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**SAP WILL HOLD ‘SAPPHIRE’ CUSTOMER CONFERENCE AT  
BOSTON CONVENTION & EXHIBITION CENTER MAY 17-19, 2005**

Boston, Mass. July 20, 2004 – The Massachusetts Convention Center Authority announced today that German software maker SAP will hold its customer event, Sapphire, at the Boston Convention and Exhibition Center (BCEC) May 17-19, 2005. The event is expected to bring more than 8,000 attendees to Boston along with \$10 million in revenue to the local economy.

Last week the BCEC hosted its first two events which included SAP’s mid-year meeting and International Data Group’s MacWorld.

“Based on our early and positive experience in Boston we decided to return next year for our customer event because there is a strong technology community based here and the East Coast is convenient for our European customers,” said Bill Wohl, vice president of product public relations for SAP.

“The BCEC offers many advantages to event and show producers including close proximity to Logan International Airport and thousands of hotel rooms,” said James Rooney, executive director of the MCCA. “The facility is customer driven and provides the most advanced technology and flexible exhibit, meeting room and function space available today.”

Bookings at the BCEC have continued to increase over the past year. Currently the BCEC has 59 events booked through 2010 including the International Boston Seafood Show in 2005 (25,000 attendees), Microsoft’s Tech Ed in 2006 (10,000 attendees), and the American Association of Orthodontists in 2009 (20,000 attendees).

The BCEC is Boston’s newest exhibition facility featuring 516,000-square feet of contiguous exhibit space and in close proximity to 35,000 hotel rooms and Logan International Airport. BCEC meeting room facilities feature 160,000-square feet of space with 84 fully configurable meeting rooms. The 40,020-square foot ballroom and adjacent pre-function space feature views of Boston Harbor and the City skyline. A world-class destination Boston offers an unsurpassed array of history, culture, landmarks, neighborhoods, museums, entertainment, restaurants and shopping.

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