

# IN results

## RECORD-BREAKING RESULTS

Investing in Boston as a top-tier convention city paid impressive dividends in 2007. The Boston Convention & Exhibition Center (BCEC) hosted its largest events ever in all three major categories used to measure a show: economic impact (BIO 2007), attendees (AIIM/OnDemand), and hotel roomnights (Lions Club). The proven success of both the BCEC and the Hynes has positioned Boston at the forefront of convention cities in North America.

The 2007 BIO International Convention was the largest event in the BCEC's history, breaking records for economic impact, event, exhibitors, partnering meetings, and transportation. More than 22,000 attendees from 48 states and numerous countries attended breakout sessions and partnering meetings, and visited more than 1,900 companies and 60 pavilions representing every aspect of the biotechnology industry.

## A PRESCRIPTION FOR THE HYNES

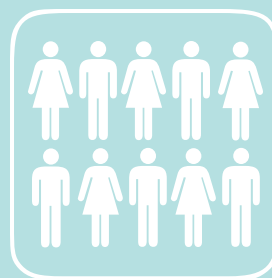
The success of medical shows in Boston has been particularly notable at the Hynes, which played host to several medical gatherings, including Yankee Dental Congress, American Academy of Neurology, World Transplant Congress, and American Association for Study of Liver Disease. And with the Hynes Commission Report determining that there is a strong business need for the Hynes, continued investments in the facility will help ensure that it remains a viable convention location for small and medium-sized groups.

## OPENING THE GATES

This year consumer gate shows got the go-ahead at the BCEC, and the New England Boat Show quickly secured a five-year deal. In February the 51st annual boating showcase more than doubled in size as 54,000 people viewed 1,000 boats, including fully-rigged sailboats that took advantage of the BCEC's 90-foot ceilings.

### Sailing into Success

- 1,000 boats
- 450 exhibitors
- 54,000 attendees
- \$200,000 in parking revenue
- \$80 million worth of boats on display



The BCEC hosted its largest events ever in three categories: economic impact (BIO 2007), attendees (AIIM/OnDemand) and hotel roomnights (Lions Club).

## FY07 TOP 20 EVENTS BY ECONOMIC IMPACT

\$\$ IN MILLIONS							
Bldg.	Event Name	Industry Type	Revenue	Attendees	Rooms	Ec. Impact	Direct Tax
B	2007 BIO International Convention	Medical	\$2,025,547	22,400	31,100	\$31.0	\$0.88
B	AIIM/ON DEMAND	High-Tech	\$1,342,644	35,000	20,300	\$28.3	\$0.77
B	ACM Siggraph 2006	High-Tech	\$926,917	20,000	28,350	\$22.3	\$0.82
B	Lions Clubs International 2006 Annual Convention	Other	\$841,221	15,000	35,154	\$21.8	\$0.93
B	International Chiefs Of Police	Other	\$1,061,355	14,000	34,220	\$20.8	\$0.90
H	Yankee Dental Congress	Medical	\$462,281	26,000	13,660	\$20.5	\$0.54
B	American Public Health Association	Medical	\$496,391	13,000	27,420	\$17.8	\$0.74
H	American Academy of Neurology	Medical	\$892,182	11,000	28,439	\$16.9	\$0.74
B	International Boston Seafood Show	Commercial	\$868,019	14,000	20,823	\$16.0	\$0.59
B	Microsoft Worldwide Partners Conference	High-Tech	\$2,023,889	10,000	25,750	\$15.4	\$0.67
B	eBay Live! Community Conference	High-Tech	\$1,079,248	11,000	17,475	\$12.9	\$0.49
H	World Transplant Congress	Education	\$427,371	6,500	20,615	\$11.4	\$0.52
B	New England Grows	Commercial	\$551,653	15,500	3,785	\$10.7	\$0.22
B	New England Foodservice	Commercial	\$351,749	15,000	2,910	\$10.0	\$0.20
H	American Association for Study of Liver Disease	Medical	\$311,606	5,400	13,415	\$8.1	\$0.35
H	Materials Research Society	Education	\$221,645	5,000	11,955	\$7.3	\$0.31
B	NFPA World Safety Conference & Exposition	Other	\$389,692	5,000	11,450	\$7.2	\$0.30
B	AFT Biennial Convention	Education	\$334,107	3,000	14,230	\$7.0	\$0.35
B	ASAE and The Center	Other	\$425,912	4,000	12,400	\$6.9	\$0.32
H	National Electrical Contractors Association	Commercial	\$328,402	6,500	7,460	\$6.6	\$0.23



more than **22,000**  
attendees at 2007 BIO  
International Convention

more than **1,900**  
companies represented  
the industry at 2007 BIO  
International Convention

**BIO International**

Economic Impact: \$31 Million

Attendees: More than 22,000

Hotel Roomnights: More than 31,000