



For Immediate Release:
May 15, 2007

Contact: Ron D'Amico
617-954-2168

MCCA BREAKS RECORDS WITH LARGEST SHOW EVER AT BCEC
2007 BIO International Convention Experiences 15 Percent Attendee Increase

The Massachusetts Convention Center Authority (MCCA) closes the 2007 BIO International Convention, produced by the Biotechnology Industry Organization (BIO), with record-breaking figures on multiple fronts, including economic impact, show attendance, event exhibitors and partnering meetings. Generating more than \$31 million in economic impact for the city of Boston, BIO finished out its four-day stint at the Boston Convention & Exhibition Center (BCEC) as the largest event in the facility's history, in terms of economic activity. The event drew in a record 22,366 attendees, a nearly 15 percent increase from the previous year, with representatives from 48 states and one-third of attendees from outside the United States. Held May 6 – 9, 2007, BIO 2007 brought nearly 31,100 hotel room nights and more than 2,000 exhibitors.

The 2007 BIO International Convention was the largest gathering of biotech exhibitors in history, with more than 1,900 companies and 60 international, domestic and regional pavilions representing every aspect of the biotechnology industry. The BIO Business Forum set records for attendance and partnering meetings. More than 6,000 attendees representing 1,503 companies participated in the Forum and held 12,103 partnering meetings

“The MCCA understood the task at hand with hosting BIO 2007 and succeeded with planning and executing this event,” said James E. Rooney, Executive Director of the MCCA, which owns and operates the BCEC. “The team at the MCCA and our magnificent facility, combined with BIO 2007 organizers, made this a truly memorable experience.”

The MCCA also smashed several transportation records at the BCEC with 13,373 taxi pick-up and drop-offs occurring for one given event and 1,280 attendees who took advantage of the MBTA Silver Line in one given day. “The MCCA's ability to successfully transport over 22,000 convention attendees in our South Boston neighborhood without inconveniencing local residents again shows the strength and capability of the BCEC's internal and external infrastructure,” said Rooney. “The MCCA would like to thank local hospitality partners, business community and government affiliates including hotels, restaurants, taxi drivers and state and local police for their assistance in welcoming the many BIO 2007 conventioners to the City of Boston.”

Event highlights included keynote addresses from Michael J. Fox, founder of the Michael J. Fox Foundation for Parkinson's Research, and Her Majesty Queen Noor of Jordan. Fox, who appeared before a packed room, urged the biotechnology industry to continue to innovate and accelerate the translation of basic science into improved therapies for patients. Queen Noor discussed the opportunities presented by biotechnology to address global health and poverty issues.

Many dignitaries and public officials attended the convention, including Senator Pat Roberts (KS), Gov. Deval Patrick (MA), Gov. Anibal Acevedo-Vila (PR), Gov. Matt Blunt (MO), Gov. Jim Doyle (WI), Gov. Ernie Fletcher (KY), Gov. Mitch Daniels (IN), and Gov. Donald Carcieri (RI). International dignitaries included The Hon. Dato' Sri Mahd Najib Tun Abdul Razak, the Deputy Prime Minister of Malaysia, among many others

The convention program included four full days with more than 200 breakout sessions covering 20 educational tracks on the most pressing issues in biotechnology, including global health, biofuels, stem cell research, vaccines, investment strategies, white biotechnology and dozens more.

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 2006, the MCCA hosted at the BCEC and the Hynes 274 events with 666,522 attendees that generated 648,852 hotel room-nights and \$528 million in economic impact for Greater Boston.

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