

PROMOTIONAL TOOLS



To help build attendance at your upcoming Philadelphia convention, The Philadelphia Convention & Visitors Bureau (PHLCVB) is pleased to provide you with the following promotional opportunities:

+ BROCHURES

Official Visitors Guide: Published twice a year featuring visitor information, maps and listings for attractions, restaurants, shopping, accommodations, tours, transportation and entertainment.

International Guides: Offering translated, country-specific information in 10 languages, and widely requested by international visitors planning a trip to Philadelphia.



Official Visitors Guide

+ VIDEOS

PHL: Modern Renaissance City: This inspiring video celebrates the people and places of Philadelphia and shares a new narrative of our city with the world.

Discover Philadelphia: A 3-minute video that is also available in 30- and 60-second versions. Individual vignettes are also available.

HD B-roll (120 minutes) for Media and Conventions: We offer B-roll stock footage of Philadelphia and the countryside that can be edited into a video of your liking.



PHL: Modern Renaissance City Video

+ CONVENTION MICROSITE

The **PHLCVB** has developed a convention microsite for clients with upcoming events in Philadelphia to serve as an attendance- and awareness-building tool. The microsite features 15 pages of content, including information on what to do in Philadelphia, focusing on area attractions, restaurants, entertainment and sports, and encourages attendees to come early or stay later. discoverPHL.com/explore

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

PHLCVB
Philadelphia Convention
& Visitors Bureau

 **Pennsylvania
Convention Center**
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