

**Boston Convention & Exhibition Center and Questex Media Group, Inc.**  
**Announce North America's Largest Enterprise IT Events Move to Boston in 2007**  
*AIIM & ON DEMAND Expos to Take Place April 17-19, 2007*

**BOSTON, MA, May 18, 2006** – The Massachusetts Convention Center Authority and Questex Media Group, Inc., a Newton, MA-based diversified business media publisher and producer of tradeshows, conferences and events, today announced that North America's largest enterprise IT events – AIIM & ON DEMAND – will move to the Boston Convention & Exhibition Center next spring. The Expos will take place April 17-19, 2007.

“It gives me great pleasure to move the Expos to our home city. Our vendors and exhibitors are very excited to experience the history and energy of Boston. We are looking forward to continued growth and success at the new convention and exhibition center,” said Kerry Gumas, President and Chief Executive Officer of Questex Media Group, Inc.

The economic impact the Expos will have for the City of Boston is tremendous. According to a standard industry formula by ExPact2004, attendees', exhibitors' and show organizers' spending will account for more than \$24 million dollars.

“We are thrilled to welcome an important technology event like AIIM & ON DEMAND. Such high profile conventions serve as evidence of what a huge success the Boston Convention & Exhibition Center has been,” Mayor Thomas Menino said. “The Expos will bring revenue to our city and bring visitors to an emerging area of Boston - the South Waterfront.”

“With our high concentration of technology companies in the region, the Boston Convention & Exhibition Center is an ideal location for AIIM & ON DEMAND to host their 2007 event,” said James E. Rooney, Executive Director of the Massachusetts Convention Center Authority, which owns and operates the Boston Convention & Exhibition Center. “Our state-of-the-art facility, with free wireless Internet and the latest convention-related, technology infrastructure, will ensure that this major business-to-business technology conference is a success for the organizers and their attendees.”

Last week Questex wrapped up the 2006 AIIM & ON DEMAND Expos at the Pennsylvania Convention Center in Philadelphia. The Expos drew more than 20,000 attendees from 50 states and 62 countries, including 31 Fortune 50 companies and 61 Fortune 100 companies, and 450 exhibitors from across the globe. The 2006 AIIM & ON DEMAND Expos also attracted more than 80 new exhibitors. Due to the Expos explosive growth, Questex is moving the event to the Boston Convention & Exhibition Center.

Gumas added, “According to a market research study we recently conducted, tradeshows and conferences remain the most important marketing channels for business-to-business marketers. This information is consistent with what we are seeing throughout our events

portfolio. The success of our flagship technology event -- AIIM & ON DEMAND -- demonstrates the critical importance of this industry in the dynamic worlds of information management and digital printing technology.”

For more information, visit <http://www.aiimexpo.com> and <http://www.ondemandexpo.com>

For information on exhibit and sponsorship opportunities for AIIM & ON DEMAND 2007, contact Christina Condos at 617-219-8322 or [ccondos@questex.com](mailto:ccondos@questex.com).

### **AIIM Conference & Expo**

The AIIM Conference & Expo is the largest enterprise content and information management event showcasing the technologies and solutions that help align content and business processes in order to drive performance. For more than 50 years, AIIM has attracted business professionals and executive management seeking the latest technologies to capture, manage, share, and store documents and digital content to support business processes, comply with governmental regulations, drive down costs, and gain a competitive advantage.

### **ON DEMAND Conference & Expo**

The ON DEMAND Conference & Expo is the world's leading digital printing conference and exposition, encompassing all the technologies used to create, manage, personalize, print and deliver content. It's about more than print on demand technology, management and strategy; it's insight into the future of the printing industry by experts who have been at the forefront of the printing business for many years.

### **About Questex Media Group, Inc.**

Questex Media Group, Inc. is a global, diversified business-to-business integrated media provider, headquartered in Newton, MA. Questex serves multiple industries including technology, beauty, travel, hospitality, leisure, home entertainment, industrial and specialty service industries through a range of well-established, market-leading publications, events, interactive media and integrated marketing services. The company's properties include 23 trade publications, 50 websites, 25 conferences and tradeshows generating revenues of more than \$100 million annually. Questex has more than 400 employees in offices throughout North America, South America, Asia and Europe.

### **About the Massachusetts Convention Center Authority**

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. In 2005, the MCCA hosted at the BCEC and the Hynes 263 events with 588,632 attendees that generated 392,897 hotel room nights and \$239 million in economic impact for Greater Boston.

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