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**THREE BCEC HOSTED EVENTS HONORED AS FASTEST 50 GROWING SHOWS IN
NORTH AMERICA FROM LEADING TRADE MAGAZINE**

*BIO International, International Boston Seafood Show and New England Grows! Make
Tradeshow Week's Fastest 50*

The Massachusetts Convention Center Authority (MCCA) today announced that *Tradeshow Week's 5th Annual Fastest 50* celebration, honoring the fastest growing trade shows, included three events hosted by the Boston Convention and Exhibition Center (BCEC). BIO International, the world's largest event for the biotechnology industry, New England Grows!, the Northeast's premier green industry show, and the International Boston Seafood Show and Seafood Processing America, were all honored during the November 2-4, 2007 celebration weekend in Atlanta.

"Three BCEC based shows are on *Tradeshow Week's Fastest 50* list and this further demonstrates that the City of Boston is a winner for events and a major player in the convention and meetings industry," said MCCA Executive Director James E. Rooney. "BIO, New England Grows and the International Boston Seafood Show are perfect examples of tradeshow that chose the BCEC and watched their show's attendance and actual square footage numbers grow substantially from the previous year."

The 2007 Biotechnology Industry Organization (BIO) International Convention was the largest-ever gathering of biotech exhibitors, with more than 1,900 companies and 60 international, domestic and regional pavilions representing every aspect of the biotechnology industry. The massive 711,325 square foot convention finished its four day stint at the BCEC in May as the largest event in the facility's history in terms of economic activity, drawing a record 22,400 attendees, a nearly 15 percent increase from the previous year, and also bringing in over 800 exhibitors and 31,100 hotel room nights.

New England Grows! welcomed the *Fastest 50* award this year for the second consecutive year. Since the exposition moved to the BCEC in 2005, New England Grows has continued to break attendance and square footage records. The 15th annual New England Grows! held earlier this year attracted 15,500 attendees, packing over 650,000 square feet of space with more than 700 exhibitors. New England Grows! is a partnership between the New England Nursery Association, Associated Landscape Contractors of Massachusetts, Massachusetts Arborists Association, Massachusetts Nursery & Landscape Association, and its network includes more than 30 allied green industry organizations. New England Grows! will return to the BCEC on February 6, 2008.

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The International Boston Seafood Show, co-located with Seafood Processing America, is North America's largest seafood exhibition, allowing attendees to discover the latest seafood products and trends while connecting with industry professionals and sharing best practices. The 25th annual three-day show in February, 2007 attracted 14,000 attendees to the BCEC and required nearly 645,000 square feet of space for over 850 exhibiting companies. Next year's show begins on February 24.

Tradeshow Week Fastest 50 shows are selected based on 50% total net square footage growth and 50% of net growth between 2004 and 2006. The judging team is comprised of the editorial and research staffs at *Tradeshow Week*.

For over 35 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*, a listing and analysis of the largest tradeshow. *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, named Convention Center of the Year by *Event Solutions* magazine, a leading trade publication, 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 room-nights and \$528 million in economic impact for Greater Boston.