PHILADELPHIA
A LEADER IN LIFE SCIENCES

Philadelphia is a diverse, global city known for our rich history. As the birthplace of American medicine, we are still making history with medical, scientific and technological innovations. An ideal destination for medical and science professionals, Philadelphia offers access to a vast network – with nearly 80 percent of the world’s largest biomedical and pharmaceutical companies located in our region. Philadelphia is centrally located in the Northeast, less than two hours from New York City and Washington, D.C.

WHAT’S NEW

- **PIONEERING PARTNERSHIPS**
  Johnson & Johnson’s JPOD at Pennovation Works and Comcast & Independence Health Group

- **GROUNDBREAKING DISCOVERIES**
  Spark Therapeutics’ Luxturna

- **INNOVATION COMMUNITY**
  Schuylkill Yards “Knowledge Neighborhood”

PENNSYLVANIA CONVENTION CENTER

- Over one million square feet of saleable space
- Professionally managed by SMG
- Collaborative, customer-focused workforce
- State-of-the-art technology
- Surrounded by one of the most walkable downtowns in the U.S.

BEST OF PHILADELPHIA

ONE OF THE 10 COOLEST U.S. CITIES TO VISIT IN 2018
- Forbes

ONE OF TOP 19 ‘KNOWLEDGE CAPITALS’ OF U.S. AND EUROPE
- Brookings Institution

NAVIGATE OUR REGIONAL LIFE SCIENCES INDUSTRY

Connect with experts to help increase attendee numbers, membership, and sponsorship opportunities

FASTEST GROWING MILLENNIAL POPULATION AMONG 10 LARGEST U.S. CITIES

RANKED IN THE TOP 5 U.S. PREMIER LIFE SCIENCES CLUSTERS
- JLL Life Sciences Outlook 2017

RANKED #2 IN ‘BEST PLACES TO VISIT IN THE USA’
- U.S. News & World Report 2017

5TH MOST WALKABLE CITY
- Redfin WalkScore® 2017

TOP 10 RISING CITIES FOR STARTUPS
- Forbes 2018

SCIENCE IS IN OUR DNA

PHILADELPHIA has a passion and appreciation for science and medicine because it is part of our history as home of the first hospital, medical school, children’s hospital, medical library, and college of pharmacy. PHL Life Sciences provides connections to our extensive health care and higher education community of academics, medical and nursing leaders, healthcare experts, biotechnology, pharmaceutical, and venture capital contacts.
PHLCVB OFFERS EXTENSIVE PROMOTIONAL TOOLS TO EXCEED ATTENDANCE GOALS

■ DATA-MINING TARGETED EMAIL PROGRAM
to locate and communicate with potential attendees within a 200-mile radius of Philadelphia.
■ SOCIAL MEDIA
promotion of your messaging on the PHLCVB’s networks including Facebook and Twitter
■ TARGETED E-MARKETING CAMPAIGNS
customizable e-blast templates designed to show attendees why Philadelphia is the ideal meeting, convention or tradeshow destination
■ CUSTOM MICRO SITES
featuring your messaging and logo along with exhibitor information and Philadelphia - specific content.

■ EASY ACCESS
collection with low-cost express motor coach carriers providing service to Philadelphia from 10 major cities in the Northeast.
■ PUBLIC RELATIONS SUPPORT
inform area media about your event, provide assistance with press conferences and local media list development in the 4th largest media market in the U.S.
■ DESTINATION COLLATERAL
access to B-roll to be used to create a video promoting your meeting.

BROOKINGS INSTITUTION NAMES PHILADELPHIA A TOP "KNOWLEDGE CAPITAL"
The Brookings Institution recognized Philadelphia as one of the top 19 "Knowledge Capitals" of U.S. and Europe, with the power to catalyze its assets and economy. This innovation community is set in the middle of a fast-growing employment center which serves as a hub of outstanding academic and research institutions, advocacy organizations, and life sciences companies.

PHILADELPHIA IS HOME TO:

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<th>Medical Schools</th>
<th>Veterinary School</th>
<th>School of Optometry</th>
<th>Podiatry School</th>
<th>Allied Health Schools</th>
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& MORE THAN 100 COLLEGES AND UNIVERSITIES

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