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MCCA SIGNS BOSTON GIFT SHOW TO BCEC IN '05,'06,'07
More than 10,000 Buyers Expected to Attend Semi-annual Tradeshow

The Massachusetts Convention Center Authority (MCCA) today announced that it has signed the Boston Gift Show[®] to host six shows at the new Boston Convention & Exhibition Center (BCEC) in 2005, 2006 and 2007. Annually, the spring and fall editions of the Boston Gift Show collectively attract more than 16,000 buyers from New England and Eastern Canada.

“This is a great announcement for the BCEC,” said James E. Rooney, MCCA Interim Executive Director. “Large tradeshows like the Boston Gift Show are exactly the type of shows the BCEC was designed for and we know both the exhibitors and the buyers that attend the events will be enormously impressed with the facility and what it has to offer.”

The Boston Gift Show was established in 1929 and features 600 companies exhibiting general gifts, stationery, toys, floral items, decorative and personal accessories, crafts, gourmet products and foods, souvenirs and jewelry. The semi-annual tradeshow focuses mostly on its large showcase of general gifts but also includes six additional sections geared toward specific markets: At Home (decorative and home accessories), Fine Jewelry (high-end accessories), Handmade[®] (domestic and international handcrafted merchandise), Made in New England (giftware and specialty foods unique to the region), Souvenir Source (resort apparel, novelties and collectibles) and The Museum Source[®] (products appropriate for museum gift shops and galleries). The event is not open to the general public.

“We are thrilled that the Boston Gift Show is coming to the BCEC,” said Gloria C. Larson, Chairman of the MCCA. “The deal we are announcing today will bring six big shows to the BCEC with economic growth opportunities for the city of Boston and the Commonwealth of Massachusetts.”

The tradeshow is managed by George Little Management, LLC (GLM[®]). GLM, along with partner dmg world media, is involved in the production of 50 tradeshows annually, featuring some 36,000 exhibitors in more than 6.6 million net square feet of space and attracting approximately 640,000 attendees. Since 1983, GLM has been responsible for the management of more *Tradeshow Week* top-rated consumer products expositions than

any other management company in the nation. Additional information is available online at www.glmshows.com.

“We decided to go the BCEC because of the long-term growth possibilities that it affords us,” said Lynn White, Group Show Manager, GLM. “Additionally our exhibitors and attendees alike have expressed the desire to be in a state-of-the-art facility with access to the downtown area and hotels.”

In advance of the Boston Gift Show’s relocation to the BCEC in 2005, the event will continue to be held at the Bayside Expo and Executive Conference Center. Additional information is available online at www.bostongiftshow.com.

The BCEC is scheduled to open in just less than a year, at the end of June 2004. Currently, there are 30 definite events and 68 tentative events scheduled at the BCEC through 2010.

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