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BOSTON MAKES TRADESHOW WEEK LIST OF TOP HOST CITIES
City Ranks 7th Largest; Makes Publication's Leading Cities List for the 1st Time in 22 Years

The Massachusetts Convention Center Authority (MCCA) today announced that for the first time in 22 years, Boston has made *Tradeshow Week's* annual Top Ten List of Leading Cities, demonstrating Boston's continued growth in the convention industry and that the city is competitive with major convention cities across North America.

"This is a major coup in the industry," said James E. Rooney, Executive Director of the MCCA. "Making this list is proof-positive that Boston is in the top tier of the industry. We are booking a record number of events and we have taken our place among the huge convention cities. Boston has arrived."

Boston ranked at number seven on the list, moving up from 12, although only the top ten are published. For the seventh year in a row, Las Vegas ranks at number one, with New York, Toronto, Chicago, Atlanta and Orlando following respectively. Boston is ahead of New Orleans (based on pre-Hurricane Katrina information), Dallas and San Diego and replaced Washington, D.C. on the list.

"This is great news for Boston," Mayor Thomas M. Menino said. "Building the convention center was one of my biggest priorities and I am glad to see that all of our hard work is paying off. Our convention center brings people from all over the world to our city and is now making Boston a leader in the convention industry. I look forward to welcoming the many conventions we have on the calendar for 2006, including Microsoft, the Lions Clubs and the American Federation of Teachers."

The *Tradeshow Week Data Book*, which will go to subscribers this week, is a 2,200 page annual publication that is considered the authority on U.S. and Canadian expositions and is produced by *Tradeshow Week* magazine. The leading cities list ranks the top ten convention cities in the country by the number of trade shows and events with more than 5,000 square feet of exhibition space a city is expected to host in the upcoming calendar year.

"After nearly a decade of planning and constructing the BCEC, it's wonderful to see that after only one year of operations, Boston has been included in the *Tradeshow Week* ranking," said Gloria C. Larson, Chairman of the MCCA. "We knew when we were building the BCEC that it would be a stand-out in the industry and that it would make Boston a huge player. I am thrilled to see that it is happening so soon."

“This is a great accomplishment. The trade show business is very competitive and Boston has demonstrated that it remains a world class city and therefore a very important trade show destination,” said Adam Schaffer, publisher of *Tradeshow Week* and the annual *Tradeshow Week Data Book*.

The compilation of the *Tradeshow Week Data Book* is a large-scale project that involves the *Tradeshow Week* staff and a team of researchers. The project begins in March, just four months after the previous edition is off the press. Questionnaires are emailed to show managers in April and non-respondents are followed up with a phone call, email and/or fax. All statistics are cross-checked with other *Tradeshow Week* databases to ensure accuracy and completeness.

Among the large events that Boston will host in 2006 are International Chiefs of Police in October with 14,000 attendees and 34,220 hotel roomnights, Microsoft Tech Ed in June with 10,500 attendees and 34,020 hotel roomnights, Heart Rhythm Society in May with 14,105 attendees and 30,785 hotel roomnights and ACM Siggraph in August with 20,000 attendees and 28,350 hotel roomnights.

For over 34 years, *Tradeshow Week* has served the exhibition industry as the premier weekly news magazine and publisher of four annual directories including the *Tradeshow Week 200*. *Tradeshow Week* is owned by Reed Business Information (RBI), the largest business-to-business publisher in the United States. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL), a world leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors.

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 fiscal year 2005, the MCCA hosted at the BCEC and the Hynes 240 events with 589,400 attendees that generated 372,400 hotel roomnights and \$236 million in economic impact for Greater Boston.

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