BCEC events include the International Boston Seafood Show with 18,000 attendees in February, the National Science Teachers Association with 21,000 attendees in March and the US Green Building Council 2008 with 22,000 attendees in November.

In February, the BCEC will welcome back New England Grows!, the Northeast's premier green industry show, which will generate over \$10 million in economic impact and feature more than 700 exhibiting firms in over 1,400 booth spaces. New England Grows was honored again by *Tradeshow Week* as one of the *Fastest 50*, a ranking of the fastest-growing shows in North America.

In October, the American Academy of Pediatrics will hold its 2008 National Conference and Exhibition at the Hynes. The 10,000 attendees and over 17,000 expected hotel roomnights makes it the Hynes' number one event in 2008 for economic impact on the city of Boston.

Some other notable Hynes events in 2008 include the American Association for the Advancement Science with 6,000 attendees in February, Anime Boston 2008 with 10,000 attendees in March, and the American Political Science Association with 7,000 attendees in August.

At the Hynes, educational events will take the lead for total economic impact by industry at this facility and are projected to generate nearly \$39 million in economic, attract nearly 28,000 attendees, and book nearly 59,000 hotel roomnights. Top education events at the Hynes include: the American Association for the Advancement Science in February, the Council for Exceptional Children in March, and the American Political Science Association in August.

In 2008, the MCCA will welcome first-time events to both buildings exposing thousands more attendees from around the world to our award-winning customer service and facilities while creating additional economic revenue for the region. The BCEC will welcome the American Society of Microbiology in June (12,000 attendees, over 23,000 hotel roomnights) National Association of Letter Carriers in July (11,000 attendees, over 27,000 hotel roomnights), International Association for Protection of Industrial Property in September ( 4,000 attendees, nearly 19,000 hotel roomnights), and the Natural Products Expo in October (20,000 attendees, 14,000 hotel roomnights). The Hynes will host the Foundation for Retrovirology in February (nearly 4,000 attendees, over 15,000 hotel roomnights), the Council for Exceptional Children in March (6,000 attendees, nearly 11,000 hotel roomnights), the American Sociological Association in August (5,000 attendees, 8,000 hotel roomnights) and the Aerospace Medical Association in May (2,000 attendees, nearly 8,000 hotel roomnights).

Thousands of attendees visiting MCCA facilities in 2008 will have the opportunity to enjoy and hear from notable celebrities and popular music acts. Legendary British Pop Band Duran Duran is scheduled to perform for the Big Brothers Big Sisters Big Night annual event at the BCEC in January and Grammy award winning recording artist Sheryl Crow is scheduled to perform for Yankee Dental Congress attendees in February. Also at the BCEC, the Ouimet Foundation has scheduled an appearance by golfer Jack Nicklaus in May. The "Fonz" Henry Winkler is scheduled to be the key note speaker at the Council for Exceptional Children at the Hynes in April. And, five-time NBA Most Valuable Celtics Center Bill Russell and Super Bowl Patriots Linebacker Tedy Bruschi are scheduled to make appearances at the Health & Fitness Expo in June at the Hynes.

Events are continuing to book special key note speakers, performances and appearances throughout 2008.

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage.

**2007 – 2008 EVENTS BY THE NUMBERS AT THE BCEC AND HYNES**  
\* 2008 Projected Numbers

<b>Year</b>	<b>Attendees</b>	<b>Rooms</b>	<b>Economic Impact</b>
2007	852,728	602,112	\$494
2008 (Projected)	988,960	620,100	\$541

**TOP 25 2008 CONVENTIONS AND MEETINGS BY ECONOMIC IMPACT**

<b>Event Name</b>	<b>Month</b>	<b>Attendees</b>	<b>Roomnights</b>	<b>Economic Impact</b>
AIIM & On-Demand	March	35,000	16,665	\$27.0 Million
National Science Teachers Association	March	21,000	28,955	\$23.1 Million
Yankee Dental Congress	February	28,047	13,500	\$21.7 Million
American Psychological Association Annual Meeting	August	18,000	25,220	\$20.0 Million
American Society for Therapeutic Radiology & Oncology	September	10,000	31,042	\$17.3 Million
Natural Products Expo East	October	20,000	14,000	\$17.1 Million
US Green Building Council 2008	November	22,000	10,015	\$16.8 Million
National Association of Letter Carriers	July	11,000	27,475	\$16.6 Million
Int'l Boston Seafood Show / Seafood Processing America	February	18,000	15,075	\$16.3 Million
American Society of Microbiology General Meeting	June	12,000	23,100	\$15.6 Million
Door & Hardware Institute Annual Meeting	November	22,000	4,430	\$14.8 Million
Drug Information Association	June	8,500	23,867	\$13.8 Million
American Academy of Pediatrics	October	10,000	17,424	\$12.3 Million
New England Grows!	February	15,500	2,831	\$10.3 Million
New England Foodservice	April	15,000	2,910	\$10.0 Million

Int'l Association for Protection of Industrial Property	September	4,000	18,750	\$9.2 Million
American Political Science Association	August	7,000	11,725	\$8.5 Million
American Institute of Architects	May	5,000	14,525	\$8.3 Million
Foundation for Retrovirology and Human Health	February	3,800	15,040	\$7.8 Million
Council for Exceptional Children	April	6,000	10,750	\$7.5 Million
Anime Boston 2008	March	10,000	3,245	\$7.2 Million
Boston Gift Show	April	10,000	1,521	\$6.5 Million
Boston Gift Show	September	10,000	819	\$6.3 Million
American Association for Advancement Science	February	6,000	6,940	\$6.1 Million
American Vacuum Society	October	4,000	9,660	\$5.9 Million

*A detailed description of any event is available upon request.*

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