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MCCA ANNOUNCES ASSOCIATION EXECUTIVES WILL HOST EVENT AT BCEC
Annual Event Will Bring Nation's Top Association Decision Makers to Boston in 2006

The Massachusetts Convention Center Authority today announced that the American Society of Association Executives (ASAE) will host their annual convention at the BCEC in August of 2006, booking 12,000 hotel roomnights and bringing not only an expected \$3.3 million in economic activity during the convention but also an expected \$758.2 million in economic activity from future business.

The ASAE event is a significant event for a city to host because the delegates are association executives who, as part of their jobs, choose destinations for their own association's meetings and conventions. On average, 20 percent of ASAE executive delegates book their own conventions in an annual event host city within five years, meaning that Boston can expect \$758.2 million in economic activity from future business.

"Hosting this event is like buying the best advertising money can buy," said James E. Rooney, MCCA Executive Director. "When we bring people in for site visits, they are already sold on the charm and character of Boston but they are wowed by the BCEC as soon as they set foot in the building. This event will give us the opportunity to show the building off to industry decision makers and we know that once people see the BCEC, whether it be the size and overall design of the building or the use of natural light and state-of-the-art technology, they will be sold."

"This is a fabulous event for the new BCEC and I'm thrilled that we are announcing such an important booking so soon after our opening," said Gloria C. Larson, MCCA Chairman. "What's even better is that when ASAE comes to town, we will have opened our headquarters hotel and the delegates will get to experience the entire package of what we have to offer here in Boston. I have no doubt that we will make the list of future host cities for many of the associations represented at the ASAE event."

Association meetings make up a substantial part of the growing meetings marketplace. According to a study by the Convention Industry Council, the meetings industry is an \$83 billion a year industry and association meetings account for 67 percent of the industry.

"We are thrilled that we will be coming to Boston in 2006 and that our membership will get to experience the brand new BCEC," said Pam Troop, CMP, director of meeting operations for ASAE. "Our annual event is often referred to as the Super Bowl of Conventions and the host

city typically reaps the benefits from hosting the event for years to come. Boston has a real opportunity to impress the delegates with their new facility and the new Boston and hopefully the delegates will ultimately decide to bring their own association's conventions there as well."

The annual meeting has approximately 5,500 attendees and more than 450 companies exhibiting from convention and visitors bureaus, convention centers and hotels from around the world. While other cities will be selling the delegates from their booths, the MCCA will be able to show the attendees firsthand why they should book their next event at the BCEC.

The BCEC opened for business on June 10th in a ceremony that included more than 1,000 guests from the visitor industry and Boston's political and business leadership. On Sunday, June 13th, nearly 2,500 members of the public attended an Open House and got a sneak peek of Boston's newest landmark. On July 12th, the BCEC will host its first events, MacWorld and SAP.

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