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The Boston Society of Architects' Build Boston broke attendance records with 17,089 attendees

December 02, 2008 - Owners Developers & Managers

Build Boston, the Boston Society of Architects' convention and tradeshow, had 17,089 registered attendees, a 6% jump in attendance over 2007 (which set attendance records at that time, as well) and the highest number of attendees in the show's 24-year history.

The show, which took place November 18th - 20th at the Seaport World Trade Center, offered 350 exhibits and more than 240 workshops, tours and other professional-development opportunities for members of the design and construction industry. This year, the pragmatic, wallet-friendly aspects of Build Boston and the customizable nature of its education program enabled the show to grow its audience, even as other industry tradeshow were seeing exhibitor numbers drop by as much as 6.5% and attendance decline by 3%, according to Tradeshow Week Quarterly Report of Tradeshow Statistics. (for the entire report, go to <http://www.tradeshowweek.com/article/CA6609051.html>.)

As a sign of the show's continued support in the N.E. design and construction community, Build Boston executives report they have already re-captured 81% of 2008 exhibitor revenue, as companies renew for Build Boston 2009. Attendees and exhibitors cited a solid return on investment as the major reason for Build Boston's growing popularity, even in a turbulent economy.

Perhaps the most surprising aspect of Build Boston's record-breaking attendance is the fact that the show faced serious competition from The U.S. Green Building Council's (USGBC) annual Greenbuild International Conference and Expo (www.greenbuildexpo.org), which was held at the Boston Convention and Exhibition Center. Combined, the two shows generated \$32 million for the city of Boston, according to James Hunt, Boston's chief of environment and energy.

What's next on the horizon?

The Boston Society of Architect's fifth annual Residential Design and Construction convention and tradeshow (RDC) is April 1st- 2nd, 2009 at the Seaport World Trade Center, offering professional-development workshops, panel discussions and networking opportunities and featuring hundreds of exhibitors.

Build Boston is back into action November 18th-20th, 2009, also at the Seaport World Trade Center. It has a tough act to follow.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540