



FOR IMMEDIATE RELEASE
November 6, 2007

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MCCA ANNOUNCES BCEC ATTENDEES HIT ONE MILLION MARK
Attendees Delivered \$732 Million in Economic Impact Over Last Three Years

The Massachusetts Convention Center Authority (MCCA) today announced that the Boston Convention & Exhibition Center (BCEC) has surpassed a total attendance figure of one million people since opening the facility in 2004. The milestone was reached today with the opening of the 2007 American College of Rheumatology/Association of Rheumatology Health Professional Annual Scientific Meeting.

“After just three years in operation, the BCEC has hit yet another important benchmark proving its success as a premier convention facility,” said James E. Rooney, Executive Director of the MCCA. “The BCEC is competing with the top convention centers in the country, and exceeding one million attendees in this short time is a great indicator of the venue’s popularity and its ability to generate significant economic impact.”

Since its grand opening in June 2004, the BCEC has welcomed 1,012,652 national and international visitors during 454 meetings, conventions and tradeshow and generated \$732.8 million in economic impact for the city and region. The 2007 Annual Scientific Meeting, scheduled to run through November 11, will draw 13,000 medical and health professionals to the BCEC, booking 29,200 hotel roomnights and bringing in \$18.4 million in economic activity for Greater Boston.

“This is a great accomplishment for the BCEC, and I'm pleased that our scientific meeting could be a part of this milestone, with our attendee-base pushing the number over the threshold,” said Mark Andrejeski, Executive Vice President of the American College of Rheumatology. “Boston has made a name for itself in the industry as a vital host for medical shows, and the BCEC is an attractive destination for an event such as ours.”

The American College of Rheumatology (ACR) and the Association of Rheumatology Health Professionals (ARHP), a division of the ACR, are organizations of physicians, health professionals and scientists that foster an excellence in the care of people with rheumatic and musculoskeletal diseases through research and education. The 2007 ACR/ARHP Annual Scientific Meeting provides an in-depth presentation of the recent advances in the diagnosis, management and treatment of rheumatic diseases, as well as a forum to share and learn about new research data within the field.

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 275 events at the BCEC and the Hynes, which drew in 696,522 attendees and generated 648,862 hotel roomnights, as well as \$528 million in economic impact for Greater Boston.

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