

PHLCVB

Philadelphia Convention & Visitors Bureau



CONFERENCE INFORMATION:

TWITTER: @aafp

FACEBOOK: @familymed

INSTAGRAM: @the_aafp / #AAFPFMX

Group Description: The AAFP exists to power 134,600 physicians and medical students nationwide, as the only medical society devoted solely to primary care. FMX is the place to remember why you fell in love with family medicine. Gather with your peers to earn CME, experience dynamic and inspiring presentations, and find patient care solutions to implement when you return to practice.

Anticipated Attendance: 8,000 total / 4,500 professionals

Delegate Profile: 50% male, 50% female, average age: 48 years old

Meeting Contact(s)

Tanya Lowery, CMP, Dir, Meetings & Conventions
Keri Magnuson, CMP, Sr Event Strategist
Karin Reed, CMP, Sr Event Strategist
Julia Ozark, CEM, Mgr, Strategic Programs & Events
Kristy Sloan, CEM, Exhibit Manager
Gina Page, Engagement Activation Specialist
Aubrey Moore, NLC/FMX Department Manager
Mayly Yang, Mgr, Member Support & Operations

Day/Date	Blocked	Picked up as of
Wednesday, September 18	14	10
Thursday, September 19	88	67
Friday, September 20	146	104
Saturday, September 21	428	288
Sunday, September 22	963	776
Monday, September 23	1879	1690
Tuesday, September 24	3435	3346
Wednesday, September 25	3996	3787
Thursday, September 26	3857	3655
Friday, September 27	3029	2747
Saturday, September 28	1093	749
Sunday, September 29	72	26
Monday, September 30	2	2
TOTALS	19,002	17,247

Official Hotels:

Contracted Hotels	Blocked on Peak	Picked up as of
	110	104
Aloft Philadelphia Downtown		
Cambria Hotel & Suites	100	100
Doubletree	110	100
Embassy Suites	165	155
Fairfield Inn & Suites	60	52
Four Points by Sheraton	55	55
Hampton Inn Philadelphia	150	148
Hilton Garden Inn	150	145
Holiday Inn Express	137	136
Home2Suites by Hilton	125	123
Le Meridien	140	138
Loews Philadelphia	325	325
Philadelphia 201	200	199
Philadelphia Marriott Downtown	1154	1055
Residence Inn	100	100
Sonesta	275	240
The Bellevue Hotel	100	94
The Notary	315	300
The Logan	125	121
The Ritz Carlton	100	97
TOTALS	3,996	3,787

Peak Blocked Rooms: 3,996

Peak Picked up Rooms: 3,787

Total Blocked Room Nights: 19,002

Total Picked-up Room Nights: 17,247

MAJOR EVENTS AT THE PENNSYLVANIA CONVENTION CENTER

Exhibition Dates/Hours:

Wednesday | 4:30–7:30 p.m. GRAND OPENING

Thursday | 9 a.m.–3 p.m.

Friday | 10 a.m.–3:30 p.m.

Number of Exhibits: 362

General Contractor: Freeman Expo, Chuck Orris; Amy Stalknecht

AV Supplier: Freeman Event Technology, Brian Palmer

Registration Location: Broad Street Atrium

Registration Dates/Hours: See agenda below

Schedule at a Glance:

MONDAY, SEPTEMBER 23	
3:00 p.m. – 7:00 p.m.	Registration
TUESDAY, SEPTEMBER 24	
7:30 a.m. - 12:00 p.m.	Community Service Activity
7:00 a.m. - 6:00 p.m.	Registration
11:30 a.m. - 1:00 p.m.	Satellite CME
12:45 - 5:15 p.m.	Clinical Procedure Workshops*
1:00 - 5:45 p.m.	CME
6:00 - 7:30 p.m.	New Physician Happy Hour
6:00 - 8:00 p.m.	Satellite CME
WEDNESDAY, SEPTEMBER 25	
5:30 - 8:00 a.m.	Satellite CME
7:00 a.m. - 7:30 p.m.	Registration
7:45 a.m. - 12:00 p.m.	Clinical Procedure Workshops*
8:00 a.m. - 2:45 p.m.	CME
11:30 a.m. - 1:00 p.m.	Satellite CME
3:00 - 4:30 p.m.	Main Stage Session
4:30 - 7:30 p.m.	Expo Hall Grand Opening
6:00 - 8:00 p.m.	Satellite CME

THURSDAY, SEPTEMBER 26	
7:00 a.m. - 6:00 p.m.	Registration
7:00 a.m. - 6:00 p.m.	CME
7:30 a.m. - 5:00 p.m.	Clinical Procedure Workshops*
9:00 a.m. - 3:00 p.m.	Expo Hall Hours
11:30 a.m. - 12:30 p.m.	Expo Theaters
3:15 - 4:45 p.m.	Main Stage Session
6:00 - 7:30 p.m.	MIG Reception
6:00 - 7:30 p.m.	Member Constituencies Meet and Greet
6:30 - 8:30 p.m.	Satellite CME
6:30 - 9:00 p.m.	AAFP Foundation Recognition Dinner
FRIDAY, SEPTEMBER 27	
7:00 - 8:30 a.m.	Fellowship Convocation Breakfast
7:00 a.m. - 5:00 p.m.	Registration
7:00 a.m. - 5:00 p.m.	CME
7:00 a.m. - 5:15 p.m.	Clinical Procedure Workshops*
8:30 - 10:00 a.m.	Main Stage Session
10:00 a.m. - 3:30 p.m.	Expo Hall Hours
11:30 a.m. - 12:30 p.m.	Expo Theaters
5:30 p.m.	Foundation VIP Event*
6:00 p.m.	FMX Celebration
SATURDAY, SEPTEMBER 28	
6:30 a.m.	FMX 5K Fun Run/Walk
7:00 a.m. - 1:30 p.m.	Registration

7:30 a.m. - 11:45 a.m.	Clinical Procedure Workshops*
7:30 a.m. - 5:00 p.m.	CME

WELCOME PROGRAM

Information Restaurant Booth Dates/Hours:

Monday – 3:00pm – 7:00pm
 Tuesday – 9:00am – 5:00pm
 Wednesday – 8:00am – 4:00pm
 Thursday – 8:00am – 4:00pm
 Friday – 9:00am – 5:00pm
 Saturday – 8:00am – 4:00pm

Information Restaurant Booth Location: 12th and Arch – West concourse and Broad Street Atrium

Hotel Buttons Delivery Date: Monday, September 23rd

Center City District Banner Dates: Friday, September 20 – Monday, September 30

SHUTTLE INFORMATION

SHUTTLE PROVIDER: Callaway Transportation



Hours of Operation	20 Minute Service
Monday, September 23rd	2:30 p.m. - 7:30 p.m.
Tuesday, September 24th	6:30 a.m. - 6:00 p.m.
Wednesday, September 25th	6:00 a.m. - 8:00 p.m.
Thursday, September 26th	6:30 a.m. - 8:00 p.m.
Friday, September 27th	6:30 a.m. - 6:00 p.m.
Saturday, September 28th	5:15 a.m. - 5:30 p.m.

Route 1 PURPLE

- Stop #
- 1 Embassy Suites**
Board curbside on 18th
 - The Logan**
Board at the Embassy Suites
 - 2 Philadelphia 201 Hotel**
Board across 17th st, curbside

Route 3 BLUE

- Stop #
- 1 Sonesta**
Board curbside on Market St.
 - 2 Doubletree**
Board across outside Main Lobby
 - Cambria Suites**
Board at the Doubletree
 - The Bellevue**
Board at the Doubletree

Route 2 ORANGE

- Stop #
- 1 Fairfield Inn**
Board curbside on 13th.
 - 2 Holiday Inn Express**
Board outside Main Lobby

FMX Celebration
Friday, September 27th

Shuttle service will be provided to the FMX Celebration at Xfinity Live
6:00 p.m. - 10:00 p.m.
Buses depart every 20 minutes

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**Service will be provided to Aloft, The Notary Hotel, Four Points, Hampton Inn, Hilton Garden Inn, Home2 Suites, Le Meriden, Loews, Marriott, Residence Inn, The Ritz*



Transportation provided by Callaway Transportation
For special assistance or shuttle questions, call 1-866-767-3305

HOSPITALITY ZONE ACTIVITIES

Registration

Major Entrances to be utilized – Arch street between Broad and 13th; 12th and Arch west

Shuttle drop-offs – Arch street between Broad and 13th

Pedestrian activity - Broad and Arch; 12th and Arch west

CONTACT INFORMATION

PHLCVB Sales Contact:

Maria Grasso, Senior National Accounts Director

PHLCVB Convention Services:

Philomena Petro, CMP, Vice President of Convention Services

PCC Event Manager:

Elizabeth Hudock, CMP, Senior Event Manager