

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.

Who we are:

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.

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 **PHLCVB** 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 **PHLCVB** 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 **PHLCVB** 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

PHLCVB by the Numbers

\$1 billion in economic impact generated by meetings and conventions each year

15th most internationally visited city, up from the 21st in 2001

50+ tradeshows, sales missions and customer events attended each year, where we promote our city and our members

200+ international journalists and tour operators hosted by the **PHLCVB** each year

60+ full-time staff members, ready to recommend your business to meeting planners, group tour travelers and international visitors



Partner with the PHLCVB 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 PHLCVB 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 PHLCVB. Only members have access!
- **Referrals:** The PHLCVB 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



Only PHLCVB Members get exclusive listings in our Publications:

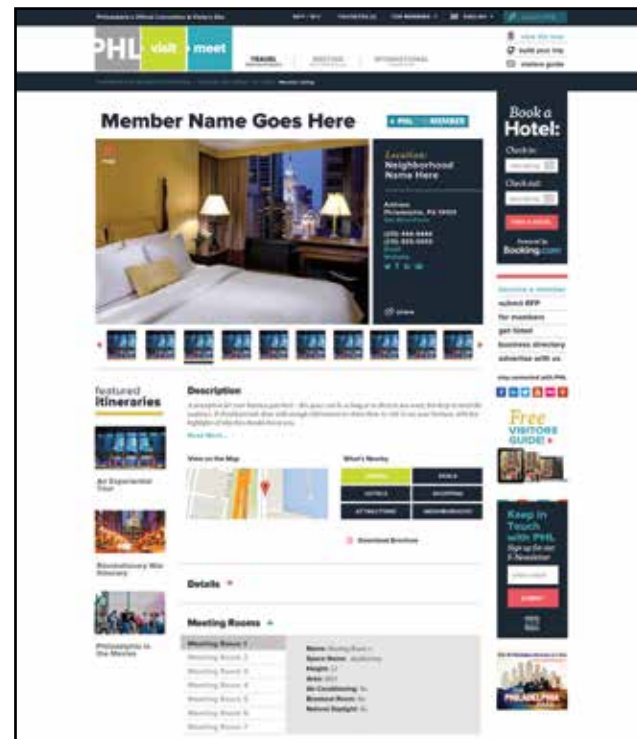
- Philadelphia Official Visitors Guide™ (OVG):**
 The official guide with all a visitor needs to know about Philadelphia plus listings of PHLCVB member hotels, restaurants, nightlife and entertainment venues, transportation, attractions, tours, shopping, sports facilities and teams, colleges and hospitals. The OVG is distributed at high traffic locations, including the Pennsylvania Convention Center, member hotels, the Independence Visitor Centers, Amtrak's 30th Street Station and Philadelphia International Airport. This guide reaches more than one million visitors each year and is available in print, online and as an app on iPhone or iPad. View the biannual guide at discoverPHL.com/OVG.
- Professional Planners Guide (PPG):**
 Offers meeting and event professionals comprehensive information, maps, floorplans and tools they require to build their meeting experience in Philadelphia. Includes valuable PHLCVB member listings, including offsite venues, accommodations, convention services and more. The guide is distributed during PHLCVB sales missions and tradeshow throughout the world, sent in response to inquiries and sent directly to an exclusive list of meeting and travel planners. View the guide online at discoverPHL.com/PPG.

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, iDSS. Member listings are 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:** PHLCVB 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 at 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 brainstorm 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 a 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



- **Advertising:** Only PHLCVB members can advertise in the Philadelphia Official Visitors Guide™, Professional Planners Guide, on discoverPHL.com and on our official city map. Visit discoverPHL.com/advertising for more information.
- **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.

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.

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

Businesses/ Organizations

Architecture/Engineering/
Construction
Associations
Attorneys
Banks
Beer Distributors
Chambers of Commerce

Consulting Business
Corporations
Credit Card
Cultural Organizations
Database Management
Economic Development
Education
Government Agencies
Health Care Services
Insurance Services
Marketing Research
Municipal Authorities
Newspapers
NonProfit Business
Organization
Out-of-Home Advertising
Publications
Purveyors
Service/Organizations
Television & Radio Stations
Unions

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
Food Service
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

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Entertainment

Bars & Pubs
Bowling and Fun Centers
Casinos
Comedy Club
Cooking Classes/
Demonstrations
Dance
Entertainers
Events - Entertainment
Gentlemen's Club
Movie Theaters
Night Club
Nightlife
Opera Music
Orchestras
Performance Venues
Performing Arts Groups
Theaters
Ticket Agency
Wine Tasting

Restaurants

American
Amish & PA Dutch
Asian
Barbeque
Belgian
Brew Pub
BYOB
Cafe/Bistro
Cafeteria
Cajun Creole
Caribbean
Catering
Chinese
Coffee House
Continental
Cuban
Delicatessen
Delivery Service
Dessert
Dinner Cruise
Dinner Theater
Eastern & Central European

Eclectic
Egyptian
English
Fast Food
Food Court
French
Gastro Pub
German
Greek
Hawaiian
Indian
Indo-French
International
Irish
Italian
Japanese
Kosher
Latin American
Mediterranean
Mexican
Middle Eastern
Moroccan
Pan Asian/Global
Philadelphia-Style
Seafood
Southern
Southwestern
Spanish
Sports Bar and Restaurant
Steakhouse
Sushi/Seafood
Tea Room
Thai
Turkish
Vegetarian
Vietnamese
Wine Bar

Shopping

Accessories
Antiques/Collectibles
Apparel
Apparel/Imprinted-
Embroidered Logos
Art Galleries
Bakeries
Bookstores
Cigars
Department Stores
Drapery, Hardware and
Trimming
Eyewear
Flea Markets
Florist Shops
Food
Gifts/Souvenirs
Gourmet
Jewelers
Lighting Shop
Luggage and Handbags
Malls
Office Furniture
Office Supplies/Stationery
Off-Price Retail
Online
Outlet Stores
Salons & Spas
Shoes
Shopping District
Specialty Stores
Sporting Goods/Sportswear
Toys

Sports

Boxing
Golf Courses and Clubs
Sports Facilities
Sports Organizations
Suite Leasing

Tours

Bicycles
Culinary
Horse Drawn Carriage Tours
Receptives
Segway
Specialty
Tour

Transportation

Airlines
Airport Shuttle Services
Airports
Automobile Rentals/Leasing
Bike Rentals
Boats- Charters/Rentals/
Sightseeing
Buses
Cabs/Limousines/Vans
Carriages
Ferry Service
Ground Transportation
Helicopters
Highways
Management Services
Motorcycles
Parking Facilities
Public Transportation
Tour Bus/Motor Coach/
Recreational Vehicle
Parking
Travel Agencies
Trolley

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

Check one:

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* _____ Sub-Category _____

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

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
P: 215-636-3300 **F:** 267-479-6359



Exclusive Benefits for PHLCVB 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 PHLCVB 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 PHLCVB at tradeshow 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 PHLCVB 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.