



For Immediate Release:  
January 25, 2007

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**MCCA ANNOUNCES 25 LARGEST CONVENTIONS FOR 2007**  
***Kicks Off Convention Year with 32<sup>nd</sup> Annual Yankee Dental Congress***

The Massachusetts Convention Center Authority (MCCA) today announced the Top 25 convention and meetings for 2007, which in total will bring 238,000 attendees to the city of Boston, booking 400,000 hotel room nights and generating nearly \$300 million in estimated economic impact. The 2007 convention year kicks off today with the 32<sup>nd</sup> Annual Yankee Dental Congress at the Hynes Convention Center.

“In 2007, the city of Boston will once again be on the international stage with major, high profile events coming to both the BCEC and the Hynes Convention Center,” said James E. Rooney, Executive Director of the MCCA. “Conventions like BIO 2007, eBay Live!, AIIM & On Demand, and Sibos 2007 will draw tens of thousands of world-renowned business people, technology insiders, medical professionals and scientists to our city, and we look forward to welcoming them.”

The Top 25 events are those which will generate the most economic impact for the city of Boston through hotel room nights and through attendee spending at area restaurants and shops. Among the Top 25 events is AIIM & On Demand with 35,000 attendees, which will come to the BCEC in April and will be the largest convention ever hosted by the MCCA at either the BCEC or the Hynes. Other notable events include the International Boston Seafood Show with 16,500 attendees in March, BIO 2007 with 15,000 attendees in May, eBay Live! with 11,000 attendees in June, the American Chemical Society with 15,000 attendees in August and Sibos 2007, the world’s leading financial forum with 7,000 international attendees, in October.

The Yankee Dental Congress, which starts today, will bring 26,000 attendees from the dental industry to the Hynes Convention Center for its final year at the facility before moving to the BCEC in 2008. Yankee Dental’s annual conference has been held at the Hynes Convention Center since the facility opened in 1988. The organization recently signed a contract with the MCCA keeping it in the city at its new BCEC location through at least 2014. The annual conference provides education, a selection of courses in dentistry for all dentistry-related fields and innovative technology, products, and services on the exhibit floor.

Next month, the BCEC will welcome back New England Grows, which recently was recognized by *Tradeshow Week* as one of the top three fastest growing trade shows in North America. The event features more than 700 exhibiting firms in 1,400 booth spaces. There will be more than 330,000 square feet of exhibits, filled with the latest plant material, products, equipment and services for green industry professionals.

Also in February, the BCEC will also host for the first time the New England Boat Show, which is expected to draw 50,000 attendees. With 516,000 square feet of exhibition space, the show will be able to double the number of boats it has shown in past years, and the 90-plus-foot ceilings in the BCEC exhibit hall will permit the showcasing of fully-rigged sailboats, an achievement never possible in any of the New England Boat Show's previous venues. The Boat Show will be the first ticketed show open to the public since the Legislature lifted the ban on gate shows at the BCEC this past summer.

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 roomnights and \$528 million in economic impact for Greater Boston.

<b>TOP 25 2007 CONVENTIONS AND MEETINGS BY ECONOMIC IMPACT</b>				
<b>Event Name</b>	<b>Month</b>	<b>Attendees</b>	<b>Roomnights</b>	<b>Economic Impact</b>
AIIM & On-Demand	April	35,000	20,300	\$27.86 Million
Yankee Dental Conference	January	26,000	13,660	\$20.19 Million
American Association of Retired Persons (AARP)	September	20,000	19,930	\$18.93 Million
American College of Rheumatology	November	13,000	29,200	\$18.77 Million
American Chemical Society	August	15,000	29,190	\$17.87 Million
International Boston Seafood Show	March	16,500	20,820	\$17.2 Million
BIO Technology Industry Organization	May	15,000	21,800	\$16.67 Million
Sibos 2007	October	7,000	28,000	\$14.22 Million
American Academy of Neurology	May	6,000	28,440	\$13.79 Million
eBay Live! Live Community Conference	June	11,000	17,475	\$12.76 Million
Association for Financial Professionals	October	7,000	18,840	\$10.91 Million
New England Grows	February	15,000	3,785	\$10.5 Million
New England Foodservice	April	15,000	2,910	\$10 Million
American Speech Language and Hearing Association	November	5,000	18,600	\$9.65 Million
National Conference of State Legislatures	August	7,000	12,225	\$8.52 Million

American Optometric Society	June	8,000	8,860	\$7.89 Million
National Business Travel Association	July	5,000	13,445	\$7.79 Million
Linsco/Private Ledger 2007 National Sales & Education Conference	July	4,000	14,850	\$7.71 Million
Materials Research Society	November	5,000	12,125	\$7.31 Million
Mortgage Bankers Association of America	October	5,700	10,705	\$7.21 Million
National Fire Protection Association	June	5,000	11,450	\$7.07 Million
American Association for Study of Liver Disease	November	4,200	12,240	\$6.88 Million
Boston Gift Show	March	10,000	1,521	\$6.5 Million
Cardinal Health – Retail Business Conference 2007	July	4,000	11,310	\$6.43Million
American Physical Therapy Association	February	4,500	9,965	\$6.24 Million

*Editor's Note: A detailed description of any event is available upon request.*

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