



FOR IMMEDIATE RELEASE:
March 1, 2011

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BOSTON CONVENTION CENTERS AWARDED INTERNATIONAL CERTIFICATION FOR EXCELLENCE

***BCEC and Hynes convention centers among only 15 worldwide to achieve AIPC
gold standard***

BOSTON – The Boston Convention & Exhibition Center and the John B. Hynes Veterans Memorial Convention Center have both earned a rare gold standard from the International Association of Congress Centres (AIPC), making them only the fourth and fifth convention centers in North America and the 14th and 15th worldwide to have been awarded this top standard, the highest certification level a convention facility can achieve under strict AIPC guidelines.

“This is proof positive that Boston remains one of the world’s leading convention destinations and that our facilities and the way we operate them are among the best in the world,” said James E. Rooney, executive director of the Massachusetts Convention Center Authority, which runs the BCEC and the Hynes. “We’re honored to be recognized on a global level and I’m proud of the MCCA staff and all they do to make our facilities and events some of the best in the world.”

AIPC, based in Brussels, Belgium, is one of the leading associations for professional convention and exhibition centers in the world. A true international organization, the AIPC is a global network of more than 165 leading convention centers in 53 countries, involving more than 650 management professionals. The body focuses on the issues, opportunities and challenges facing convention and exhibition centers.

“With more centres and destinations coming into the market every year, the question of how a client can assess the capabilities of any given product is becoming more and more important,” says AIPC President Edgar Hirt, managing director of the Congress Center Hamburg in Germany. “The AIPC Quality Standards program is one that entirely reflects our own needs and can truly deliver an accurate assessment of how well a centre is addressing the demands of both clients and owners. I congratulate the Boston Convention & Exhibition Center and the Hynes Convention Center for their achievements.”

The certification process examines 10 key areas of a convention center's operations, including customer service, quality of facilities and operations, employee relations, health, safety, security and emergency response, financial integrity, community relations, environmental responsibility, and industry and supplier relations. The submission is then audited and certified by Knowlan Consulting Group Inc. of Vancouver Canada. Comments on Boston's audit read, "This was a very high quality submission, fully deserving of a "Gold" certification. It is a laudable and well-deserved achievement, and we commend the Centre's managers."

Other facilities awarded the AIPC gold standard include the World Forum in The Hague, Netherlands; the Melbourne Convention and Exhibition Center in Australia; the Lisboa Congress Centre in Portugal; the Kuala Lumpur Convention Centre in Malaysia; the San Diego Convention Center; the Vancouver Convention Centre and the Calgary TELUS Convention Centre, both in Canada.

About the Massachusetts Convention Center Authority (MCCA)

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 2010, the MCCA hosted 239 events at the BCEC and the Hynes with 773,387 attendees, generating 585,528 hotel room nights and \$462 million in economic impact. The MCCA is currently in the midst of its Top 5 campaign to launch Boston into the top five convention destinations in North America. For more information, go to www.t5boston.com.

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