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MCCA ANNOUNCES NEW ENGLAND BOAT SHOW MOVING TO BCEC
Event is First Consumer Show Booked at the Two-Year-Old Waterfront Facility

The Massachusetts Convention Center Authority (MCCA) today announced a five-year deal with North American Expositions that will bring the New England Boat Show to the Boston Convention & Exhibition Center (BCEC) beginning in February 2007.

“We are thrilled to enter this partnership with North American Expositions Co. and look forward to welcoming our first consumer show in February,” said James E. Rooney, Executive Director of the MCCA, which owns and operates the BCEC. “With its grand scale and open floor plan, the BCEC is a natural fit for the boat show and this event will be a great opportunity for boating enthusiasts and residents alike to come in and see the BCEC.”

The 51st Annual New England Boat Show will run February 17-24, 2007 with nearly 1,000 boats on display, offering a complete range of powerboats and sailboats from sailing dinghies to 50-foot yachts. With 516,000 square feet of exhibition space, the show will double the number of boats shown in past years and the more than 90-foot ceilings in the BCEC exhibit hall will permit the showcase of fully-rigged sailboats, an achievement never possible in any of the New England Boat Show’s previous venues.

“After 50 years of proudly serving the marine industry and the boating public here in Massachusetts, we are extremely excited about this opportunity to grow the New England Boat Show at the new Boston Convention & Exhibition Center,” said Joseph O’Neal of North American Expositions Co., which produces the boat show. “This venue provides a platform which will elevate the 51st Annual New England Boat Show to one of the premier boat shows in the country.”

More than 50,000 people are expected to attend the eight day event that, in addition to world-class boats, will include more than 300 exhibiting companies representing the finest marine products and services including marine electronics, marine hardware, marine paints, yacht brokers, sail makers, yacht surveyors and other boating-related industries and services.

The New England Boat Show is sponsored and endorsed by the Massachusetts Marine Trades Association Inc., a non-profit entity whose mission is to further the interests of the marine trades and the boating public. The Massachusetts Marine Trades Association has a membership of

1,200 marine-related businesses in Massachusetts, which collectively employ 35,000 men and women and generate more than \$2 billion in economic activity each year in the Commonwealth.

The New England Boat Show is the first “gate show” or consumer show booked at the BCEC. The BCEC’s enabling act banned the facility from hosting gate shows in an effort to control traffic in local neighborhoods and to protect two private facilities in the area. However, after two successful years of hosting large, high profile conventions with successful traffic management and a major lobbying effort by gate show producers looking to grow and keep their events in Boston, the Massachusetts Legislature and Governor Mitt Romney reversed the ban as long as the shows are larger than 250,000 square feet and therefore too large to be held in one of the private facilities.

The BCEC’s primary market will continue to be regional, national and international conventions trade shows, corporate meetings and functions not open to the general public. Bookings for such events have continued to meet or exceed projections. In fiscal year 2006, the MCCA hosted at the BCEC and the Hynes, 276 events with 579,370 attendees which generated \$434.71 million in economic impact for Greater Boston.

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