

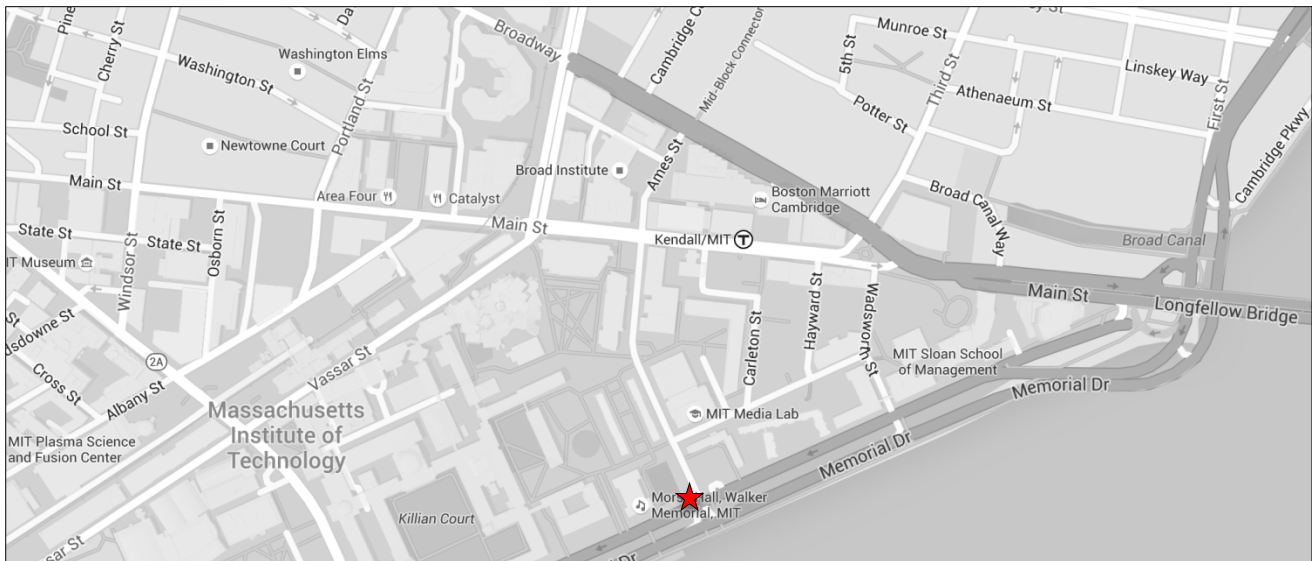


October 18-20, 2016  
MIT Media Lab, Cambridge, MA

## CONFERENCE VENUE

MIT Media Lab (Building E14)  
75 Amherst Street (corner of Ames and Amherst)  
Cambridge, Massachusetts 02139

Conference Location: Entire 6<sup>th</sup> Floor of Building E14  
Attendee Registration: 1<sup>st</sup> Floor of Building E14



## HOTEL ACCOMODATIONS

Discounted rooms have been made available at (2) local hotels:

### Hyatt Regency Cambridge

575 Memorial Drive, Cambridge, MA 02139  
\$299/night plus applicable taxes  
Phone: 617-492-1234 - request EmTech MIT rate  
Deadline: September 16, 2016  
Distance: just over 1 mi. from MIT Media Lab

[Online Reservations](#)

### Boston Marriott Cambridge

50 Broadway, Cambridge, MA 02142  
\$337/night plus applicable taxes  
Phone: 617-494-6600 - request EmTech MIT rate  
Deadline: October 6, 2016  
Distance: less than 0.5 mi. from MIT Media Lab

[Online Reservations](#)



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## DIRECTIONS TO MIT

MIT is located on the north shore of the Charles River Basin in Cambridge, Massachusetts, USA. The campus is within 3 miles of two major interstate highways, less than 6 miles from a major international airport, and accessible via public transportation. MIT is a 15-30 minute walk from downtown Boston. MIT is a 30-40 minute walk from Harvard University, which is located just up the river from MIT.

### TRAVEL VIA PUBLIC TRANSPORTATION

MBTA ("The T") Subway

Take the [Red Line subway](#) to the Kendall/MIT Station.

The Media Lab is located on the Red Line at the "Kendall/MIT" stop of the subway. You can transfer to the Red Line without additional fees from any other subway line at the appropriate station. Please check the subway map at your boarding point for more detailed information.

At the Kendall/MIT stop, you will surface on Main Street in Kendall Square. Landmarks include the Marriott Hotel and the MIT Coop. Facing Main Street, with the Marriott Hotel and the MIT Coop to your back, proceed right (west) to the first traffic light. This is the intersection of Main Street and Ames Street with Legal Seafood on the corner. Turn left onto Ames Street. The Media Lab is about halfway down the block, the second building on the left at 20 Ames Street. It is a large, contemporary, white tiled building. Adjacent and connected to E15 is the new Media Lab expansion building (E14); its address is 75 Amherst Street.

For information on Boston's public transportation system, including maps and schedules for bus, subway, and commuter rail service, please consult the [MBTA](#).

### TRAVEL FROM LOGAN AIRPORT

By Taxi

Taxi fare from the airport is about \$20-\$25. During non-rush hour, the taxi ride will take about 15 minutes. During rush hour, the ride could take 30 minutes.

By Subway

From any terminal at Logan Airport, take the Silver Line bus to South Station. At South Station, change to the Red Line subway to Kendall/MIT (inbound toward Alewife). Under normal conditions the ride will take about 30 minutes. The fare is \$2.00.

By Car

Leaving the airport, follow the signs to the Sumner Tunnel. Enter the tunnel and stay in the right lane. At the end of the tunnel, continue to stay in the right lane, start down an incline and bear to the right immediately at the sign for Storrow Drive. Take Exit 26 for Cambridge/Somerville. (continued next page)



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## DIRECTIONS TO MIT (CONTINUED)

Follow the signs for Back Bay/Cambridge (do not take the exit for Cambridge/Somerville). Stay in the right lane and follow the signs for Storrow Drive Westbound. After you pass under the pedestrian walk bridges, change to the left lane and take the exit for 2A North. Turn right and cross the Harvard Bridge (Massachusetts Avenue).

### TRAVEL BY CAR

From the Massachusetts Turnpike

Exit at "Brighton/Cambridge." Follow signs to Cambridge. The Doubletree Hotel will be on your right. Go straight over the bridge into Cambridge (on River Street) and take your first right onto Memorial Drive. The Charles River will be on your right. Go straight on Memorial Drive, staying to the left and going over the overpass at the Boston University (B.U.) Bridge (past MicroCenter). Staying in the left lane, pass under the next bridge, which is the Harvard Bridge (Massachusetts Avenue). The first street after that bridge, to the left, is Ames Street—but it is one way in the wrong direction. You will have to take the second left (sign says Kendall Square) onto Wadsworth Street. Take the first left onto Amherst Street. The Media Lab is at 75 Amherst Street (E14) and 20 Ames Street (E15), at the corner where Amherst Street ends at Ames Street.

From Logan Airport

Leaving the airport, take the Sumner Tunnel to 93 North. Exit right off of 93 at the Cambridge/Storrow Drive exit. When the ramp splits, bear right following signs to Storrow Drive. Exit left at the Kendall Square exit. At the traffic light, go right onto the Longfellow Bridge. Follow Main Street (Main flows into Broadway) and take a left at the second set of lights (Ames Street). The Media Lab will be on your left about a block and a half down Ames Street. [Logan International Airport's website](#) provides up-to-the-minute information on weather, construction, and traffic.

To Logan Airport

Drive away from the river on Ames Street, and make the first right onto Main Street. Follow Main Street to the Longfellow Bridge and proceed over the Longfellow Bridge. At the end of the bridge, there will be signage directing you to Route 93 South. Follow Route 93 South to the Airport exit. From Route 93: From I93, take exit 26, and follow the signs to Back Bay along Storrow Drive West, approximately 1.5 miles, to the exit for Route 2A. The exit will be on the left, just before the Harvard Bridge (Massachusetts Avenue). The Charles River will be on your right. As you cross the bridge, you will be looking at MIT. At the end of the bridge, turn right on to Memorial Drive. The first street after that bridge, to the left, is Ames Street—but it is one way in the wrong direction. You will have to take the second left (sign says Kendall Square) onto Wadsworth Street. Take the first left onto Amherst Street. The Media Lab is at 75 Amherst Street (E14) and 20 Ames Street (E15), at the corner where Amherst Street ends at Ames Street.



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## PARKING AND CAR SERVICES

### PARKING

There is no public parking on the MIT campus. Public parking garages charge approximately \$30/day. Metered street parking is available but limited. Time limits are strictly enforced.

### CAB COMPANIES

Ambassador Brattle: 617-492-1100

Checker Cab Co.: 617-497-9000

Yellow Cab: 617-547-3000

### CAR SERVICES

Boston Coach: 800-672-7676 (reservation line)  
[www.bostoncoach.com](http://www.bostoncoach.com)

Commonwealth Limo: 617-787-5575  
[www.commonwealthlimo.com](http://www.commonwealthlimo.com)

PlanetTran:  
[www.planettran.com](http://www.planettran.com)

Uber:  
[www.uber.com](http://www.uber.com)