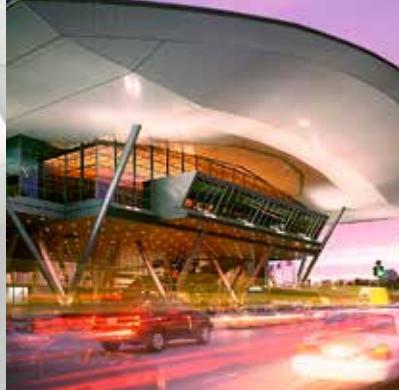




# BOSTON IS SAFE & STRONG



Boston Convention & Exhibition Center | John B. Hynes Veterans Memorial Convention Center | The Lawn On D

MASSACHUSETTS  
CONVENTION CENTER  
AUTHORITY

*Signature* BOSTON



## WELCOME BACK TO BOSTON!

In 2020, our Signature Boston Team was met with unique challenges as tourism, business travel, and gatherings of all kinds were shut down/restricted due to the pandemic.

COVID-19 temporarily changed the way we use our venues, but what didn't change is our commitment to customer excellence and service to the public. And now, we are ready to get back to doing what we do best – hosting world-class events and bringing people together.

## BOSTON IS SAFE & STRONG

# 12 REASONS

## Why Boston is Ready to Host Your Event

1.

### WE'VE ALWAYS BEEN OPEN

The Boston Convention & Exhibition Center (BCEC) and the Hynes Convention Center (Hynes) have been open throughout the pandemic. The BCEC hosted Boston Hope, a full-service medical facility operated in partnership with Massachusetts General Hospital, Boston Medical Center, and Beth Israel Lahey Health. The Hynes served as a vaccination center providing up to 7,000 vaccinations per day. We also hosted exams, a school, a movie production company, and more.

2.

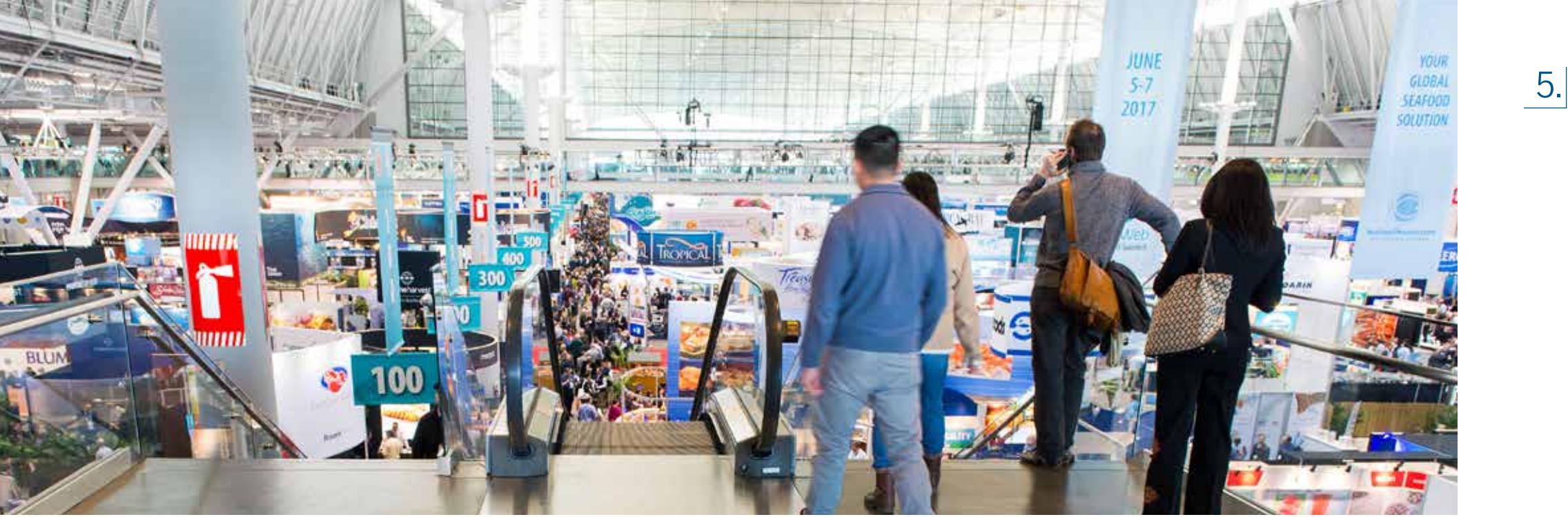
### LARGE, VERSATILE EXHIBIT AND MEETING SPACE – INCLUDING OUTDOORS

Our facilities offer flexible space to meet your needs, including space to extend your event outdoors at The Lawn On D.

Our venues have numerous entrances and exits, allowing for clear and distinct social distancing, segmenting of events, and many options for overflow space. For example, at the BCEC, there are eight primary entry and exit points in addition to multiple secondary access points that can be reconfigured to avoid lines and congestion. Most entrances and exits are substantially distant from each other to further minimize “collision” zones.

FACILITY	BCEC	HYNES
Exhibit Space	516,000 sq. ft.	176,480 sq. ft.
Meeting Rooms	82 (151,781 sq. ft.)	38 (60,385 sq. ft.)
Ballroom	40,020 sq. ft.	24,544 sq. ft.
Flexible Function Space	300,000 sq. ft.	160,000 sq. ft.





### 3. HOSPITAL-GRADE VENTILATION SYSTEMS

The BCEC and the Hynes have the ability to improve airflow through the use of its robust HVAC system capabilities. For example, at the BCEC, there are over 25 dedicated “twin” air handler units that have the ability to move millions of cubic feet of air per hour. In addition, the ventilation system at the Hynes was converted to a Merv 13 filtration.

We are committed to following the guidelines from the Centers for Disease Control and Prevention (CDC) and the American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) for HVAC usage, including:

- Increasing air exchanges to maximum mechanical capabilities
- Maximizing outside air supply through units
- Increasing exhaust air to the atmosphere
- Utilizing the highest rated Merv Factor Filter
- Extending hours of operations to garner increased volumes

### 4. HIGH-QUALITY CLEANING SERVICES

The Massachusetts Convention Center Authority (MCCA), and our cleaning services partners are adhering to cleaning guidelines set forth by the CDC and the Massachusetts Department of Public Health. Throughout the pandemic, our team has worked tirelessly to keep our facilities clean and sanitized. We have the latest in cleaning technology at our disposal including electro-static sprayers and EPA-certified, hospital-grade disinfectants that disinfect surfaces in 60 seconds. During your event, we will provide complimentary cleaning of all common areas, including restrooms. Our cleaning partners are also available for hire should you have additional cleaning requirements. Your MCCA Event Services Manager can assist you with those arrangements.

### 5. \$14M+ IN CAPITAL IMPROVEMENT PROJECTS AND UPGRADES

Over the past year we have completed many capital improvements to enhance the user experience in our facilities.

At the BCEC, this includes:

- Two additional escalators on either side of Hall A to help with attendee flow from the North Lobby into the exhibit halls
- New carpeting in all public areas
- Renovated Green Room for speakers and performers
- Repaved parking lots and roadway around the building
- New canopy to protect pedestrians walking from the Massachusetts Bay Transit Authority (MBTA) Silver Line stop to the BCEC

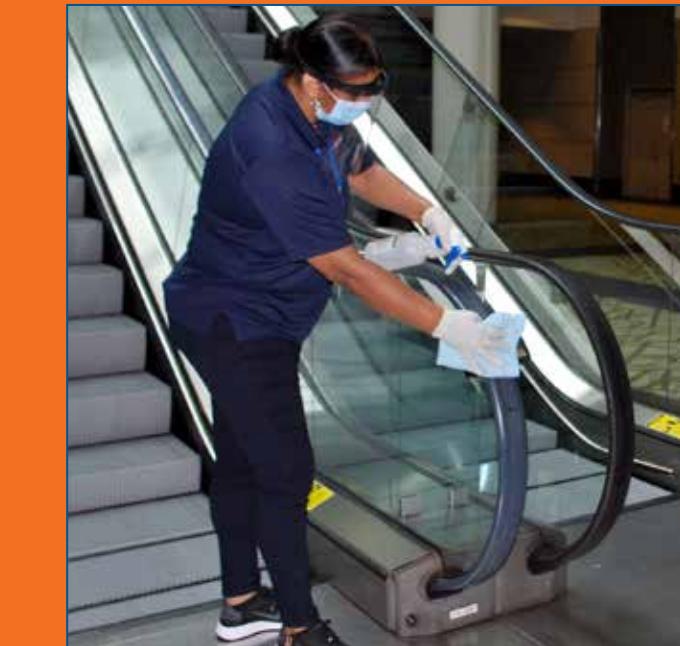
At the Hynes:

- Modernized six of the most heavily used escalators
- Upgraded Lutron lighting system allowing for better lighting control and easier monitoring of energy usage
- Updated back of house coffee equipment frequently used for events
- Installed Show Network Firewall, providing enhanced security features to better protect our client's important Internet traffic and adding much needed redundancy for our show clients

Additional improvements are in progress, including an enclosed passageway for covered pedestrian access to the BCEC from the South Boston Waterfront District, South Boston Waterfront Transportation Center, the Omni Boston Hotel at the Seaport, and the Silver Line. Plus fire alarm upgrades and a new Building Management System for better control of building comfort and temperature and greater efficiency.

### 6. DELICIOUS FOOD SERVED SAFELY

The Levy Restaurants Team is committed to providing high-quality food services in a safe environment for your attendees. Your Banquet Manager will work with you on your catering plan – from what's being served to how it's being served - and will provide updated menu information as needed.





7.

## TECHNOLOGY TO MEET YOUR NEEDS

The BCEC and the Hynes offer the industry's best technology, with a 10-gigabit fiber network and free Wi-Fi throughout our facilities. The MCCA is connected to the Internet at three separate locations and uses three independent Internet Service Providers for complete redundancy. Both buildings have broadcast capabilities to support any virtual components of your event and we offer:

- Unique digital advertising opportunities including a nearly 80-foot tall Marquee right outside the BCEC, a 160-foot wide Video Wall inside the BCEC, as well as a Digital Signage Network throughout the BCEC and the Hynes to assist with your event's messaging
- New cloud digital IP phone system that gives you the flexibility to order phone services that utilize wireless connectivity and do not require hard-lined service
- Free unmanaged wireless connectivity at both facilities with no additional equipment required beyond the wireless access equipment installed in the clients' device
- State-of-the-art networking capabilities and high-speed Internet access, as well as a team of IT network professionals to assist with your IT needs throughout your event

8.

## READY TO WORK

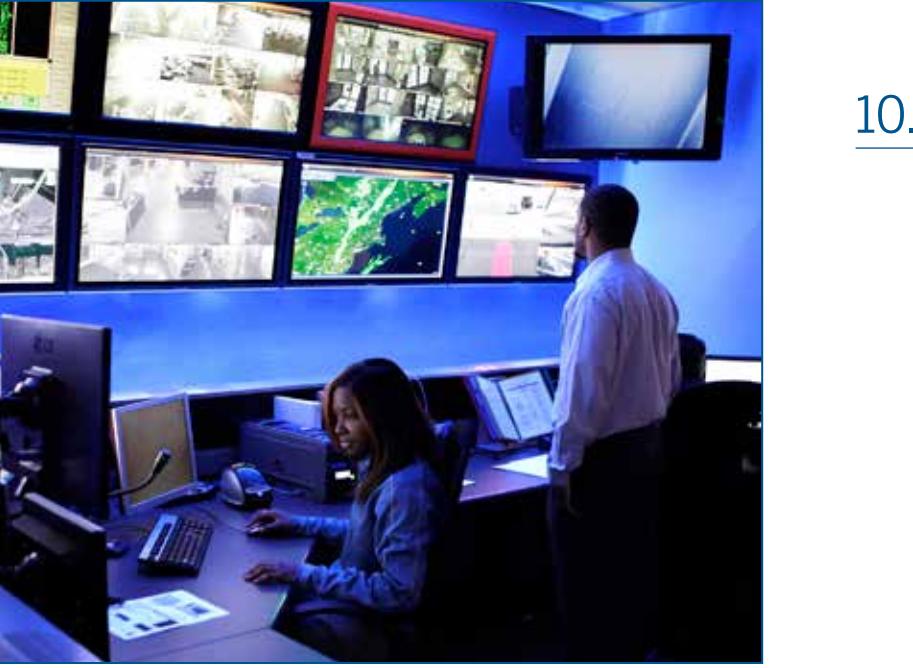
Our building operations team and labor partners are ready to support your event. Over the past year they have worked to support activity at both the BCEC and the Hynes. For example, the transformation of the BCEC into a hospital took less than a week thanks to the facility's impressive technological capabilities and the incredible work of our Engineering & Maintenance Team. They worked around the clock to ensure the completion of the project, just as they do for all clients of the BCEC and the Hynes. Our IT Team also played a key role in making Boston Hope as technologically advanced as any major American medical center. They even created a command center which seamlessly connected Boston Hope to major hospitals and partners in the healthcare community.



**9.**

## PUBLIC SAFETY IS OUR PRIORITY

Our Public Safety Team is committed to delivering excellent customer service and keeping you safe and comfortable throughout your event. Staffed 24/7, our state-of-the-art command and coordination centers serve as a link between event staff and all MCCA departments. We provide facilities monitoring, digital CCTV service, access control systems, as well as direct access to first responders. We have a strong relationship with city, state and federal authorities, along with local police, fire, and EMS teams ensuring fast and appropriate response to any incidents at the BCEC, the Hynes, or The Lawn On D.

**10.**

## STRONG PARTNERSHIPS WITH BOSTON'S HOTEL COMMUNITY

The hotel community in Boston is excited to get back to hosting meetings and conventions, and hotels are ready to service your events following current state and city guidelines. They have increased cleaning protocols, and many have implemented specialized programs to ensure the safety of guests, such as CleanStay at Hilton, the Safe Stay at the Seaport Hotel, Omni Safe & Clean program, Marriott's Commitment to Clean, and more.

Our Hotel Relations & Services Team serves as your liaison to Boston's hotel community and can help you with making any adjustments to your room block that are needed.

In addition, we offer customized access security, security coverage, and fire safety planning, and will work with you to do a comprehensive security assessment of your event and recommend security coverage based upon your needs.



**The BCEC is Safety Act Certified** by the Department of Homeland Security, the first convention center to receive such designation.





11.

## SAFE TRAVEL INTO AND AROUND BOSTON

Boston Logan International Airport and the MBTA (known as “The T”), have been safely moving passengers in and around the city throughout the pandemic. In 2020, the Airport Council International (ACI) announced that Boston Logan International Airport was the first North American airport to be accredited under the Council’s Airport Health Accreditation program. The program assists airports by assessing new health measures and procedures introduced as a result of the COVID-19 pandemic in accordance with a new set of recommendations by the International Civil Aviation Organization (ICAO).

Some of the new initiatives that the MBTA has launched to keep passengers safe include:

- Complimentary face masks distributed at select stations
- Daily disinfection of all vehicles (buses, trolleys, subway cars, Commuter Rail coaches, ferries, and RIDE vehicles) with buses cleaned multiple times per day
- Hand sanitizing dispensers, disinfectant wipes, and cleaning sprays deployed at MBTA facilities and stations throughout the system

12.

## A DESTINATION READY TO WELCOME YOU BACK

Boston is open for business and excited to welcome you back! With plenty of fun outdoor activities like walking along the Rose Kennedy Greenway, cruising out to the Boston Harbor Islands, relaxing along the shores of the Charles River Esplanade, or enjoying a bike tour, our city is the perfect destination for every season.

Boston will take you on a journey through America’s history and will let you experience some of the best museums, cultural institutions, and tourist attractions in the world. And when it comes to dining, Boston is truly a foodie’s paradise offering culinary experiences for every taste and budget.



For more information on things for your attendees to see and do around Boston, visit [BostonUSA.com](http://BostonUSA.com)

## LET US HELP YOU GET BACK TO BUSINESS

Our Signature Boston Team is committed to providing you with service excellence across all of our venues - no matter how simple or complex your needs might be. If you need to make any adjustments to your event plans or are simply looking for a date in the future, don’t hesitate to reach out to us at [sales@SignatureBoston.com](mailto:sales@SignatureBoston.com).

# BOSTON IS SAFE & STRONG



# BCEC



# HYNES



*Signature*  
**BOSTON™**

Remarkable experiences.  
Imagination realized.™

#### BOSTON CONVENTION MARKETING CENTER

415 Summer Street, Boston, MA 02210 | [sales@SignatureBoston.com](mailto:sales@SignatureBoston.com) | [SignatureBoston.com](http://SignatureBoston.com)

The Massachusetts Convention Center Authority owns and operates the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, and The Lawn On D.

The Boston Convention Marketing Center (BCMC) is a joint effort of the Massachusetts Convention Center Authority (MCCA), and the Greater Boston Convention & Visitors Bureau (GBCVB) to market and sell the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, and The Lawn On D.