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MICROSOFT WILL HOLD ANNUAL TECH ED EVENT AT BCEC IN '06
More than 10,000 Attendees, More Than 34,000 Hotel Room Nights Expected

Boston Mayor Thomas M. Menino and the Massachusetts Convention Center Authority (MCCA) today announced that Microsoft will hold its Annual TechEd Convention at the new Boston Convention & Exhibition Center (BCEC) June 11-16, 2006. TechEd is one of Microsoft's largest events and its most comprehensive technical event for Information Technology developers and professionals. This will be the first time it has been held in New England.

"Thousands of visitors will stay in the City of Boston during this convention," said Mayor Thomas M. Menino, who met with Microsoft when they were in the selection process. "I know that Microsoft, their exhibitors, and their attendees will be impressed and excited about all that Boston has to offer."

TechEd 2006 is expected to bring more than 10,000 attendees to Boston and book more than 34,000 hotel room nights. The convention, which is held annually around the country and separately worldwide, provides IT professionals an opportunity to participate in customized educational programs, get hands-on training from industry and Microsoft experts, and preview the newest technology.

Governor Mitt Romney played an instrumental role in getting Microsoft to choose Boston and also met personally with the convention planners. "As the hub for the high technology industry, Massachusetts is proud to welcome Microsoft and its TechEd Convention to Boston," said Romney. "Their decision to come here is a feather in the cap of our new convention center and will mean more visibility for Boston as a desirable convention destination."

"To host a huge show like this in the early years of operation is great for building our reputation in the industry," said Gloria C. Larson, Chairman of the MCCA. "And getting this event to come to Boston was a true collaboration that couldn't have been achieved without the support of Governor Romney and Mayor Menino. This event will give Boston's hotels and restaurants the type of activity we knew the BCEC would generate."

TechEd draws an average of 200 partner exhibitors to showcase their products and technologies, and Microsoft typically has more than 50 demo stations staffed by Microsoft employees. These stations give attendees the opportunity to meet face-to-face

with Microsoft experts who explain product features and suggest the best solutions for attendees and their companies.

“After conducting a rigorous nationwide site selection process, we are pleased to bring Microsoft TechEd to New England for the very first time. TechEd is Microsoft’s premier customer training event in the United States and one of our largest annual events worldwide,” said Microsoft’s New England General Manager Michael Kosek. “We are extremely excited both about the opportunities that having the event in Boston in 2006 will create for our customers and partners, as well as the positive economic impact it will have for the region.”

“This is exactly the type of event that the BCEC was built for and exactly the type of event that our marketing and sales effort targets,” said James E. Rooney, Executive Director of the MCCA. “The BCEC is one of the most technologically advanced and versatile convention centers in the country and having Microsoft choose our facility for their premier tech show proves that we are a convention center that can compete and win.”

Microsoft TechEd 2004 will be held in San Diego. For more information about Microsoft TechEd, please visit their Web site at www.microsoft.com.

The BCEC is scheduled to open this June and in July will host MacWorld, SAP Worldwide’s mid-year corporate meeting and the Democratic National Convention’s 15,000-attendee media opening party. Currently, there are 40 definite events, 8 contracts pending and 75 tentative events scheduled at the BCEC through 2010.

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