

# ATTENDANCE BUILDING TOOLS



Expand your reach. Increase attendance. The award-winning Philadelphia Convention & Visitors Bureau (PHLCVB) has developed the following strategic marketing tools to help you directly target attendees. They will assist in promoting your event in this world-class meetings destination, resulting in greater attendance and a more successful event. The majority of all conventions and meetings held in Philadelphia reach or exceed attendance goals!

**+ DATA-MINING TARGETED E-MAIL PROGRAM\***  
Through INFOUSA, we can identify and confirm direct e-mail and business addresses for contacts that are most likely to be your target attendees, exhibitors and buyers. This gives you information about industries, companies and key decision-makers in your field, providing a competitive edge that allows your marketing message to instantly reach hundreds of relevant contacts within a 200-mile radius of Philadelphia.

**+ SOCIAL MEDIA**  
Your marketing message will be repeated throughout the PHLCVB's social media networks, including Facebook and Twitter. **@discoverPHL**

**+ TARGETED E-MARKETING CAMPAIGNS**  
Show attendees why Philadelphia is the ideal meeting, convention or tradeshow destination, perfect for business and for bringing the family along. We can provide you with a series of customizable e-blasts highlighting the top reasons for visiting Philadelphia to get attendees excited about meeting here.

**+ CUSTOM MICROSITES\***  
The PHLCVB develops custom convention microsites for clients with upcoming events in Philadelphia to serve as attendance and awareness-building tools. The microsites feature more than 15 pages of content and are completely customizable to accommodate your special requests. The sites feature information on what to do in Philadelphia, focusing on area attractions, restaurants, entertainment and sports; feature testimonials from exhibitors and attendees; and encourage attendees to come early or stay later.

**+ EASY ACCESS**  
Increase the options for attendees to get to your meeting! Let us connect you with the low-cost, express motorcoach carrier, Megabus, to help deliver more attendees to your show. With services to Philadelphia from 10 major cities in the Northeast and with fares from \$1.00, this convenient option is sure to increase your bottom line.

**+ BUSINESS DEVELOPMENT DIVISIONS**  
The PHLCVB has useful connections to experts and resources in several markets thanks to our three unique business development divisions: **PHL** Life Sciences, **PHL** Diversity and **PHL** Sports. Through these PHLCVB divisions we can offer connections to educational institutions and experts, speakers, student outreach and sponsors.

## PHL LIFESCIENCES

A Division of the Philadelphia Convention & Visitors Bureau

## PHL DIVERSITY

A Division of the Philadelphia Convention & Visitors Bureau

## PHL SPORTS

A Division of the Philadelphia Convention & Visitors Bureau

\*Complimentary for conventions with 3,000+ rooms on peak night. Costs may apply for conventions with less than 3,000 rooms.

**+ For more information on these tools, contact your Convention Services representative at 1-800-CALL-PHL or visit [discoverPHL.com](http://discoverPHL.com).**

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

 **Pennsylvania Convention Center**  
PHILADELPHIA  
AN  MANAGED FACILITY