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

**PROMOTIONAL TOOLS AND RESOURCES**

**QUESTIONS?** Contact the PHLCVB Convention Services department at 1-800-CALL-PHL.

**PRINTED & DOWNLOADABLE BROCHURES**

**Official Visitors Guide:** The comprehensive resource of what’s hot, what’s new and what’s not to be missed in Philadelphia. Published twice each year by the PHLCVB, the guide features visitor information, including an easy-to-use map of Center City and listings for attractions, restaurants, shopping, accommodations, tours, transportation and entertainment. Also downloadable from discoverphl.com.

**International Visitors Guide:** Offers interest-specific itineraries for global travelers, including “By the Book,” “Family-Friendly,” “Unexpected” and “Fashionable” Philadelphia highlights. Provides listings of sightseeing, cultural and historic attractions that offer in-language tours; published by the PHLCVB in eight languages. Also available in PDF format on the international pages of discoverphl.com.

**DIGITAL CONTENT**

**“Frankly Philadelphia” Destination Video:** Available in: 2 minute, 60, 30 and 15 second formats, this engaging video celebrates the unique people and places that, frankly, make Philadelphia a great choice for your event and will energize and excite your attendees.

**Online Press Room:** An open source for creative assets and information, including photography, videos, high-definition B-roll footage, logos and press releases, all available for use in promoting your meeting or event. Create a log-in at discoverphl.com/pressroom for access.

**Discoverphl.com:** A rich content resource, discoverphl.com is the authoritative reference for everything you or your attendees need to know about Philadelphia. Blog posts about Philadelphia’s history, attractions, dining, nightlife, sports – you name it. There’s also a Calendar of Events, information about what’s “Free in Philadelphia,” maps, fun facts, Philadelphia firsts and media accolades.

**SOCIAL MEDIA TOOLKIT AND PUBLIC RELATIONS MANUAL**

**Social Media Toolkit:** The PHLCVB’s social media network provides information for what attendees can see or do during their free time in Philadelphia. Check out the step-by-step guide included in this Convention Services Kit that can help you to amplify your message with social media. Additionally, our social media team can provide promotion assistance to reach potential meeting attendees, as well as on-the-ground, real-time support during your event.

**Public Relations Support:** The PHLCVB has created a Public Relations Manual to share best practices and help your event achieve maximum exposure. The PHLCVB PR staff can also distribute press releases and pitch stories about your event to local Philadelphia media.
Let the Philadelphia Convention & Visitors Bureau (PHLCVB) provide you with the best possible housing experience in Philadelphia.

PHLCVB has partnered with Experient to provide our city-wide convention groups with unrivaled expertise and total housing management. Our housing program, “Welcome Philadelphia,” is designed to take the guesswork out of the housing process from start to finish. Our goal is to assure that you and your attendees experience the very best that Philadelphia has to offer by way of quality customer service.

Should you choose “Welcome Philadelphia” housing, we will review your hotel contracts, set up individual room blocks and sub-blocks and manage your hotel inventory with participating hotels for accuracy and quality assurance. Experient’s friendly and knowledgeable call center agents are trained to assist callers with new reservations, questions and changes—making the reservation process easy.

Experient is also the official housing services provider for Dallas, New Orleans, New York City, Orlando, San Diego, St. Louis and Tampa and is a preferred provider for Hawaii, Miami, Toronto and Vancouver.

**SERVICES YOU CAN EXPECT**
- Room reservations via the internet, 24 hours a day, 7 days a week
- Customer Service Call Center
- Immediate electronic confirmations
- Room block management
- Real-time online web access and reporting, 24 hours a day, 7 days a week
- Customized website
- Dedicated housing coordinator to oversee the room block and manage the reservation process with each contracted hotel
- Specialty coordinators to handle exhibitor, group, staff and VIP blocks

**OPTIONAL EVENT SERVICES**
- Advance and on-site registration
- Sales lead management technology and services
- Interactive products & services
- Meeting management logistics
- Premium & promotional products
- Supplier management
- Marketing consultation & graphic design
- Through Advance Reservation Systems, Inc., (ARES), manage available inventory after cut-off

For more information and a complete housing packet, contact Mariya Brewer, CMP, at 215-636-3345 or at Mariya@discoverPHL.com.

To learn more about Experient and the full-range of services available, visit experient-inc.com, call 866-516-1461 or e-mail bsc2@experient-inc.com.

**QUESTIONS?** Contact the PHLCVB Convention Services department at 1-800-CALL-PHL.
The second largest city on the East Coast, Philadelphia is conveniently located between New York City and Washington, D.C. with more than 45 million people within a 200 mile radius. Ranked one of the most walkable cities in the nation, Philadelphia is a vibrant, manageable big city with a small town feel.

**GETTING HERE**

**By Plane:**
Philadelphia International Airport serves the Philadelphia region with 25 airlines offering about 1,000 daily flights to over 140 destinations in the United States and around the world. The airport is a major international hub for American Airlines.

- 25-minute ride on the SEPTA Airport Line right at the airport or a 20-minute ride in a taxi to Center City. SEPTA’s Airport Line leaves every 30 minutes, and a one-way fare is $6.75. Purchase a SEPTA Key Regional Rail Quick Trip pass at a Fare Kiosk at one of the airport terminals or on-board (cash only).
  - Trains stop at all airport terminals. The taxi ride costs a flat rate of $28.50. Philadelphia Sightseeing Tours provides airport shuttles to and from the airport for individuals and groups starting at $30 (one way).

**By Train:**
Amtrak trains arrive at historic 30th Street Station throughout the day, placing passengers within a short walk of Center City. Philadelphia is only 1 hour and 20 minutes from New York City and 1 hour and 45 minutes from Washington, D.C., via Acela Express. Additional stations include:

- Suburban Station, 16th Street and JFK Boulevard (under a 10 minute walk to the Pennsylvania Convention Center)
- Jefferson Station, 10th and Market streets (directly attached to the Pennsylvania Convention Center)

**By Bus:**
New Jersey Transit (1-800-772-2222) and Greyhound Terminal (215-931-4075) located at 10th and Filbert streets. Megabus and Bolt Bus offer low-cost express bus routes throughout the Northeast Corridor.

**By Car:**
Interstates 95 and 76, and the Pennsylvania and New Jersey Turnpikes, provide access from all points on the compass. Once you arrive, there are more than 40 parking lots and garages in Center City.

**QUESTIONS?** Contact the PHLCVB Convention Services department at 1-800-CALL-PHL.

**GETTING AROUND**

The only thing easier than getting to Philadelphia is getting around once you’re here. In Philadelphia, everything is just around the corner.

**William Penn,** Philadelphia’s founder, planned the city with a smart and simple grid street design, making it easy to navigate. The Schuylkill and Delaware rivers border Center City’s 25 blocks on the west and east. Streets running east and west are named after trees while north and south streets are numbered.

**Walking:** First-rate dining, arts and entertainment, famous historic sites and tax-free shopping on clothing and shoes are within steps of Center City hotels, so you’ll save on transportation. As you walk, you’ll notice color-coded directional signs that let you know what district you’re in and point you toward area attractions. And look for Center City District’s goodwill ambassadors, dressed in teal uniforms and equipped with maps, who are happy to give directions and answer questions.

**Public transportation:** Base cash fare for SEPTA buses, trolleys and subways is $2.50; transfers are $1. Get the SEPTA Key Card and put money in the Travel Wallet and enjoy the discounted $2 fare when you tap to ride. One Day Convenience Passes are good for 8 rides on transit routes taken by one person in one day for $9. Fares can be purchased online, at SEPTA sales offices, transit stations, fare kiosks, and many other convenient locations.

**Cab:** There are more than 1,800 licensed and trained cabs in Philadelphia. Or download the Uber or Lyft apps to order a town car to your location.

**Philly PHLASH** is the city’s seasonal transportation loop that makes it easy and convenient to get around Philadelphia’s most popular attractions. The bus costs $5 for an all-day pass.

**By Bike/Segway:** Check out Wheel Fun Rentals and Philadelphia Segway Tours for more information, or participate in Philly’s bike share program, Indego. With more than 100 stations located throughout the city, go for a ride and explore Philadelphia, then return your rented bike to any station location.
SOCIAL MEDIA

The Philadelphia Convention & Visitors Bureau (PHLCVB) is looking forward to hosting you in Philadelphia soon. For the latest updates on what’s happening in Philadelphia, as well as general destination inspiration, we invite you and your attendees to follow and engage with PHLCVB’s several social media accounts:

- @discoverPHL (Twitter)
  Regular updates on events and new exhibits, as well as local insight into restaurants, bars, parks, and more

- @discoverPHL (Facebook)
  News, updates, and photos showcasing the latest Philadelphia developments and upcoming events

- @discover_PHL (Instagram)
  A carefully curated gallery of images showcasing Philadelphia, assembled from submissions to our #discoverPHL hashtag

In addition to following PHLCVB’s accounts as outlined above, it is also recommended you follow the below Twitter accounts for important safety and travel information in Philadelphia:

- @SEPTA
  Updates on Philadelphia’s public transit system, including trains, trolleys, and buses

- @PhilaOEM
  City of Philadelphia’s Office of Emergency Management will regularly send out weather-related emergency updates including travel restrictions

- @PhillyPolice
  Philadelphia Police Department

- @PhilaStreets
  Streets Department for updates on street closures or issues within the city

- @PHLAirport
  Updates on airport travel including cancellations and delays due to weather

- @AmtrakNECAverts
  Updates on the Amtrak NEC system (also at @AmtrakAlerts)

- @PAConvention
  Updates on events at the PA Convention Center

- @PennDOTNews
  Updates from the Pennsylvania Department of Transportation

- @PennsylvaniaGov
  Updates from the State of Pennsylvania

- @6ABC
  Updates shared by the local news station, 6 ABC

There is so much more to share about our great city, so please do not hesitate to reach out to the PHLCVB’s social media team at social@discoverPHL.com for more content ideas, resources, information, and insight on how to customize messages specifically for your meeting or event!

QUESTIONS? Contact the PHLCVB Convention Services department at 1-800-CALL-PHL.