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MCCA Welcomes BIO International Convention Back to Boston in 2012
Record-setting event again expected to bring millions in economic impact

James E. Rooney, executive director of the Massachusetts Convention Center Authority, along with Governor Deval L. Patrick and Boston Mayor Thomas M. Menino, announced today that the prestigious BIO International Convention will return to Boston in 2012, bringing new attention to the state's robust biotechnology industry while generating millions of dollars in economic impact from this singular event.

The BIO International Convention is the world's largest gathering of the biotechnology industry, attracting more than 20,000 attendees from around the world, including more than 500 members of the international press. The Boston convention is scheduled for June 2012.

"We're so pleased that Boston and the Commonwealth will once again host this extraordinary event," said Rooney. "We promise to equal if not better the huge success of BIO 2007, and will work diligently to ensure the 2012 event and others help enhance our biotech industry."

The 2007 BIO International Convention, produced by the Biotechnology Industry Organization, broke records on multiple fronts for Boston, including economic impact, show attendance, event exhibitors and partnering meetings. After four days at the Boston Convention & Exhibition Center, it proved the largest event in the facility's history, generating \$24.1 million in economic impact.

"Our ongoing focus on the biotechnology industry is just one of the many reasons the Massachusetts economy is primed for recovery and growth," said Governor Deval Patrick. "By bringing the BIO International Convention back to Boston and drawing the world's attention once again to our state's inherent strengths, we can and we will create both the immediate and long term economic impacts that benefit businesses, workers and families across the Commonwealth."

"BIO 2007 left an indelible mark on Boston," said Mayor Thomas M. Menino. "The event was an economic boon to local hotels, restaurants and businesses, and showed the world that Boston is a leader in the growing biotechnology industry. I am proud that our city can host this monumental event again in 2012."

Based on early estimates, it's believed the 2012 event could generate \$30.1 million in economic impact. BIO officials project requiring 10,000 rooms on peak nights in 2012, with a total of approximately 41,200 total room nights. The event, which currently has about 24,000 attendees, is expected to have more than 26,000 attendees by 2012. *(more)*

“We are excited to bring the world’s largest gathering of the biotechnology industry to the greater Boston area in 2012, showcasing the regional biotechnology community,” said Jim Greenwood, president and CEO of BIO, producer of the BIO International Convention. “Our convention draws a global focus to the region, helping attract continued biotech investment.”

The 2007 BIO International Convention attracted a record 22,366 attendees, a nearly 15 percent increase from the previous year, with representatives from 48 states and 64 countries. One-third of attendees came from outside the United States. The BIO Exhibition featured the largest gathering of biotech exhibitors in history, with more than 1,900 companies and 60 domestic, country and regional pavilions representing every aspect of the biotechnology industry. The BIO Business Forum also set records for attendance and partnering meetings. More than 6,000 attendees representing 1,503 companies participated in the Forum and held 12,103 partnering meetings.

“We are thrilled with the announcement that Boston will be hosting the BIO convention in 2012,” said Robert Coughlin, president and CEO of the Massachusetts Biotechnology Council. “It is certainly fitting, as Massachusetts was at the forefront of the biotech revolution, and scientific innovation here continues to drive the industry toward solutions for humanity’s critical health and energy needs.”

The convention attracts approximately 20,000 industry leaders and features more than 200,000 square feet of exhibitions showcasing the latest advancements in biotechnology alongside an array of potential partners, service providers, and state and international delegations. The 2012 event also will include keynotes from global leaders, education sessions, business partnering meetings, and numerous networking events.

“The BIO International convention has been an important part of our story of life sciences leadership in Massachusetts,” said Dr. Susan Windham-Bannister, President & CEO of the Massachusetts Life Sciences Center. “In 2007 Governor Patrick announced his life sciences initiative at BIO, in 2008 we announced that it had been signed into law, and in 2009 we showed our early return on investment. In 2012, four years into the initiative, we will have even more of a story to tell when BIO returns home to Boston.”

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, and the Boston Common Parking Garage. In the past five years, the MCCA has created \$2.4 billion in economic impact for Boston and the Commonwealth.

About the BIO International Convention

BIO produces the annual BIO International Convention, the world's largest gathering of the biotechnology industry. The BIO International Convention attracts more than 20,000 attendees from around the world including more than 500 members of the international press. Convention attendees hear from global biotechnology leaders, learn about the latest biotech innovations and network with their peers from established and emerging biotech companies, research institutions, service providers and biotech hubs. BIO also produces a series of industry-leading investor and partnering meetings held around the world.