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## **PAX East, largest video gaming event on East Coast, commits to three more years in Boston**

***PAX signing commitment part of a stellar June for future conventions and meetings coming to Boston***

BOSTON - The Massachusetts Convention Center Authority and Reed Exhibitions, event organizer for the video gaming mega-convention Penny Arcade Expo (PAX), signed an agreement last week that will bring the Seattle-based show back to the East Coast for at least the next three years.

In its first year at the Hynes Convention Center in March, PAX East was a huge success, drawing nearly 60,000 gaming players and developers over the course of the sold-out three-day event. Major gaming companies unveiled their latest products via huge, multimedia exhibits, and the event highlighted the emerging video game development industry in Massachusetts.

To accommodate its growing fan base, PAX East will move to the larger Boston Convention & Exhibition Center (BCEC) in 2011 and is expected to break previous attendance numbers.

"Bringing PAX East back to Boston is a huge win for Boston and the Commonwealth, allowing us to continue to showcase the diversity of our technology scene and the international talent of our city's game developers," said James E. Rooney, executive director of the MCCA. "We're thrilled to host PAX through 2013, and we can't wait to welcome the show to the BCEC in 2011."

"We were thrilled with how the first PAX East launched in 2010 and are looking forward to 3 more years in Boston," said Greg Topalian, senior vice president of Reed Exhibitions. "The entire staff at Hynes was a pleasure to work with and truly helped make PAX East a success."

PAX East's commitment to Boston highlighted an amazing month for signing conventions and meetings at the MCCA. In June alone, the MCCA signed contracts with 26 future events that will create a total of 206,000 hotel room nights in Boston and bring to town a total of 356,000 attendees over the next several years.

Highlights include the popular Anime Boston committing 36,000 attendees to Boston in 2014 and 2015, the Materials Research Society's fall meetings through 2015, with 7,200 attendees

expected each year, and 10,500 attendees from the 152<sup>nd</sup> American Veterinary Medical Association annual convention in 2015.

***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 2008, the MCCA hosted 239 events at the BCEC and the Hynes with 914,549 attendees, generating 627,544 hotel room nights and \$522 million in economic impact for Greater Boston. The authority is currently examining a possible expansion, with more information available at [www.t5boston.com](http://www.t5boston.com).

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