



THE HYNES BEACON

**YOUR GUIDE TO A GREAT
CONVENTION EXPERIENCE**

JOHN B. HYNES VETERANS MEMORIAL CONVENTION CENTER



GETTING AROUND
WHERE TO EAT
ACTIVITIES

DOING BUSINESS AT THE HYNES



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WELCOME

WELCOME TO THE JOHN B. HYNES VETERANS MEMORIAL CONVENTION CENTER



Welcome to the Hynes and historic Boston, America's favorite convention city. Recently the Hynes earned a coveted gold standard designation from the International Association of Congress Centres, the highest certification possible worldwide. In fact, we are only the fifth facility in North America, and 15th globally, to achieve the gold standard. During your stay, we hope you see what sets us apart as one of the world's leading convention destinations.

The Hynes' location in the heart of Boston's Back Bay is also a winner. You're in the middle of some of the city's best restaurants, cultural attractions, and entertainment. No shuttles needed. It's all at your doorstep.

We don't want you to miss a thing on your visit, and that's why we've created *The Beacon*, your "user's guide" to the Hynes complex and beyond. It lists nearby business services, stores, and cultural attractions within walking distance. It also includes tips on what to do in and around the Back Bay, plus suggestions that will make your Boston experience unique and fun. For a digital taste of all we have to offer, check out the free "myHynes" app available for your iPhone, iPad, Android or Blackberry device. And if you're interested in what the future holds for conventions in Boston, go to massconvention.com.

Still have questions? Our Guest Service Ambassadors (the "red coats") near each Hynes entrance will be happy to assist.

On behalf of the entire staff at the Massachusetts Convention Center Authority, thank you for visiting the award-winning Hynes. Here's to a great event!

James E. Rooney

James E. Rooney

Executive Director, Massachusetts Convention Center Authority





CONNECT WITH US!

Stay connected with the Hynes for the latest updates, tips, and trends.



Grab the FREE myHYNES App for your Apple, Android or Blackberry device. Put the Hynes at your fingertips with maps, facts, and up to the minute information.



@MassConvention @HynesBeacon @T5Boston



For information on the future of Boston conventions, go to massconvention.com.

THE HYNES BEACON

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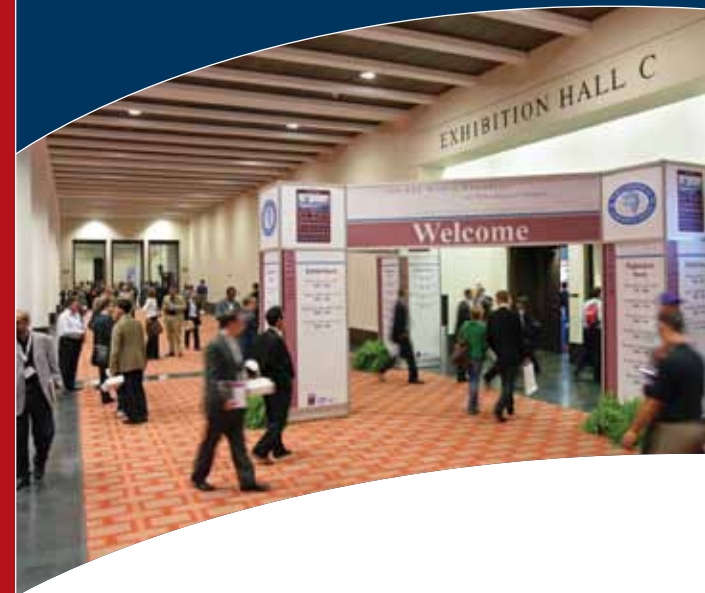
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The publishers have made every attempt to present accurate information in *The Hynes Beacon*, but are not responsible for errors or omissions. When utilizing facilities or vendors outside the Hynes, please call ahead to verify information.

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Thanks to our sponsors



Attending an event at the Hynes Convention Center can be the perfect mixture of business and pleasure. One minute you're deep into a conference, and the next, you're stepping out into the excitement of one of the world's greatest cities.

EXPLORING THE HYNES CONVENTION COMPLEX

At the Hynes, you're tucked into the heart of the Back Bay of Boston, surrounded by the new-age culture and old-world charm that make the city famous. *The Hynes Beacon* is here to help you make the most of your convention experience.

Like one of the lighthouses along our rugged coast, *The Beacon* spotlights all there is to do at the Hynes and the surrounding convention complex. We've got everything

covered, from floor plans and maps to tips on where to grab a snack, where to find souvenirs, or the best places to explore in Boston.

Still have questions? Ask one of our Guest Service Ambassadors wearing a red coat and a bright smile. You'll find them in the lobby on Level One and elsewhere throughout the building.

TIPS FOR EXPLORING THE HYNES CONVENTION COMPLEX

The Hynes Convention Center is surrounded by a world of amenities, and you'll cover a lot of ground exploring them. Here are some hints to getting places in the convention complex without breaking a sweat.

1

Hynes meeting rooms are numbered by floor—Level 1 rooms begin with “1,” and so on. Lower number rooms are located along the northern or Boylston Street side of the building.

2

Restrooms in the Hynes are located on each level adjacent to the elevator/escalator banks; on Level 3 North, restrooms are found off the Ballroom Foyer.

3

Guest Service Ambassadors (wearing the red coats) are stationed at key points around the Hynes Convention Center to help you with directions.



ABOUT THE CONVENTION COMPLEX

Location, location, location. That's what most people say is the best part of a Hynes convention.

In many ways, the facility is a city within a city. The Hynes is connected to not one, but two major retail complexes, Prudential Center and Copley Place, that contain just about everything you need during your stay. Fast food, fine dining, sundries, personal services, world-class shopping, and four hotels with more than 3,300 guest rooms—all under one roof. You can experience a serious slice of Boston without ever worrying about the weather!

Enter the Prudential Center through the Hynes South Lobby. Turn right for the Sheraton Boston Hotel and its meeting rooms, Starbucks, dining, and business center. A left turn takes you into Prudential Center, home to an extensive food court and fine dining, boutiques and shops including Saks Fifth Avenue and Lord & Taylor. The

"Pru," as it's known locally, also features an information station where you can get tour suggestions, brochures, and the lowdown on everything that's happening in Beantown.

A skybridge takes you to the Boston Marriott Copley Place, which offers Starbucks, several dining options, a business center, and trolley tour tickets. The hotel is located in Copley Place, the place for browsing premier stores such as Tiffany & Co., Neiman Marcus, and Barneys New York. (The multi-story indoor waterfall is the place to see and be seen.) Another skybridge takes you to The Westin Copley Place, Boston, with its day spa, business center, Starbucks, and variety of great restaurants.

The newest hotel addition in the convention complex is the Mandarin Oriental, Boston. Featuring a holistic spa and fitness center, fine dining, and full-service business center with secretarial and translation services, the Mandarin is a welcome addition to the neighborhood. Enter through the Prudential Center's new Newbury Arcade.



Who was John B. Hynes?

It's often said that Boston's favorite sports are baseball and politics. And while fans of the Celtics, Patriots, and Bruins might take exception to that idea, no one would disagree that politics plays a central role in Boston's history.

That's why it should come as no surprise that the Hynes Convention Center was named for a former mayor of Boston, John B. Hynes, who held office during the 1950s. During his tenure, Boston underwent a dramatic transformation from a somewhat dingy antique to a vibrant, forward-looking metropolis.

Hynes presided over the building of the "New Boston," which included the opening of the Central Artery highway (now superseded by the "Big Dig"), creation of the Boston Redevelopment Authority and Freedom Trail, and development of the Prudential Center.

When the city's first major exposition venue opened in 1965, John B. Hynes was the logical choice to inspire the name. Called Hynes Auditorium in its early years, it became the John B. Hynes Veterans Memorial Convention Center in 1994 after a major expansion made it into the facility you're using today.



4

Sheraton Boston Hotel meeting rooms can be accessed by exiting the Hynes via the South Lobby and turning right. There is also access through the south side of the exhibit halls on Level 2 (not open for all events).

5

The convention complex consists of two "neighborhoods"—the Prudential Center and Copley Place—about five blocks long and two blocks wide. The Hynes is located at the northwestern corner of the complex. Use the skybridges to bypass city traffic and sometimes nasty weather.



TELL US WHAT YOU THINK!

Your opinion matters to us. We want to know about your experience at the Hynes and in the city of Boston! Take a quick electronic survey administered by our Guest Services Ambassadors on an iPad or computer station, and you'll be entered in a monthly drawing for a great prize. Thanks for helping improve our services!



INFORMATION, PLEASE...

Need to find the food court? Want a tip on a great tour of Boston? Step out to the visitor information booth in the Center Court of Prudential Center. You'll find brochures and maps of Boston's most popular attractions, plus trolley tour information, theater suggestions, and hints for dining at Boston's great restaurants. The booth is open Monday–Friday 9 am–6 pm, weekends 10 am–6 pm; brochures available 24/7.

To get around the Hynes, stop by the Public Safety desks located at the Street Level entrance and the South Lobby entrance on Level 1. Visit one of our Touch Screen Kiosks located in the Plaza on Level 1, or speak to one of our “Red Coats”—Guest Service Ambassadors—during your convention.

For information on your specific event, please check the video monitors located in the lobbies throughout the building (not available at all events).



6

Both the “Pru” and Copley Place have information desks available during daytime hours where you can get maps and directions.

7

For a bird’s-eye view of Boston, visit the Prudential Skywalk Observatory, located 50 stories above the Hynes. Buy a ticket near the South Lobby in the Prudential Arcade.

8

Use the Hynes Convention Center floor plans (on pages 11–13).

VITAL INFORMATION

First Aid Station Level One/Main Lobby 617-954-2111	FedEx Office Business Center Level One/Main Lobby 617-954-2725
ATMs Hynes Convention Center <i>Citizens Bank:</i> Street Level/ Boylston Street Entrance Prudential Center <i>Bank of America:</i> Back Bay Arcade <i>Sovereign Bank:</i> Belvidere Arcade	Wireless Internet Technical Assistance 617-954-2300
Public Safety Stations Street Level/Boylston Street Entrance Level One/South Lobby 617-954-2111	Visitor Information Prudential Center/Center Court 617-236-3100
Hynes Executive Offices Boylston Street Level 617-954-2000	Emergency 617-954-2111 or Dial x2111 from any house phone
	Infant Changing Stations Women's Restrooms Level One/North & South Lobby Level Two/North Lobby Men's Restrooms Level One/West Lobby

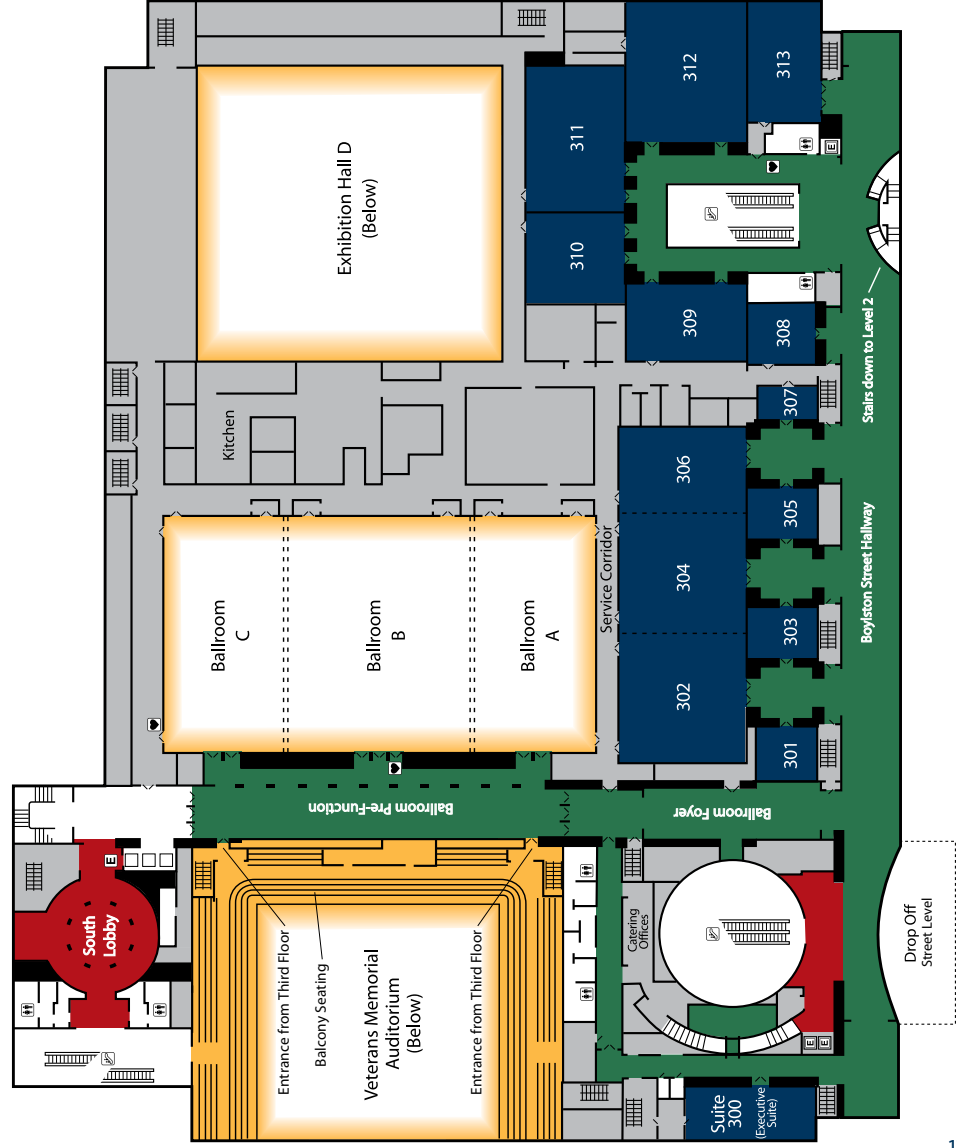
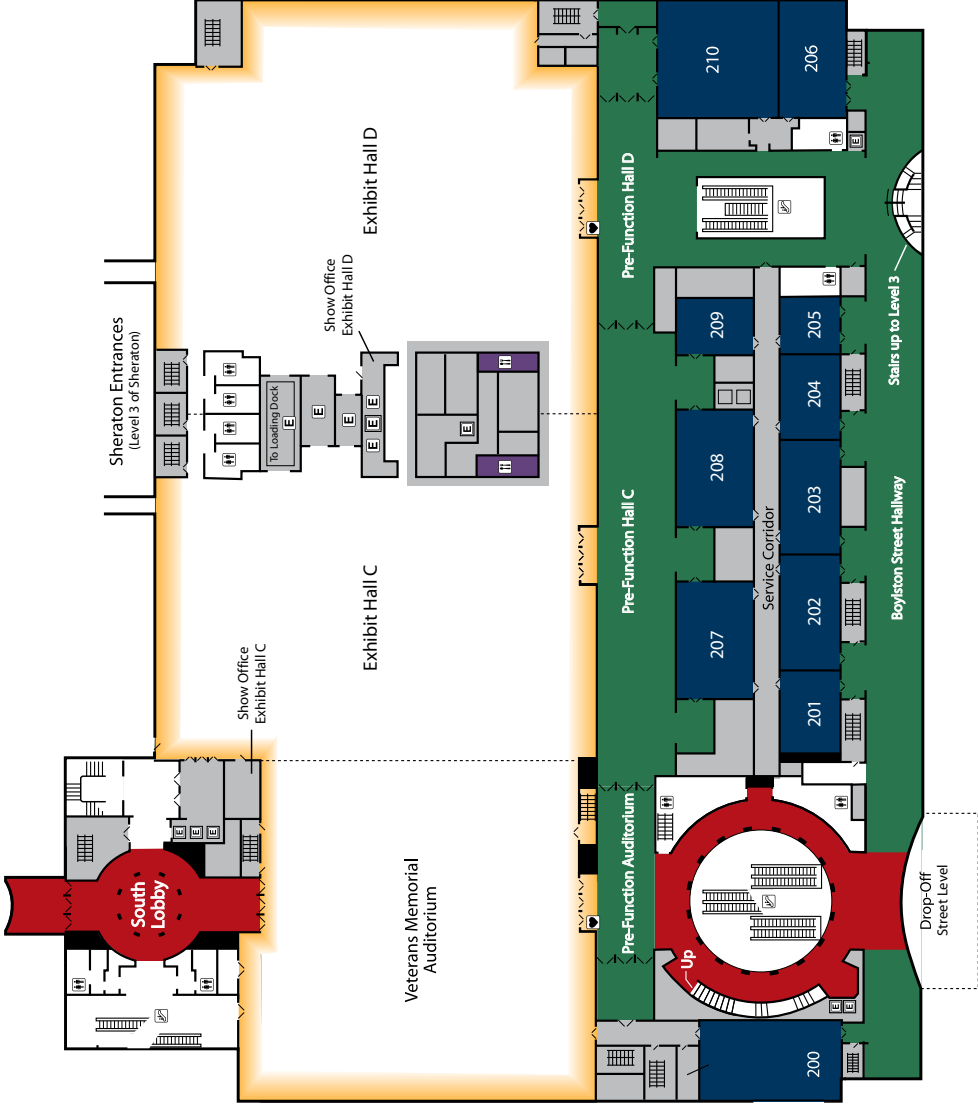


ACCESSIBILITY

The Hynes Convention Center is fully accessible. A limited number of wheelchairs are available free-of-charge through the First Aid Station. Contact Public Safety for more information.

First Aid Station phone: 617-954-2111
Public Safety phone: 617-954-2111





TECHNOLOGY TOUCH

FREE WIRELESS INTERNET

You can't conduct business without connectivity. Thanks to the Hynes' end-to-end wireless capability with 47 access points, you'll stay connected everywhere. Just open your wireless network connection on any device, click on "Hynes Wireless Network," and you're ready to go! Best of all, it's free!

MyHYNES APP

Download the free myHynes application for iPhone, iPad, Android or Blackberry to navigate the Hynes, find nearby restaurants, retail stores, and other services, and scan real-time travel info from Logan International Airport, event shuttle buses, and the MBTA. Available from the iTunes store, Hynes touch-screen kiosks, and at massconvention.com.

TOUCH-SCREEN KIOSKS

Use the Hynes touch-screen kiosks to find your meeting room, check your flight status, download the myHynes

app, pick a restaurant for dinner and more! Located throughout the facility.

PHONE

Need to make a call? Pick up one of our black house phones around the Hynes to make complimentary local and toll-free calls.

TECH HELP

Questions about connecting or technology services? Call our tech department at 617-954-3000.



Whether you're an attendee or an exhibitor, the Hynes Convention Center has you covered when it comes to meeting technology. From IP networking to tele/video conferencing, we make doing business on-the-go simple with our world-class technology services.



New for 2011. Print right from your Smart Phone or flash drive! Visit FedEx.com/printandgo to download an ePrint app.

DOING BUSINESS @ THE HYNES

We know work doesn't stop just because you're away at a convention.

To help you stay productive, the Hynes features a full-service FedEx Office business center, located on Level One on the southwest side of the Main Lobby. Make copies, print a PowerPoint handout, scan a document, fax your office, purchase office supplies, ship a package—the business center keeps you at the top of your game.

FedEx Office Business Center

Hours vary according to event schedule. Call 617-954-2725 for hours.

Other Business Centers within the Convention Complex:

Penfield's Business Center

Sheraton Boston Hotel Lobby
617-236-6088
Open weekdays 7 am–9 pm,
weekends 8 am–6 pm

UPS Store Business Center

Marriott Copley Place Lobby
617-638-0095
Open Monday–Friday 7 am–7 pm,
Saturday 9 am–5 pm,
Sunday 10 am–3 pm

Penfield's Business Center

The Westin Copley Place, Boston, Lobby
617-351-7367
Open Monday–Friday 7 am–9 pm,
Saturday 8 am–6 pm,
Sunday 10 am–6 pm

TO AND FROM THE HYNES

Located in the heart of Boston's Back Bay, the Hynes Convention Center is easily accessed by car and public transportation. Here are a few pointers on getting to and from the facility:

DRIVING TO THE HYNES

For directions go to massconvention.com/jhcc_dir.html

BEST ROUTES BY PUBLIC TRANSIT



Via MBTA Subway/Green Line

Take the Green Line (B, C, and D trains) to the Hynes Convention Center stop. Exit toward Massachusetts Avenue, turn left and walk along Mass. Ave. to Boylston Street. Cross Boylston and turn left; the Hynes Lower Level entrance is two blocks on your right.

Alternate Subway Route: Take the Green Line (E trains) to the Prudential Station stop. Exit into the Prudential Center. Inside, bear left into the "Belvidere Arcade," then bear left again into the "Hynes Court." The Hynes Convention Center is directly ahead.

\$2.00 fare; visit mbta.com for information

Via MBTA Subway/Orange Line

Take the Orange Line to the Back Bay

Station stop. Exit toward Dartmouth Street. Cross Dartmouth and enter Copley Place near Neiman Marcus. Proceed through Copley Place, past the Marriott Hotel, and take the skybridge to The Prudential Center. Proceed through the "Pru" to Center Court. Go along the "Prudential Arcade" to "Hynes Court." The Hynes Convention Center is directly ahead.

\$2.00 fare; visit mbta.com for information

Via Amtrak or MBTA Commuter Rail

Amtrak and several MBTA Commuter Rail lines serve the Hynes Convention Complex to and from South Station. Take these services to Back Bay Station and follow the directions under "MBTA Subway/Orange Line" above.

Visit amtrak.com or mbta.com for information.

Via MBTA Bus Service

Multiple MBTA bus routes serve the Hynes Convention Complex on regular schedules. Consult schedules and

maps at mbta.com.

\$1.50 fare; visit mbta.com for information

CAB CUES

To make your take-off from the Hynes smooth and hassle-free, grab a taxi located in front of the Mandarin Hotel on Boylston Street.

GET AROUND GREEN

Go enviro! Rent a bike at a nearby shop and zip to the Hynes under pedal power. We offer covered racks to secure your ride while you meet. Or, in summer, hail a person-powered Pedicab to get you where you're going.

PARKING AT THE HYNES

There are many parking garages (more than 4,400 spaces) within a short walk of the Hynes Convention Center. Street parking is also available, though competition for the limited spaces is usually intense, and the meter readers are always on their toes.

LOCAL PARKING GARAGES

Prudential Center Garage
800 Boylston Street | 2,000 spaces
617-236-3060

Sheraton Boston Hotel Garage
39 Dalton Street | 200 spaces
617-236-6172

Copley Place Garage
100 Huntington Avenue (corner of Dartmouth Street) | 830 spaces | 617-369-5025

Boston Marriott Copley Place Hotel Garage
100 Huntington Avenue | 225 spaces
(valet parking only) | 617-236-5800

The Westin Copley Place, Boston Hotel Garage
10 Huntington Avenue | 265 spaces
(valet parking only) | 617-262-9600

Colonnade Hotel Garage
120 Huntington Avenue | 160 spaces
617-424-7000

Back Bay Hilton Hotel Garage
40 Dalton Street | 220 spaces
617-236-1100

Auditorium Garage/Pilgrim Parking
50 Dalton Street | 500 spaces
617-247-8006

Laz Parking
53 Belvidere Street | 64 spaces
617-516-0910

BEAT THE TRAFFIC

Urban myths often describe Boston traffic as a challenge. While Boston, like any major city, does experience its share of rush-hour traffic woes, gridlock is certainly not the norm. In fact, since the completion of the “Big Dig,” auto travel has improved considerably. Here are a few tips that will improve your chances of a speedy trip to and from the Hynes:

- Rush hour is generally from 7–9:30 am and 4–6:30 pm. Try to avoid these times,

if possible, or leave a half-hour cushion to arrive on time.

- Places to avoid during rush hour: I-93/I-90 intersection, Storrow Drive/Hatch Shell area, Atlantic Avenue.
- Major roads clog up first, but Boston offers many side streets that are often good alternatives.
- Boston’s MBTA is one of the best public transit systems in the world. Ride the subway to get around when traffic is tight above ground.

GREEN GATHERINGS AT THE HYNES

The Hynes Convention Center is an industry leader in offering an environmentally-responsible venue for meetings and events. Here are a few ways you can help:

- Take public transportation to and from the Hynes and save on energy consumption and greenhouse gases.
- Better yet, get out and walk. (See our walking tours beginning on page 29.)
- Rent a bike and zip to the Hynes under pedal power. We offer racks to secure your ride while you meet.
- Don’t print—go wireless! Carry your mobile device and use the Hynes’ free wireless network to save on paper.
- Use the spring water coolers in each Hynes meeting room instead of bottled water.
- Recycle your paper, plastic, and glass in the receptacles in each meeting room and pre-function area.
- Power consumption is minimized through sensor-controlled, high-efficiency lighting.
- Sensors in meeting areas automatically cut energy use in non-occupied spaces.
- After each event, the MCCA Conventions C.A.R.E. program works with exhibitors to donate unused exhibition materials to local nonprofit community organizations.
- More than 73,000 pounds were diverted from the waste stream last year!
- Organics are sent for compost at local farms. A win/win for everyone!
- More than 80% of bathroom supplies and cleaning products are made of recycled products or are environmentally responsible.

OTHER GREEN PRACTICES AT THE HYNES

- Restrooms feature low-flow water devices and waterless urinals, saving about 2.5 million gallons each year. Coreless tissue rolls reduce paper waste.
- Our commitment to sustainable, local food procurement keeps transportation impact low.
- BigBelly solar-powered compactors located outside the Hynes reduce litter and aid public recycling.



WHERE TO EAT



Conventions have a way of making you hungry, and the Convention Complex has you covered. Whether it's a small bite between sessions, a hearty lunch, or spectacular fine dining, you're just steps away from satisfaction. Enjoy!

For Levy Restaurants, the exclusive foodservice provider for the Hynes, it's all about the food and the thousand details that surround it. Whether you want a quick snack or satisfying lunch, Levy Restaurants proudly offers a wide variety of culinary options at the Hynes. Enjoy!

FOODSERVICE AT THE HYNES

Our culinary team has designed menus to include gourmet wraps, delicious hot entrees, and salads featuring the freshest seasonal ingredients to tantalize your taste buds. Enjoy locally-grown fare that supports local farms

and a greener planet! Plus, Levy Restaurants proudly serves Au Bon Pain coffee at locations throughout the convention center.

DINING IN THE CONVENTION COMPLEX

Find a fantastic selection of dining possibilities just steps from the Hynes. Coffee, fast food, ice cream, Japanese, Indian, Mexican, fine dining, and more—all under the same roof! For more dining options in the Convention Complex and beyond, see the listings on page 24.

Directly across from the Hynes South Lobby exit is **Au Bon Pain**, famous for its fresh-

baked breads, salads, sandwiches, savory soups, and pastries. Open 6 am–9 pm Monday–Friday, 7 am–9 pm Saturday, 7 am–6 pm Sunday. Seating available.

For coffee, doughnuts, and pastries, visit Dunkin' Donuts just outside the Hynes South Lobby. Open 6 am–9 pm Monday through Thursday, 6 am–10 pm Friday, 7 am–10 pm Saturday, 7 am–7 pm Sunday. Seating available.

Serving gourmet coffee drinks and pastries, Starbucks is located on the ground floor lobby of the Sheraton Boston Hotel (turn right after exiting the Hynes through the South Lobby). Open 6 am–9 pm Monday–Saturday, 6 am–8 pm Sunday. Seating available.

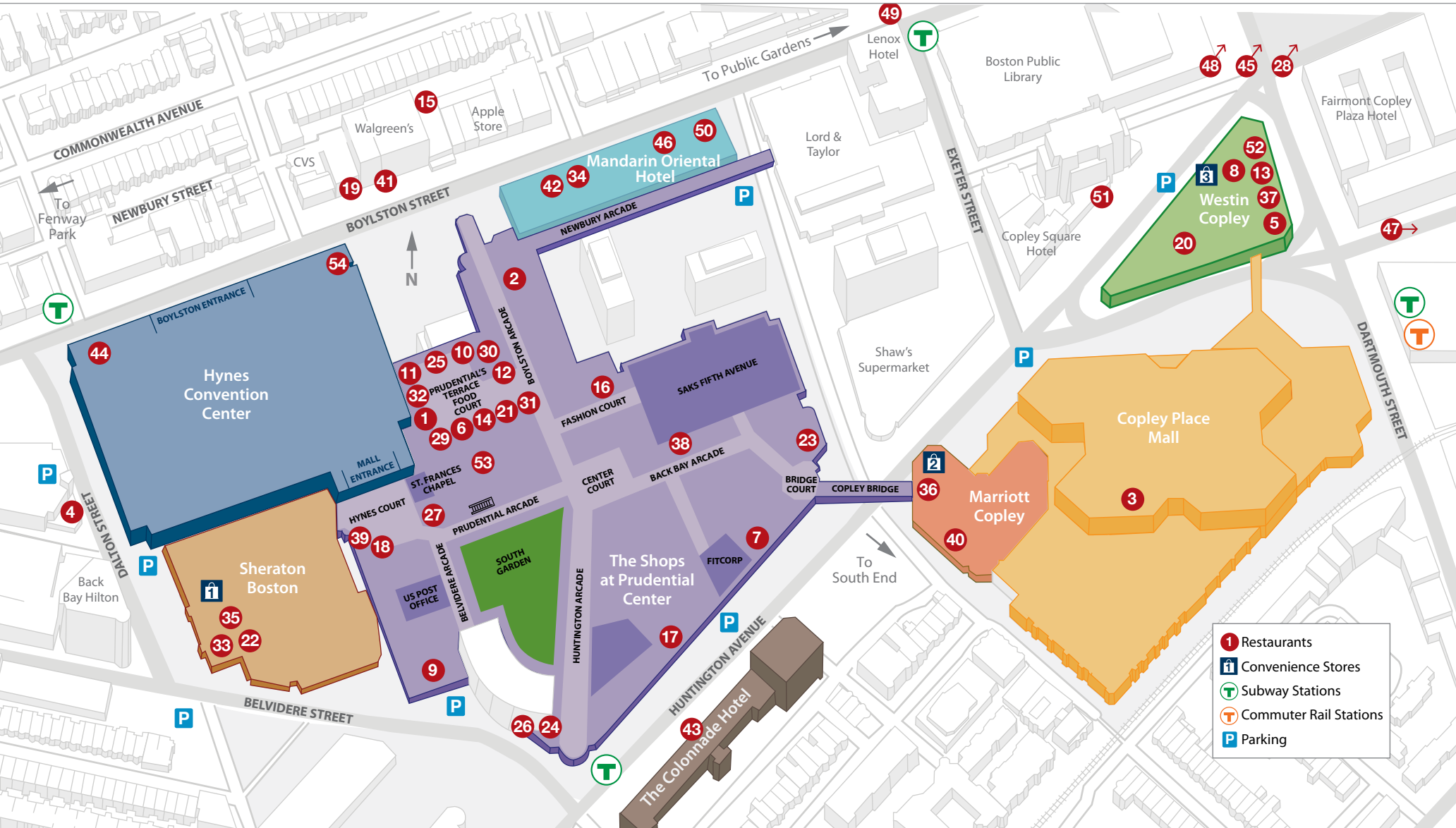


NEW TO THE HYNES! CAPITAL GRILLE

Savor the flavors of the Capital Grille, the Hynes' newest dining hotspot. Known nationwide for dry-aged steaks and prime seafood, Capital Grille got its start in New England and now comes full circle at the Hynes with an elegant dining room and outdoor patio. Offering lunch and dinner.

CONVENTION COMPLEX

HYNES CONVENTION CENTER • SHERATON BOSTON • THE SHOPS AT PRUDENTIAL CENTER • MARRIOTT COPLEY • MANDARIN ORIENTAL HOTEL • COPLEY PLACE MALL • WESTIN COPLEY



Dining in the Convention Complex and Beyond

Please check with restaurants directly for information and reservations.

SEAFOOD

Boston Chowda Co ¹
Prudential Center
Food Court
617-859-5904
bostonchowda.com

Legal Sea Foods ²
Prudential Center
Boylston Arcade
617-266-6800
legalseafoods.com

Legal Sea Foods ³
Copley Place
Level Two
617-266-7775
legalseafoods.com

Summer Shack ⁴
50 Dalton Street
617-867-9955
summershack
restaurant.com

Turner Fisheries ⁵
Westin Copley Place
Huntington Avenue
617-424-7425
turnersboston.com
see our ad on page 36

ETHNIC

Gourmet India ⁶
Prudential Center
Food Court
617-247-9500
gourmet-india.com

Haru ⁷
Prudential Center
Huntington Avenue
617-536-0770
harusushi.com

The Huntington ⁸
Westin Copley Place Lobby
617-262-9600
westincopleyplace
boston.com

P.F. Chang's ⁹
Prudential Center
Belvidere Arcade
617-378-9961
pfchang.com

Panda Express ¹⁰
Prudential Center
Food Court
617-267-7977
pandaexpress.com

Pizzeria Regina ¹¹
Prudential Center
Food Court
617-424-1115

Qdoba ¹²
Prudential Center
Food Court
617-859-9233
qdoba.com

Osushi ¹³
Westin Copley Place Lobby
617-266-2788
osushirestaurant.com

Sarku Japan ¹⁴
Prudential Center
Food Court
617-236-0009
sarkujapan.com

Tapeo ¹⁵
266 Newbury Street
Tapeo offers over 40 regional tapas and desserts with new additions every 6–8 weeks including a comprehensive Spanish wine, sherry and spirits list. Located right in the heart of the Back Bay, you can get a little taste of Europe, right on Newbury Street.
617-267-4799
tapeo.com

Wagamama ¹⁶
Prudential Center
Fashion Court
617-778-2344
wagamama.us

CAFÉ/CASUAL DINING

5 Napkin Burger ¹⁷
Prudential Center
Huntington Arcade
617-375-2277
snapkinburger.com

Au Bon Pain ¹⁸
Prudential Center
Hynes Court
617-421-9593
aubonpain.com

Back Bay Social Club ¹⁹
867 Boylston Street
617-247-3200
backbaysocialclub.com

Bar 10 ²⁰
Westin Copley Place Lobby
617-262-9600
starwoodhotels.com

Ben & Jerry's ²¹
Prudential Center
Food Court
617-266-0767
benjerrys.com

Café Apropos ²²
Sheraton Boston
Lobby
617-236-2000
sheraton.com/boston

California Pizza Kitchen ²³
Prudential Center
Back Bay Arcade
617-247-0888
cpk.com

The Cheesecake Factory ²⁴
Prudential Center
Huntington Arcade
617-399-7777
thecheesecakefactory.com

Cheeseboy ²⁵
Prudential Center
Food Court
617-266-7474
cheeseboy.com

Cold Stone Creamery ²⁶
Prudential Center
Belvidere Street
617-262-0251
coldstonecreamery.com

Dunkin' Donuts ²⁷
Prudential Center
Prudential Arcade
617-536-3521
dunkindonuts.com

Faneuil Hall Marketplace ²⁸
Eat, drink, and be captivated at 17 restaurants and pubs.
faneuilhall
marketplace.com
see our ad on the back cover

Flamers ²⁹
Prudential Center
Food Court
617-247-9502
flamersgrill.com

Godiva ³⁰
Chocolates & Tasting Bar
617-437-8490
godiva.com



Dining in the Convention Complex and Beyond continued

Paradise Bakery & Café ³¹

Prudential Center
Food Court
617-267-3335
paradisebakery.com

Poulet ³²

Prudential Center
Food Court
617-267-5200

SideBar & Grille ³³

Sheraton Boston Lobby
617-236-2000
sheraton.com/boston

Spa Café ³⁴

Mandarin Oriental, Boston
617-535-8821
mandarinoriental.com/
boston

Starbucks ³⁵

Sheraton Boston Lobby
617-378-6210
starbucks.com

Starbucks ³⁶

Marriott Copley Place
Lobby
617-867-0491
starbucks.com

Starbucks ³⁷

Westin Copley Place Lobby
617-867-0491
starbucks.com

Teavana ³⁸

Prudential Center
Back Bay Arcade
617-262-8327
teavana.com

Tossed ³⁹

Prudential Center
Hynes Court
617-424-8677
tossed.com

PUB FARE

Champion's Sports Bar ⁴⁰

Marriott Copley Place
Lobby
617-236-5800
marriott.com

Whiskey's BBQ ⁴¹

885 Boylston Street
617-262-5551
whiskeysboston.com

FINE DINING/ CREATIVE CUISINE

Asana ⁴²

Mandarin Oriental, Boston
617-535-8800
mandarinoriental.com/
boston

Brasserie Jo ⁴³

Colonnade Hotel
120 Huntington Avenue
617-425-3240
colonnadehotel.com
*see our ad on the
inside front cover*

Capital Grill ⁴⁴

Hynes Street Level
Entrance
617-262-8900
thecapitalgrille.com

Fleming's Prime Steakhouse ⁴⁵

217 Stuart Street
617-292-0808
flemingssteakhouse.com
see our ad on page 38

L'Espalier ⁴⁶

Mandarin Oriental, Boston
617-262-3023
lespalier.com

Mistral ⁴⁷

223 Columbus Avenue
617-867-9300
mistralbistro.com
see our ad on page 43

Mooo... ⁴⁸

15 Beacon Street
617-670-2515
mooorerestaurant.com
see our ad on page 43

Morton's The Steakhouse ⁴⁹

699 Boylston Street
*Prime-aged beef, fresh
fish and seafood,
hand-picked produce,
delicious appetizers
and elegant desserts.*
617-266-5858
mortons.com/
bostonbackbay

Sel de la Terre ⁵⁰

Mandarin Oriental, Boston
617-266-8800
seldelaterre.com

Sorellina ⁵¹

One Huntington
Avenue
617-412-4600
sorellinaboston.com
see our ad on page 43

The Palm ⁵²

Westin Copley Place
Dartmouth Street
617-867-9292
thepalm.com

Top of the Hub ⁵³

Prudential Center
Prudential Tower,
52nd Floor
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Towne Stove and Spirits ⁵⁴

Hynes Street Level
Entrance
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towneboston.com
*see our ad on the
inside back cover*



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Towne Stove and Spirits is the inspired collaboration of Boston's iconic, award-winning chefs Jasper White and Lydia Shire, who offer inventive versions of classic cuisine including wood-fired rotisserie chicken, locally-caught seafood, and 15 preparations of New England lobster! Open daily for lunch, dinner, and late-night. Located at the Hynes Street Level on Boylston Street.

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CAPITAL GRILLE

Soon after it was founded in Providence, RI, The Capital Grille became known nationwide for its dry-aged steaks, fresh seafood, award-winning wine list, and personalized service in an atmosphere of relaxed elegance. Now, we are pleased to welcome Capital Grille to the Hynes, where conference participants can mingle with locals to enjoy savory fare. Open daily for lunch and dinner. Located at the Hynes Street Level on Boylston Street.

617-262-8900
thecapitalgrille.com



We know how important breaks can be. So here are a few ideas for some quick time-outs that can mean a big boost to your productivity at the Hynes.

I NEEDA CUPPA JAVA!

Coffee lovers have several options to satisfy their cravings. At most shows, head to one of the food areas on the exhibit floor for a quick fix. Just outside the Hynes South Lobby, you'll find **Dunkin' Donuts** in the Prudential Center Hynes Court (see map on page 22). Or you can put yourself in the hands of the barristas at **Starbucks**, located in the lobby of the Sheraton Boston Hotel, a right turn once you exit the South Lobby.

Or...if your bag is tea, try **Teavana** in the Pru's Back Bay Arcade.

IF YOU MUST SMOKE

Smoking is prohibited anywhere within the Convention Complex. If you must smoke, please utilize the covered

plaza outside the Street Level entrance on Boylston Street.

INFANT CARE

If your infant needs some TLC, the Hynes offers changing facilities in the Level One North & South Lobby women's restrooms, the Level One West Lobby men's room, and in the Level Two North Lobby women's restroom. For a bit of privacy while nursing, visit the First Aid Station in the Main Lobby.

CREATIVITY BREAK

Feed your mind with great art. The Hynes is very proud to offer a rotating schedule of contemporary art exhibitions featuring gifted Massachusetts artists, each thoughtfully designed to engage viewers

from all walks of life. View the work of established professionals and rising talents—a refreshing way to regroup between meetings.

WING TIP WORKOUTS

For some great between-session exercise, bring your workout clothes to Fitcorp, off the Back Bay Arcade in the Prudential Center. For a small fee, you get a day pass to fitness equipment, personal training, and all the soap and shampoo you need to ready yourself for your next meeting.

Fitcorp

Back Bay Arcade
Prudential Center
617-262-2050

For some alfresco exercise, take a walk around some of Boston's best-loved neighborhoods near the Hynes. Just a few minutes brings you to parks, museums, historic sites, architectural gems, and unparalleled people watching.

For complete walking tour maps and directions, visit walkboston.org.

Scenic Boston Walks*

**Walk #1 — Commonwealth Avenue/
Copley Square**
25 min/1.2 mile round trip

Exit the Hynes Street Level. Turn right on Boylston Street, then first left onto Gloucester Street. Cross Newbury Street, then turn right onto Commonwealth Avenue and follow the landscaped mall for 3 blocks. Enjoy gracious townhouses, mansions, and landmarks. Turn right at Clarendon Street and proceed to Copley Square. Take a minute to gaze at Trinity Church and the Hancock Tower, then turn right onto Boylston Street and do some window shopping for four blocks back to the Hynes.



TAKE A BREAK

Walk #2 — Public Garden/Common/ Beacon Hill

60 min/2.5 mile round trip

Enjoy a slice of 19th-century Boston on this walk. Begin with Walk #1 above, but continue on Commonwealth Avenue beyond Clarendon Street all the way to the Boston Public Garden. Circle the statue of George Washington, then cross the suspension bridge and watch the famous Swan Boats (in season) before proceeding across Charles Street to the Boston Common. The northern reaches of both the Public Garden and Common are lined by Beacon Hill, for generations the home of Boston's elite. In the Common you can hop on the subway at either Park Street or Boylston for your return to the Hynes. For a taste of the city's boutique culture, make your return trek via Newbury Street, turning left at Gloucester Street to put you back at the Convention Center.



Walk #3 — Avenue of the Arts

45 min/1.5 miles (plus return via public transportation)

Exit the Hynes via the Prudential Center as in Walk #2. Cross Belvidere Street and enter the Christian Science Plaza, a designated Boston landmark, where you'll pass the huge reflecting pool, the Mother Church, the Mary Baker Eddy Library, and its world-famous exhibit, the Mapparium. Go past Horticultural Hall and cross Massachusetts Avenue at Symphony Hall. Turn left on Mass. Ave., then right onto Huntington Avenue, where for five long blocks you'll see (in order) Boston University Theatre, New England Conservatory of Music, Northeastern University, and the Museum of Fine Arts. At Louis Prang Street just past the MFA, turn right and go four blocks to the Isabella Stewart Gardner Museum. To return to the Hynes, hop a Green Line trolley at the Museum of Fine Arts stop and ride to the Prudential stop.

*Walk ideas courtesy of WalkBoston,
617-367-9255, walkboston.org



SHOPPING FOR GIFTS

The Convention Complex is home to scores of unique boutiques and specialty shops—perfect for business gifts or presents back home.

In **The Prudential Center**, pick up a Boston tee-shirt or adorable stuffed lobster (toy, not dinner) right outside the Hynes South Lobby. The “Pru” also features an array of gifts, both beautiful and unusual, including fine jewelry, candles, games, personal care, and apparel.

The Shops at Prudential Center

prudentialcenter.com
800-SHOP-PRU

Copley Place is Boston's high-toned emporium of couture, designer jewelry, and upscale home furnishings. Stroll through these avenues of style and you're sure to find the right gift for that special someone (or yourself).

Copley Place

shopcopleyplace.com
617-369-5000

A short walk from the Hynes Lower Level Boylston Street entrance, famed **Newbury Street** beckons with nine blocks of art, antiques, fashion, retail, dining, and personal services. Enjoy the delightful Boston townhouse architecture as you browse these inimitable shops.

Newbury Street League

newburystreetleague.org
617-267-2224

SHOPPING FOR SUNDRIES

For convenience and sundry shopping, there are several options in the convention complex:

Lamont's

Sheraton Boston Hotel Lobby
Sundries, snacks, magazines, gifts
617-236-2000

Boston Marriott Copley Place Gift Shop

Second Level Lobby
Sundries, snacks, magazines, gifts
617-236-5800

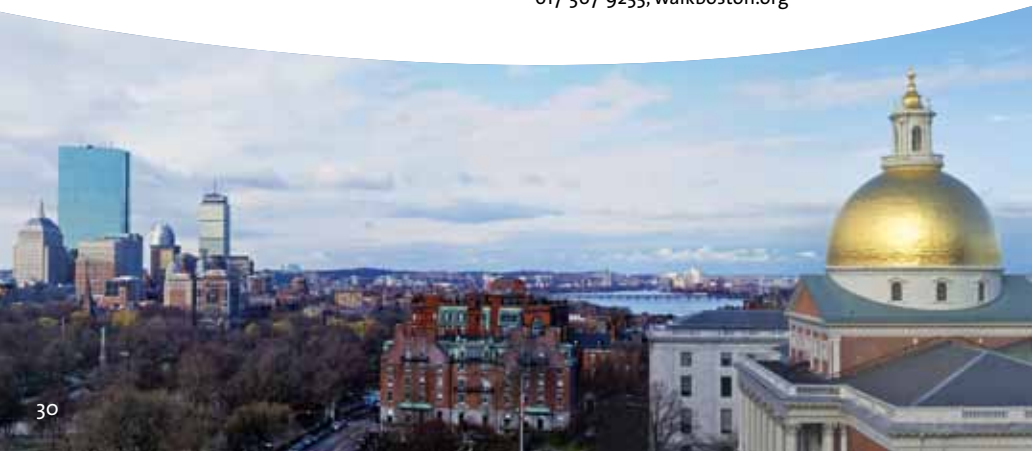
Lamont's

The Westin Copley Place, Boston, Lobby
Sundries, snacks, magazines, gifts
617-262-9600

The convention complex also features a full-service supermarket, open 24/7, located between The Prudential Center and Copley Place:

Shaw's Supermarket

Huntington Ave. and Exeter Street
Full-service supermarket, prepared food,
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617-262-4688





LOCAL LANDMARKS

The Hynes neighborhood is packed with history, culture, scenery, and activities for all ages. Make sure you check out some of these local landmarks during your stay. All are within walking distance of the Hynes.

For more information on *all* of Boston's events and attractions, visit bostonusa.com or go to the visitor information desk in the Prudential Center at the Center Court.

BACK BAY

Boston's Back Bay was once just that—a tidewater flat that in the 1800s was filled with soil from Beacon Hill. Today it is a fashionable, cosmopolitan district filled with charming architecture, historic sites and quaint shops.



Landmarks

1. Berklee College of Music:

Next door to the Hynes is the world's largest independent music college, where the strains of jazz and contemporary music can be heard at the Berklee Performance Center and the student-run Café 939.

1140 Boylston Street, 617-266-1400, berklee.edu; admission charged for performances.

2. Mary Baker Eddy Library & Mapparium:

Located on Christian Science Plaza, world headquarters of the First Church of Christ, Scientist, the Mary Baker Eddy

Library highlights the ideas of the church founder. The Mapparium is a three-story, stained-glass, globe that lets you journey to the center of the earth. 200 Massachusetts Avenue, 617-450-7000, marybakereddylibrary.org; open Tuesday–Sunday 10 am–4 pm; admission charged.

3. Copley Square:

One of Boston's gemstones. This vibrant city park is named for painter John Singleton Copley (1738–1815) and is framed by some of the city's most noteworthy architecture—Boston Public Library, Trinity Church, Old South Church, John Hancock Tower (note the reflections!), and the Fairmont Copley Plaza Hotel. Purchase theatre tickets at the Bostix kiosk, designed by famed architect Graham Gund.

4. Trinity Church:

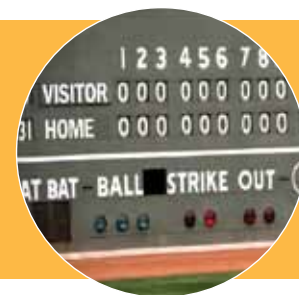
H.H. Richardson's 1877 masterpiece, Trinity Church offers tours of the building's art and architecture, plus a glimpse of gorgeous Copley Square. Take in a majestic organ concert if you can. Copley Square, 617-536-0944, trinitychurchboston.org; admission charged for tours.

5. Boston Public Library:

Want a good read? The BPL is America's first public library and now houses more than 33 million items. Enjoy a book in the quiet courtyard of the 1895 McKim Building, then take lunch at one of the library's cafes. 700 Boylston Street, 617-536-5400, bpl.org; open Monday–Thursday 9 am–9 pm, Friday/Saturday 9 am–5 pm; free.

FENWAY

Like Back Bay, Boston's Fenway was converted from a tidal swamp to a vibrant neighborhood of colleges, culture and, of course, Fenway Park, home of the Red Sox. Frederick Law Olmsted's landscaping from the 1880s makes this an especially beautiful area to visit.



Landmarks

1. Boston Symphony Hall:

Completed in 1900, the home of the BSO and Boston Pops boasts near-perfect acoustics, a 4,800-pipe organ, and some of the world's best music. Free public tours are offered during Symphony performance weeks. Call for details. 301 Massachusetts Avenue, 617-266-1492, bso.org; admission charged for performances.

2. Fenway Park:

Home of the world-champion Boston Red Sox since 1912. Public "behind the scenes" tours are offered year round. 4 Yawkey Way, 617-267-9440, redsox.com; admission charged.

3. Isabella Stewart Gardner Museum:

Housed in a replica 15th-century Venetian palace, the Gardner has more than 2,500 paintings, sculptures, and works dating from ancient Egypt to the Impressionists.

280 The Fenway, 617-566-1401, gardnermuseum.org; open Tuesday–Sunday 11 am–5 pm; admission charged.

4. Museum of Fine Arts:

One of the great international art museums with treasures from all major civilizations.

465 Huntington Avenue, 617-267-9300, mfa.org; open Saturday–Tuesday 10 am–4:45 pm, Wednesday–Friday 10 am–9:45 pm; admission charged.

SOUTH END

Boston's South End is a neighborhood of elegant Victorian bowfront houses, some of the city's finest dining, a diverse population, and scintillating performing arts.



Landmarks

1. Boston Center for the Arts:

Features programs in the historic Cyclorama, exhibitions in the Mills Gallery, performances in three small theatres, and art studios.

539 Tremont Street, 617-426-5000, bcaonline.org; admission charged.

2. Boston Ballet:

One of the top dance companies in North America, the Ballet headquarters is one of the country's largest and best-equipped dance studios. Building designed by

Graham Gund; tours provided.

19 Clarendon Street, 617-695-6950, bostonballet.com.

3. Calderwood Pavilion:

Completed in 2004, the Calderwood Pavilion is comprised of two theatres operated jointly by Boston Center for the Arts and the Huntington Theatre Company to provide a home for artistic collaboration and new plays.

527 Tremont Street, 617-933-8671, huntingtontheatre.org/venue/theater; admission charged.



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PLAY



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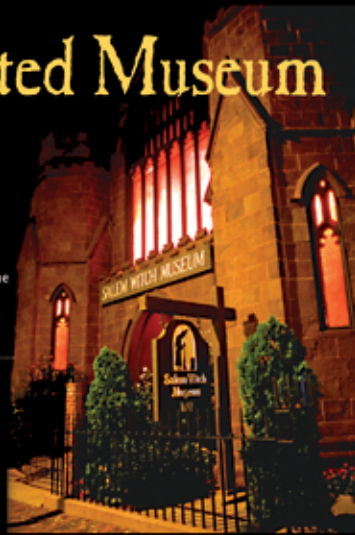


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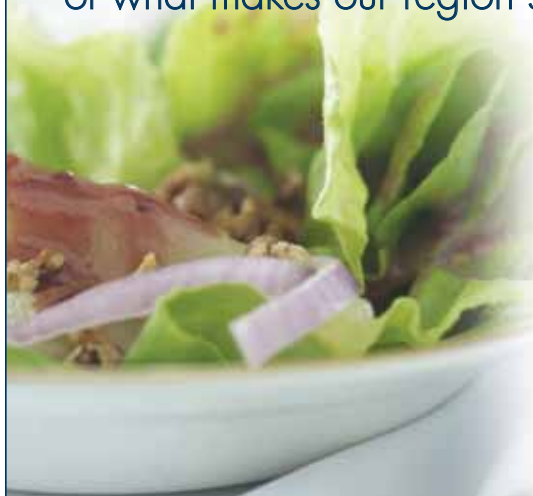
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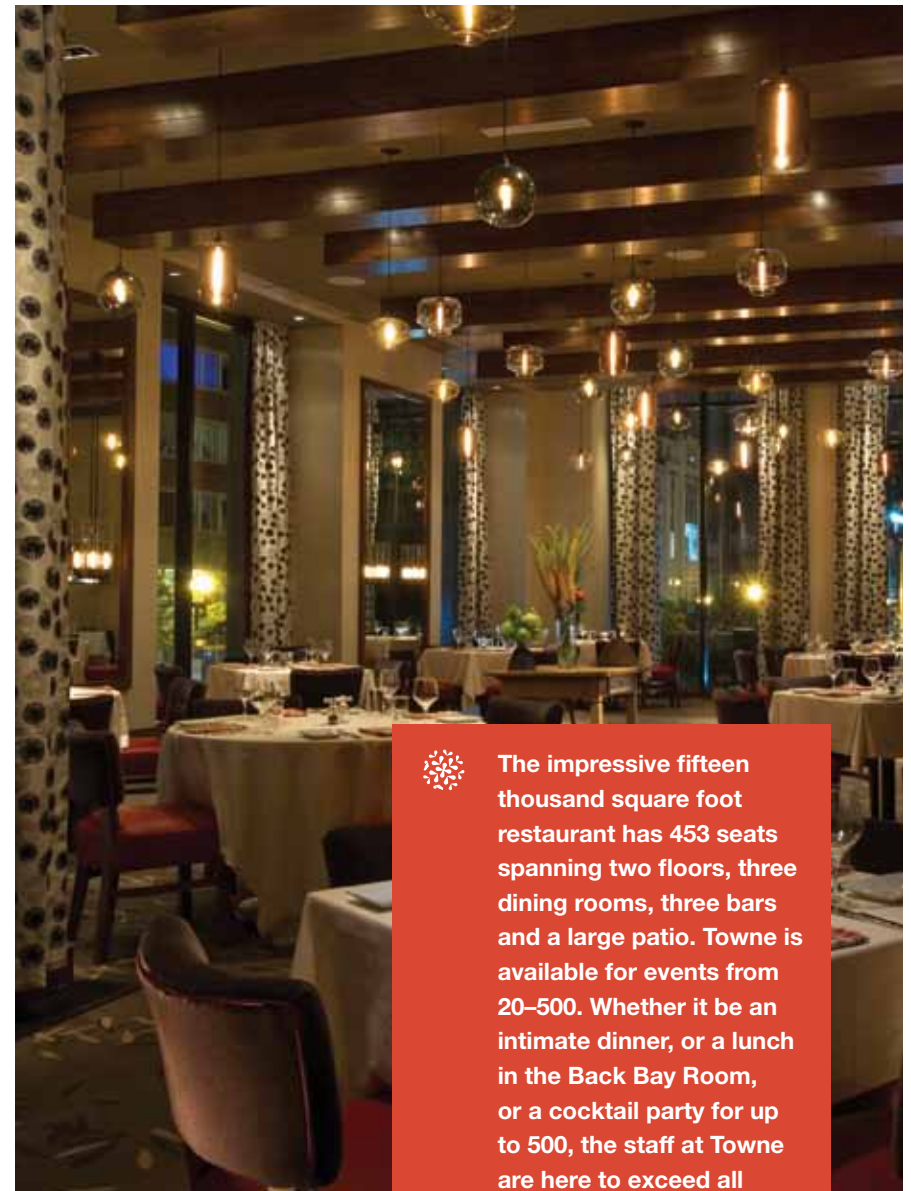
ART MAKES A CITY



James E. Rooney
Executive Director

At the Massachusetts Convention Center Authority, we make support of local arts a key priority. Make sure to visit the rotating collection of local art on display inside the convention center.

www.massconvention.com



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