

DESTINATION PROMOTION

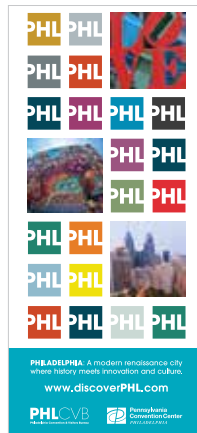


We're here to help. Let us assist you in promoting your future meeting in Philadelphia.

The Philadelphia Convention & Visitors Bureau (**PHLCVB**) is pleased to provide assistance in promoting your future meeting in Philadelphia during your meeting this year. Your **PHLCVB** Convention Services Manager will be attending the show and staffing our booth. To share information on our city, the **PHLCVB** will provide the following:

- + PROMOTIONAL BOOTH***
Color images of Philadelphia adorn this pop-up booth that easily fits into a 10x10 exhibit space.
- + CUSTOMIZED WEBSITE***
The **PHLCVB** will create a customized microsite for your delegates which highlights Philadelphia and features special events taking place in the city during your meeting dates. We will promote this website and direct people to it with customized postcards distributed from our booth. (Please note that the microsite does not include hotel links and is available in multiple languages.)
- + FREE DINNER FOR TWO***
Business card drawing for a complimentary dinner for two at next year's meeting.
- + OFFICIAL VISITORS GUIDE**
The Philadelphia Official Visitors Guide is the most comprehensive source available for what's hot, what's happening and what not to miss in Philadelphia. The **PHLCVB** will distribute these guides from their booth.

We appreciate the opportunity to promote Philadelphia at this year's show.



Promotional Banners



Customized Website



Official Visitors Guide

*Program requires a minimum room block of 3,000 rooms on peak night. Ask your **PHLCVB** contact for details.

+ For more information about these services, visit www.discoverPHL.com or call the **PHLCVB's Convention Services department at **1-800-CALL-PHL**.**

PHLCVB
Philadelphia Convention
& Visitors Bureau

**Pennsylvania
Convention Center
PHILADELPHIA**
AN **SMG** MANAGED FACILITY