Discover the benefits of PHLCVB membership!

Each year, millions of people from around the globe visit Philadelphia for meetings, conventions and tradeshows. And that number continues to grow.

The expanded Pennsylvania Convention Center, under management by SMG, has seen increased interest and bookings since the signing of a new customer satisfaction agreement. In addition, Philadelphia’s global brand continues to attract more international visitors to our city each year.

Take advantage of the extensive network and resources of the Philadelphia Convention & Visitors Bureau (PHLCVB). Reach the lucrative meetings and convention market, as well as international travel and group tour audiences, and generate new business as a member of our valued hospitality community.

The Philadelphia Convention & Visitors Bureau (PHLCVB), a private, nonprofit membership corporation, is the official tourism promotion agency for the City of Philadelphia globally and the primary sales and marketing agency for the Pennsylvania Convention Center.

We are an Economic Engine for the city, creating jobs and fueling the economy by bringing meetings, conventions and travelers from around the world to Philadelphia.

We are Advocates for Philadelphia and the region’s continuous transformation of infrastructure.

We are Connectors for meeting planners, conference attendees, tour operators, global travelers and our members by orchestrating a symphony of resources to create great expectations.

Who we are:

Philanthropist, Connector, Advocate, Economic Engine, Philadelphian.
Our Mission
To generate economic impact and job growth by increasing the region’s hotel occupancy and revenues, while concurrently affecting other diverse segments of the hospitality industry. To do whatever it takes to attract ethnically diverse regional, national and international convention and tourism customers through creative sales, marketing and communications efforts.

What We Do

- **Convention Sales**: Focuses on booking meetings, conventions and special events into the Pennsylvania Convention Center, member hotels and off-site venues to generate hotel room nights and positive economic impact for the City and region. convsales@discoverPHL.com

- **Convention Services**: Assists planners and show organizers to ensure a smooth and successful meeting, convention or event in Philadelphia. conv-services@discoverPHL.com

- **Marketing & Communications**: Supports the efforts of the PHL CVB and PCC by promoting Philadelphia and the region through innovative messaging, advertising, marketing, public relations and digital campaigns. marketing@discoverPHL.com

- **Membership**: Recruits and services PHL CVB members and brings the hospitality community together through networking events and educational seminars. membership@discoverPHL.com

- **Tourism**: Concentrates sales and marketing efforts in international markets (consumers, tour operators and travel agents), as well as the domestic group tour market. toursales@discoverPHL.com

- **Finance & Administration**: Handles accounting, human resources, office management and legal matters. finance-hr@discoverPHL.com

- **Greater Philadelphia Life Sciences Congress (PHLlife)**: Raises the visibility of the tri-state region (Pennsylvania, New Jersey, Delaware) as a world-class destination for medical, pharmaceutical, and biotech meetings, conventions and business. PHLlife@discoverPHL.com

- **Multicultural Affairs Congress (PHLdiversity)**: Works with PHL CVB departments to attract and support multicultural conventions and tourism and ensures the multicultural community is an integral part of the Greater Philadelphia hospitality community. PHLdiversity@discoverPHL.com

- **Philadelphia Sports Congress (PHLSports)**: Seeks to attract major national and international sporting events and conventions to the Greater Philadelphia region. Facilitates the annual Army-Navy game. PHLSports@discoverPHL.com

Interested in advertising? Learn more at discoverPHL.com/advertising.

CONTACT US
Philadelphia Convention & Visitors Bureau
1601 Market Street, Suite 200, Philadelphia, PA 19103
p: 215-636-3322 e: membership@discoverPHL.com. discoverPHL.com/membership
Partner with the PHL CVB and gain immediate access to comprehensive tools that will help you directly reach meetings and conventions, international tourism and group sales markets.

Grow your Business as a PHL CVB Member

- **Sales Leads:** Hotel members receive sales leads directly from customers interested in bringing their groups to the region, while all members can access tourism leads posted in the Members-Only section of our website.

- **Convention Calendar & Profiles:** Online tool that contains the contact information of meeting planners for all upcoming conventions, meetings and events booked by the PHL CVB. Only members have access!

- **Referrals:** The PHL CVB staff sends our members business prospects and refers meeting planner needs directly to them.

- **Philadelphia Official Visitors Guide™ (OVG):** Provides listings of member hotels, restaurants, entertainment and shopping venues, transportation, attractions, tours, sports facilities and universities.

- **Professional Planners Guide (PPG):** Offers local and national meeting and event professionals comprehensive listings about member offsite venues, accommodations, convention services and more.

- **Digital Tools:** Customizable listing pages on discoverPHL.com, plus social media access and promotions.

More Benefits

- Member Enews
- Convention Alerts
- Membership Labels for Direct Mail
- Membership Events
- Meet-and-Greets
- Annual Luncheon
- Brochure Display
- Public Relations
- VIP Pass Program
- Familiarization & Press Rours
- Co-op Advertising Programs
- Membership Signage
- First Class Program
- Advertising Opportunities

Philadelphia Convention & Visitors Bureau
discoverPHL.com
Meetings and Conventions Mean Business

• Convention Calendar & Profiles: Located in the Members-Only section of discoverPHL.com, use the Convention Calendar and Profiles to view all upcoming meetings and conventions booked by the PHLCVB. See how many attendees are expected and where they are staying, so you can plan ahead, plus get contact information for the planners.

• Sales Leads: Get access to tourism and convention leads from the PHLCVB directly, regarding international tour operators and meeting planners looking for hotels, transportation, dining, shopping, attractions and more.

Increase Your Online Presence

• Website: Your business information, including a photo, links to your social media accounts, an unlimited description and more can be customized on your listing page and updated as often as you wish through our online member database. PHL CVB membership is promoted on discoverPHL.com.

• Events: As a member, you can add events to be promoted on the discoverPHL.com website. Events are featured on the homepage of the website and at discoverPHL.com/events.

• Deals: PHL CVB Member deals are displayed on discoverPHL.com/deals and are promoted to incoming convention attendees. This is a great opportunity to reach hundreds of thousands of convention attendees and international travelers.

Work the Network

• Member Networking Events: Network with other members and PHLCVB staff of educational and social events held throughout the year. Bring plenty of business cards and find new business.

• PHLCVB Annual Meeting and Luncheon: Join 1,200+ attendees at the pre-Thanksgiving PHLCVB Annual Meeting and Luncheon. It’s a celebration of Philadelphia, our members and our accomplishments, and is the largest hospitality networking event in the region.

• Quarterly Member Meet-and-Greets: Members are invited to meet with PHLCVB staff for convention and tourism referrals. Great for new members to introduce themselves to the PHLCVB staff, and ideal for current members with new information to share.

• Tourism Update Meetings: Attend PHLCVB tourism-led meetings to transform sales and marketing ideas, plus learn how to reach the lucrative international tourism market.

• Sponsorship Opportunities: Host or sponsor a membership networking event.

Promote Your Business

• Social Media Outreach: We have developed a large Facebook, Twitter and Instagram fan base. The PHLCVB also maintains an active Members-Only LinkedIn page, which you are encouraged to join. Send post ideas directly to us via social@discoverPHL.com.

• VIP Pass Program: Attraction and tour members can participate by offering complimentary and discounted admission for VIP customers and press visiting the city. Contact marketing@discoverPHL.com or 215-636-3316 to sign up.

• Membership Labels for Direct Mail: Build your database by obtaining hard copy labels for nearly 800 members for letters of introduction, invitations or discount offers. You can also request the information in an excel document. Contact membership@discoverPHL.com for more information.

• Membership Signage: All members are given a plaque and window cling to display at their place of business, letting customers know that they’re a proud member of the PHLCVB.

• Story Ideas: Send us your story ideas for potential use as website content or in PHLCVB publications. Let us know about special initiatives your business has to attract its diverse customer base by contacting marketing@discoverPHL.com.

• Tourism Opportunities: Join our convention and tourism sales teams at events throughout the world as they cultivate relationships with meeting planners, tour operators, journalists and other leaders who drive the lucrative international tourism market. As a member, you can also be part of International Familiarization Tours where we showcase Philadelphia and our members when tour operators and international journalists come to visit. Contact toursales@discoverPHL.com for more information.
**Promote Your Business**


- **Member Site Visits:** Invite us over for site visits and events at your property, attraction, restaurant or business so our staff can experience and refer what you offer to meeting planners, convention attendees and international/group visitors.

**Additional Services**

- **Member E-News and Members-Only Section:** Monthly electronic newsletters keep you informed about events and issues of importance to the PHLCVB community. You are automatically enrolled when you join, and can also access all of the news and more by logging into the Members-Only section of discoverPHL.com.

- **Video and Image Library:** The PHLCVB library of digital images, logos and videos are available for use in your promotional materials and on your website. View the gallery at discoverPHL.com/photos. We ask that you please credit the photographer and the PHLCVB for every photo you use. For more resources, visit PHLpartners.com, where you can download Philadelphia content and the PHL mark to add to your collateral. **Note:** You are not permitted to use these photos for advertising purposes.

- **First Class Program:** The PHLCVB has teamed up with the Community College of Philadelphia (CCP) to offer any employee of a PHLCVB member organization that has never taken a college class the opportunity to take one at CCP for free.

- **Public Relations:** Gain international exposure for your business by participating in PHLCVB press trips.
**Accommodations**
- Hotels
- Unique Lodging
  - Apartment/Corporate Suites
  - Bed & Breakfasts
  - Campgrounds
  - Hostels
  - Real Estate
  - Relocation Services
  - Reservation Referral Services

**Attractions**
- Amusements
- Aquariums
- Breweries
- Entertainment Complex
- Events - Attractions
- Gardens
- Historic Homes & Buildings
- Interactive Tour
- Libraries
- Museums
- NonProfit Attraction
- Observation Deck
- Parks
- Religious Organizations
- Statues
- Ticket Services
- Visitor Centers
- Wineries
- Zoos

**Colleges/Hospitals**
- Hospitals
- Schools/Colleges/Universities

**Convention Services**
- Advertising
- Apparel
- Audience Response
- Audio Visual
- Awards
- Babysitting Service
- Balloons
- Bands
- Broadcast Retrieval Service
- Brochure Distribution
- Caricaturists
- Caterers
- Celebrity Characters
- Cellular Phone Service
- Clipping Service
- Coffee Service
- Computer Rentals
- Concierge Service
- Conference/Convention/Exposition Management Service
- Conference/Convention Centers
- Consulting Services
- Copying and Duplicating
- Courier and Delivery Service
- Currency Exchange
- Custom Label Wine Program
- Destination Management Companies
- Disc Jockeys
- Document Shredding
- Educational Entertainment
- Election and Survey Services
- Emergency Medical Service
- Event Equipment Rental
- Event Production/Planning & Management
- Event Production/Staging
- Exposition and Exhibit Services
- Financial Services
- Fireworks
- Florists
- Freight
- Gift & Specialty Items
- Gift Baskets
- Graphic Design
- Green Products & Services
- Historic Characters
- Information Service
- Interactive Communications
- International Visitor Services
- Internet Design and Marketing
- Internet Support and Consulting
- Invitations and Calligraphy
- Lighting Services
- Maps
- Massage on-site
- Meeting/Party Facilities (off-site venues)
- Mobile Solutions
- Models/Talent/Hostesses
- Moving/Storage Companies
- Mummers
- NonProfit Convention Services
- Office Equipment - Sales/Rentals
- Pet Care
- Photo Finishing
- Photography
- Pretzels
- Printers
- Promotional Gifts
- Public Relations
- Radio Rentals
- Recruitment Services
- Registration Services
- Security and Guard Services
- Signs/Banners/Posters
- Speakers/Presenters
- Spouse/Children’s Programs
- Talent/Entertainment
- Team Building
- Telecommunications
- Television Production and Post Production
- Temporary Staffing
- Tour Planners/Operators
- Tourist/Visitor Information
- Transcription Services
- Translators/Interpreters/Deaf Services
- Transportation Services
- Video and Audio Production
- Video Conferencing

Please list only one major category (blue) and one corresponding sub-category (black) on your membership application. Contact your Membership Sales Manager if you would like to be listed in additional categories.

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**Membership Application**

**YES!** Sign up my business as a member of the Philadelphia Convention & Visitors Bureau.

**Check one:**
- [x] Our check for $_______________ for annual membership dues is enclosed.
- [ ] Please charge our credit card $_______________ for annual membership dues.

**American Express, Visa, MasterCard and Discover cards are accepted.**

Name on Credit Card: __________________________________________

Credit Card Number: ___________________________ Expiration Date: ____________

**Name of Business**

**Name of Business for Website/Publication Listing**

**Address**

City __________________________________________ State ___________ ZIP ___________

Phone: ___________________________ Fax: __________________________________

Website: ___________________________ Business Email: ___________________________

Facebook: ___________________________ Twitter: ___________________________

**Major Category**

*To be listed in additional categories, contact your membership sales manager.*

**Sub-Category**

**Primary Contact Person**

Title: ___________________________

Phone (direct): ___________________________ Fax: ___________________________ Email: ___________________________

**Secondary Contact Person**

Title: ___________________________

Phone (direct): ___________________________ Fax: ___________________________ Email: ___________________________

**Billing Contact**

Title: ___________________________

**Billing Address**

Phone: ___________________________ Fax: ___________________________ Email: ___________________________

Once we receive your completed application, your Membership Services Manager will be in touch to help you set up your membership listing on our website, discoverPHL.com.

☐ We understand that our membership will be in effect for one year following the date the PHLCVB receives this application. **We understand membership renewal is optional and without obligation and membership will continue in effect from year to year unless terminated by written notice to the PHLCVB 45 days before the annual renewal payment is due. If our company is not current on membership dues by certain production deadlines, the PHLCVB reserves the right to remove our company’s listings from publications and discoverPHL.com. This financial support may be deducted from income tax returns as a business expense, but may not be deducted as a charitable contribution.**

Signature: ___________________________ Date: ___________________________

Print name: ___________________________ Title: ___________________________

**Please return this form with payment to:**

Philadelphia Convention & Visitors Bureau, attn: Accounting | 1601 Market Street, Suite 200, Philadelphia, PA 19103

Exclusive Benefits for PHL CVB Members

1. **Connect with convention decision makers.**
   Reach meeting, convention and tradeshow planners who generate millions of dollars in positive economic impact for our city, attracting new meeting-related business and attendees to Philadelphia.

2. **Increase your visibility through PHL CVB publications.**
   Receive a company listing in print and online in the Philadelphia Official Visitors Guide™ or Professional Planners Guide, plus online at discoverPHL.com, the City’s official global convention and visitor website.

3. **Spread your news on social media.**
   We love bragging about Philadelphia! Members can send updates on events, news and special offers for us to feature on our Facebook page, Twitter feed, Instagram account or our members-only LinkedIn group.

4. **Use the Convention Calendar to find new business leads.**
   The regularly updated Convention Calendar provides details on definite meeting and convention bookings to help you get new business, including meeting planner contact information, dates and expected attendance figures.

5. **Get global exposure.**
   Members can host and be a part of International Familiarization Tours, where we showcase Philadelphia and member businesses to visiting tour operators, international journalists and meeting planners.

6. **Make valuable connections.**
   Network with fellow members at our business-building, educational and social events throughout the year. Generate new ideas for success while meeting industry colleagues.

7. **Join the PHL CVB at tradeshows to build new relationships.**
   Join our convention and tourism sales teams at events throughout the world as they cultivate relationships with meeting planners, tour operators, journalists and other decision makers in the lucrative convention and tourism business.

8. **Keep up-to-date with PHL CVB news.**
   Our monthly e-newsletter highlights news, activities and events associated with meeting planners, international visitors and group tour operators to keep you on top of the latest industry news.

9. **Get access to exclusive, members-only content.**
   The password-protected Members-Only section of discoverPHL.com provides access to industry research, sales and tourism leads, member-related news, updated conventions listings and much more.

10. **Take advantage of premier advertising opportunities.**
    Enjoy advertising opportunities in the Philadelphia Official Visitors Guide™, Professional Planners Guide, on discoverPHL.com, on our official city map and in national and international co-op advertising programs.