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BCEC NAMED CONVENTION CENTER OF THE YEAR

Trade Magazine Announces Spotlight Award on Heels of MCCA's Most Successful Year

The Massachusetts Convention Center Authority (MCCA) today announced that the Boston Convention & Exhibition Center (BCEC) was honored as the 2007 recipient of "Convention Center of the Year" at the Event Solutions Spotlight Awards, the most prestigious awards given in the events industry. This Spotlight Award is presented to the convention center that provides superior facilities and customer service in the hosting of meeting and events. More than 500 of the industry's top professionals attended the black-tie ceremony held at the Olympia Theater in Miami Beach, Florida.

The BCEC beat out two other finalists vying for "Convention Center of the Year," – the City of Virginia Beach / the Virginia Beach Convention Center and the Indiana Convention Center and RCA Dome - to win the coveted award. There are over 300 convention centers in the United States. *Event Solutions* magazine has presented the Spotlight Awards to top event industry professionals for the past 10 years. Over 20 award categories honor people and companies in a wide variety of disciplines necessary to produce excellent events.

"The team at the MCCA works hard to maintain Boston as a leader in the convention center industry and this award demonstrates that Boston does it right," said James E. Rooney, Executive Director of the MCCA. "I take seriously my responsibility to propel Boston to the forefront of the convention center marketplace through innovative programs and services that distinguish our city and create significant economic impact."

"This award is evidence that the Commonwealth is more than worthy of being celebrated as a first rate host of some of the nation's most prestigious and news making events," said Massachusetts Governor Deval Patrick. "The events industry is extremely competitive, yet Boston has continued to demonstrate that it is a world class city and therefore a leading conventions, meetings and exhibitions destination."

"The BCEC's success during the three years since it opened has transformed Boston into a viable competitor with the country's top-tier convention cities," said Boston Mayor Thomas M. Menino. "The MCCA has worked endlessly to meet client needs and attract the most prominent industry events, and it is great to see some of that hard work being rewarded."

The MCCA recently released its 2006 Economic Impact Report, which outlines the effects of direct spending by event attendees on hotel rooms, local transportation, shopping and dining within Calendar Year 2006 in association with events at the BCEC and the Hynes Convention Center. With two facilities and 275 events in the past year generating \$528 million in direct spending, Boston continues to be a major player in the meetings, conventions and exhibitions industry. For the first time in MCCA history, the report is Web-based and can be viewed by visiting: <http://www.massconvention.com/economicimpact>.

Event Publishing, LLC publishes *Event Solutions* magazine, a monthly trade publication covering the events, meetings and incentives industry, and produces the annual trade show, the Idea Factory: Events, Education, Expo. The Tempe, Ariz.-based company provides resources for everyone in the events industry by operating a full-service news website, providing professional certificates for planners and producers, and doing primary research to quantify and identify breaking trends in the industry. *Event Solutions* is a controlled circulation magazine, audited by BPA, and is read by more than 27,000 corporate, independent and association event professionals, as well as service providers for the event industry.

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 FY 2006, the BCEC and the Hynes successfully hosted 275 events, bringing 579,370 attendees from across the country and around the world to Boston.

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