

YOUR ROADMAP TO A *Successful* MEETING



PHL CVB
Philadelphia Convention
& Visitors Bureau



Pennsylvania
Convention Center
PHILADELPHIA

AN **ASM** MANAGED FACILITY

Come for Philadelphia.
Stay for Philly.

PLAN THE *Perfect* PHILADELPHIA CONVENTION



24 - 36 MONTHS TO SHOW

- Schedule a meeting with your Destination Services Manager (DSM) to review PHLCVB commitment, discuss and plan site visits, and cover general event details
- PHLCVB DSM to share promotional item options
***For groups of 3,000 peak nights or more*
- Review the PHLCVB Welcome Program
- Learn about the PHLCVB Business Development divisions and how your event can be supported
- Outline key dates with your DSM and determine communication methods to assist with the planning process

15 - 24 MONTHS TO SHOW

- Determine promotional item choices with your DSM
- Schedule and map site visits with your DSM
***This is an important part of the process as it ensures we can connect you with the services and personnel needed to host a productive visit*

TO DO:

- Identify hotels of interest and contract rooms
- Identify venues of interest
- Identify service partners
- Identify community service opportunities and partner organizations
- Identify any other services required to support your event
- Determine needs for digital maps, website collateral, etc.
- Work with PHLCVB marketing to create a custom hotel map for attendee housing selections
- Provide monthly housing pick up reports once housing has opened

12 - 15 MONTHS TO SHOW

- Activate and customize your event microsite
***Includes event logo*
- Outline dates for when housing and registration opens
- Provide housing forecast numbers
- Prepare list of contracted hotels and identify if additional hotels are needed
- Review PHLCVB marketing opportunities
- Review and establish goals for upcoming site visit locations

9 - 12 MONTHS TO SHOW

- Finalize community service opportunities and identify any programs of interest
- Review transportation logistics in order to ensure city permit requests are submitted ahead of your event to support transportation to/from the Pennsylvania Convention Center

6 - 9 MONTHS TO SHOW

- Provide updated forecast numbers to your DSM

3-6 MONTHS TO SHOW

- Share with your DSM highlights of your meeting, convention or event including keynote speakers, exhibit floor activities, community service opportunities, etc.
***This will be shared with the PHLCVB marketing and communications team*
- Schedule a meeting to discuss promotional opportunities
***If needed*
- Establish hours and location of the concierge desk within the Pennsylvania Convention Center
***For groups of 3,000+ peak nights or more*
- Schedule pre-con date
- Review attendance and registration numbers with your DSM
- Provide monthly housing pick up reports once housing has opened

1.5 MONTHS TO SHOW!!!

- Review convention alert email from your DSM
***Typically distributed two weeks from the event start date*
- Finalize pre-con date and time
- Review attendance and registration numbers with your DSM
- Discuss and schedule visitation/meetings during event dates with your DSM

30-45 DAYS POST SHOW!

- Provide final registered attendance
- Provide final housing report with audit

PLANNER *Tools*

The PHLCVB Destination Services team is standing by to assist with **every facet of planning** and provides several tools to make planning easy!



DISCOVERPHL.COM

A rich content resource, the PHLCVB's **destination website** is the go-to reference for everything you and your attendees need to know about Philadelphia.



VENUE SEARCH TOOL

Whether you are planning for 30 attendees or 30,000, this **online tool** allows you to filter venue and hotel options to fit your event and meeting needs.



CITY RESOURCE GUIDES

- **Downloadable PDFs** broken down by dining, venues, hotels, etc.
- **Convention Center neighborhood guide**
- **Hotel walking maps**
- **Transportation information**



COMMUNITY OUTREACH

- **Visit discoverPHL.com** for local non-profit organizations that you can partner with for volunteer, product, or monetary support in the Philadelphia region.



DESTINATION PLANNING GUIDE

Digital planning guide including city information, business directories, Pennsylvania Convention Center floor plans, maps, etc.



ONLINE BUSINESS DIRECTORY

A digital directory with over **680 partners** in the Philadelphia region including hotels, venues and convention services such as caterers, AV companies, transportation services, etc.

MARKETING & PROMOTIONAL *Tools*

TO HELP BUILD ATTENDANCE at your upcoming convention, we are pleased to provide the following promotional tools and resources:



CUSTOMIZED EVENT MICROSITE ON DISCOVERPHL.COM

Let the PHLCVB help build your event's online presence. Created specifically for your event, this web page features your event details, links to registration and housing portals, and rich destination content with photos, videos and blog posts depicting the experiences, attractions, dining, recreation, and nightlife that attendees will find in Philadelphia.



MARKETING MATERIALS

- **Destination video:** :30 and :60 formats available
- **Online Media Room:** An open resource for creative assets including photography, high-definition b-roll footage, logos, press releases and promotional copy



PUBLIC RELATIONS SUPPORT

The PHLCVB has created a Public Relations Manual which can be found in the meeting planner toolkit on **discoverPHL.com** to share best practices and help your event achieve maximum exposure. The PR team can assist with distributing press releases and pitching stories about your event to local Philadelphia media.



PRINTED AND DOWNLOADABLE BROCHURES INCLUDING:

- Postcards directing to **discoverPHL.com** or conference website landing page
- Official Visitor Guides (digital only, available for download)
- International Visitor Guides (digital only, available for download)



EMAIL BLASTS

The PHLCVB can offer attendance building support through Data Axle using NAIC and SIC codes to help provide targeted emails focused on either job titles or by regions. Limited email campaign of 2500 emails.



PROMO TRIP

(FOR 3,000 ON PEAK NIGHT OR MORE)

Support provided to you at your conference the year prior to Philadelphia.

- **In-Person:** A PHLCVB Destination Services Manager will visit for up to a maximum of 3 days and connect with your attendees to help promote Philadelphia.
***Requirements: Complimentary hotel room, event table and electricity*
- **Non In-Person:** Additional off-site support includes Philadelphia destination videos, printed promotional collateral for your event, or raffle products, or a specified dollar amount for F&B support (coffee breaks, etc.), and more. Speak with your PHLCVB DSM for options.
- **1,000-3,000 On Peak:** Printed promotional collateral and Philadelphia destination videos can be provided.

EASY TO GET TO.

Easy to get around.



6.25 hours
BOSTON

1.5 hours
NEW YORK CITY

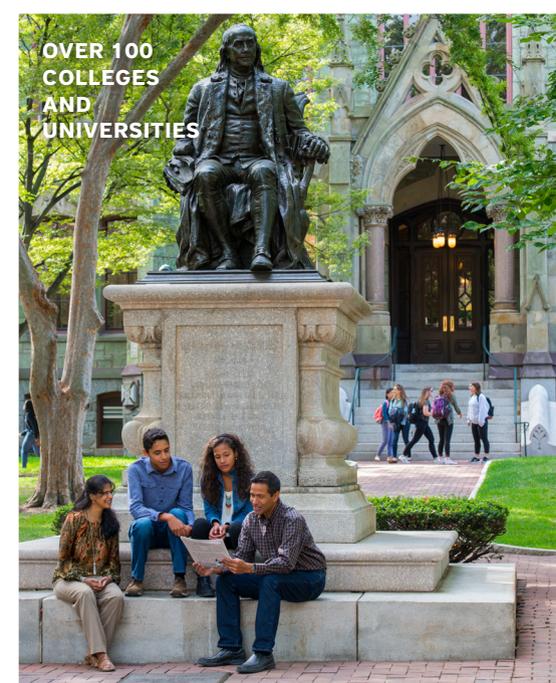
2 hours
WASHINGTON, D.C.

The most conveniently accessible city in the Northeast!

- 700+** daily, non-stop domestic and international flights in/out of Philadelphia International Airport, an American Airlines hub.
- 20 minutes** from Philadelphia International Airport to the Pennsylvania Convention Center via SEPTA Regional Rail trains, running twice an hour, 4am to 12am.
- 160+** Amtrak trains operating through William H. Gray III 30th Street Station Monday through Friday, plus 80+ trains on Saturday and Sunday.
- 60+** trains to and from Philadelphia International Airport each day.
- 20 minutes** by taxi or rideshare to cover the 7 miles from Philadelphia International Airport to Center City Philadelphia.



IN A WALL STREET JOURNAL RANKING OF THE 30 LARGEST CONVENTION CENTERS IN THE U.S., THE PENNSYLVANIA CONVENTION CENTER RANKED #1 FOR WALKABILITY



A CONVENTION CENTER *just steps away from:*



LESS THAN A 5-MINUTE WALK	
Hotel	Rooms
Marriott Philadelphia Downtown	1,408
Loews Philadelphia	581
The Notary Hotel, Autograph Collection	499
Element Philadelphia	460
Residence Inn Philadelphia Center City	324
The Ritz-Carlton Hotel	301
W Philadelphia	295
Hilton Garden Inn Philadelphia - Center City	279
Hampton Inn Philadelphia Convention Center	250
Home2 Suites Philadelphia Center City	248
Canopy by Hilton	236
Le Méridien Philadelphia	202
Aloft Philadelphia Downtown	179
Best Western Plus Philadelphia Convention Center Hotel	107
Four Points by Sheraton Philadelphia - Center City	92
Other Hotel Rooms	167
Rooms within a 5-minute walk	5,628

7-MINUTE DRIVE	
Hotel	Rooms
Sheraton Philadelphia University City	332
The Inn at Penn	245
The Study at University City	212
Homewood Suites by Hilton University City	136
AKA University City	133
Rooms within a 7-minute drive	14,073

5-10 MINUTE WALK	
Hotel	Rooms
Sheraton Philadelphia Downtown	760
DoubleTree by Hilton Philadelphia - Center City	481
Sonesta Philadelphia	439
The Logan Philadelphia Curio Collection by Hilton	391
Hyatt Centric Hotel Philadelphia	332
Sofitel Philadelphia	306
The Westin Philadelphia	294
Club Quarters Philadelphia	275
Kimpton Hotel Palomar Philadelphia	230
Cambria Hotel & Suites	223
Four Seasons Philadelphia at Comcast	219
The Windsor Suites	195
The Bellevue Hotel, Hyatt Unbound Collection	172
Holiday Inn Express Midtown	168
Fairfield Inn & Suites Philadelphia Downtown	119
The Inn at the Union League of Philadelphia	84
Other Hotel Rooms	220
Rooms within a 10-minute walk	10,536

10-MINUTE DRIVE	
Hotel	Rooms
Courtyard Philadelphia City Avenue	333
Hilton Philadelphia City Avenue	207
Homewood Suites by Hilton Philadelphia City Avenue	122
Rooms within a 10-minute drive	14,735

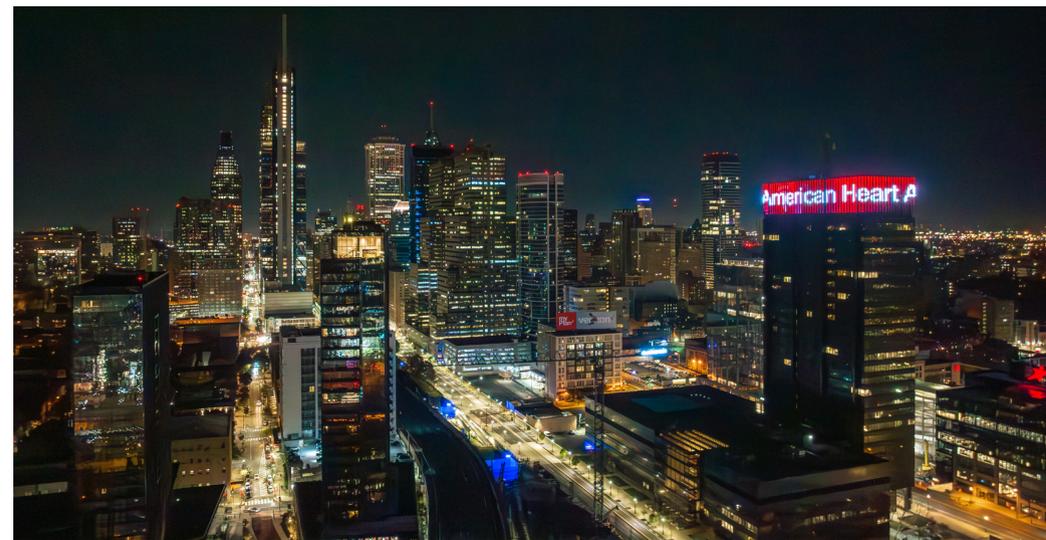
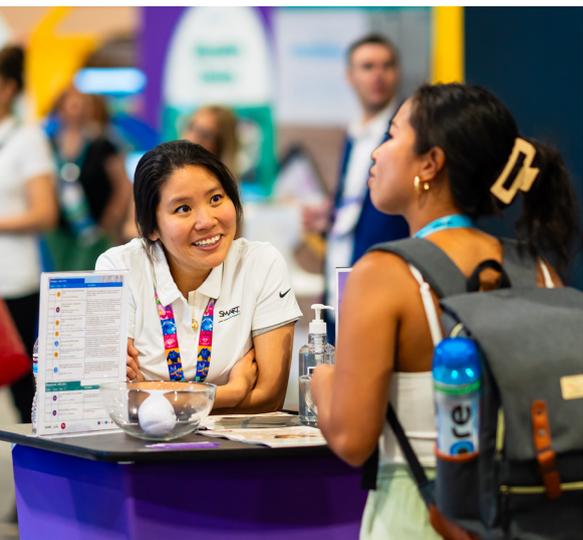
11-15 MINUTE WALK	
Hotel	Rooms
Wyndham Philadelphia Historic District	364
Warwick Hotel Rittenhouse Square	301
Kimpton Hotel Monaco Philadelphia	268
Motto by Hilton	252
Renaissance Philadelphia Downtown Hotel	152
The Rittenhouse	118
AKA Rittenhouse	78
Alexander Inn	48
Other Hotel Rooms	65
Rooms within a 15-minute walk	12,030

16-25 MINUTE WALK	
Hotel	Rooms
Philadelphia Marriott Old City	364
Hilton Philadelphia at Penn's Landing	350
Holiday Inn Express Philadelphia Penn's Landing	184
Penn's View Hotel	51
Other Hotel Rooms	36
Rooms within a 25-minute walk	13,015



THE PHILLY *Experience*

THE PHILADELPHIA CONVENTION & VISITORS BUREAU is ready and eager to show off our city and help you welcome attendees to your event. Together with city agencies, the retail community, hotels, restaurant associations and related hospitality industries, Philadelphia has created a welcome program to enhance your meeting, convention or event.



PHILADELPHIA INTERNATIONAL AIRPORT WELCOME SIGNAGE

Customized, digital welcome messages will greet your delegates upon arrival in baggage claim at each airport terminal.



CENTER CITY WELCOME BANNERS*

The City of Philadelphia and Center City District (CCD) have developed an exciting opportunity to display welcome banners, customized for your event, on light poles near the PA Convention Center. These colorful and attractive banners can be displayed during the dates of your meeting. They are a terrific way to build interest and excitement about your convention among attendees.



PECO CROWN LIGHTS*

The PECO Energy building sits prominently on Philadelphia's skyline. Its lightbox illuminates the night sky and can be seen throughout the city and from major highways. Welcome your group with a message that can run for up to three nights during your event.



CONCIERGE DESK**

Staffed booth during show hours at the Pennsylvania Convention Center with a visitor service representative providing city information, brochures, sample menus and assistance with restaurant reservations.



READING TERMINAL MARKET WELCOME SIGNAGE

Digital signage will welcome your group with America's oldest and largest public market, Reading Terminal Market. The market is located directly across from the Pennsylvania Convention Center. *Complimentary for conventions booking 3,000+ rooms on peak night; fees may apply for conventions with less than 3,000 rooms.*



FRONT DESK WELCOME SIGNAGE

Limited to participating hotels in your block. Signage to include a welcome message, your event logo, and QR code to the Discover Deals program.

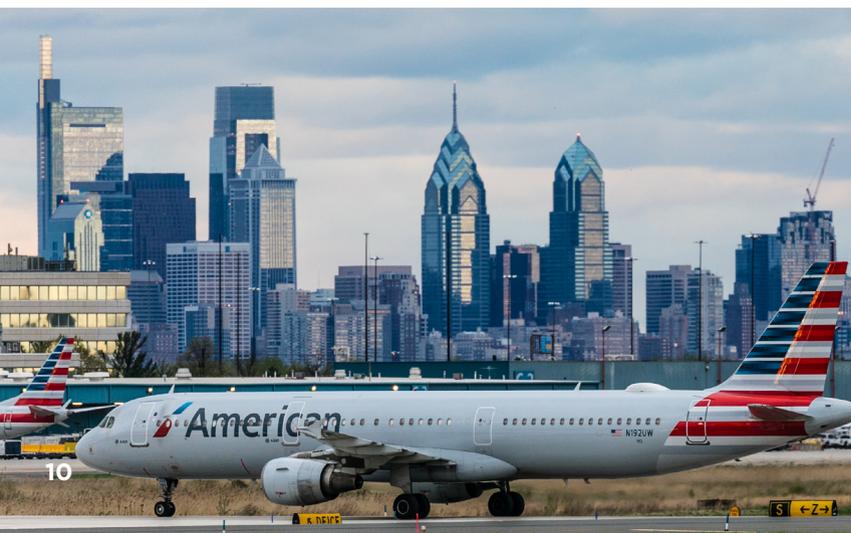


FOR CONVENTIONS WITH 1000-3000 ON PEAK NIGHT

Choice of three welcome banners near your headquarter hotel or a three day concierge desk at the Pennsylvania Convention Center.

**Subject to availability*

***Concierge desk available up to four days*



SAFETY & Security

Philadelphia is a welcoming and inclusive city and one of the most walkable in the country. As in any big city, it is prudent to follow basic safety precautions while out and about.

GENERAL SAFETY TIPS

- Remove your conference badge when walking around town.
- Safety in numbers: Explore the city with a friend or colleague.
- Walk with purpose and in well-lit areas on main streets.
- If alone after dark, use a ride service such as Lyft, Uber or a cab.
- Put the address and phone number of where you're staying in your phone.
- Be aware of your surroundings and keep your eyes up and not on your phone.
- If something doesn't feel right, walk in to a business/hotel for help.
- Be careful and alert when using a cash machine.
- Carry your purse or wallet safely. Purses should be closed, held in front of your body. Wallets should be carried in a front pants pocket or in an interior jacket pocket.



CENTER CITY DISTRICT (CCD)

The PHLCVB Destination Services team works closely with CCD to review, discuss and prepare for incoming conventions. We share your contracted hotels, overall schedule, and evening functions, along with the agenda link to your website. This provides ultimate awareness for the CCD staff in order to best support your convention's schedule and movements.

- **Center City District** is a supplemental service to help the Center City area with a main focus of helping to keep the city clean, safe and attractive.
- **CCD deploys public safety ambassadors throughout the center city area** to act as an effective deterrent to crime and also be a welcoming presence in the downtown areas. Also deployed are bike patrol to give additional non-police security presence daily.
- **More Information:**
centercityphila.org/ccd-services/public-safety