

Announcing Our Newest Market – PHILADELPHIA

**SPECIAL
LAUNCH RATE:**

\$2,475 | THRU
Per Booth | MAY 31st
2014

Reg Price \$3,595

Philadelphia **TRAVEL & ADVENTURE SHOW®**

March 21-22, 2015

Philadelphia Convention Center

Philadelphia, PA

Join us as the Travel & Adventure Show takes over the City of Brotherly Love!

Philadelphia is one of the top 10 Hottest American Cities, and is the fourth most important DMA in the United States - a clear cut choice for marketing to educated, affluent, active travelers.

As the 2nd largest city on the east coast, with 46 million people residing within 200 miles of the city center and the third most populous downtown in America, complete with a major international airport – the Philadelphia Travel & Adventure Show is sure to impact your tourism business.

Add in one of the country's premier convention facilities, (the Pennsylvania Convention Center), plus our unrivaled show marketing machine including Television, Radio, Outdoor, Print, On-line, Social Media and all Philadelphia has to offer within a compact, walkable downtown and you're sure to have a great show!

A Can't Miss Marketing Opportunity For 2015!

PHILADELPHIA BY THE NUMBERS

- 2nd largest city on the East Coast
- 3rd most populous downtown in the United States
- 4th largest media market in the nation
- Philadelphia is #4 in number of Baby Boomers and in Affluent Baby Boomers
- Nationally, the Philadelphia DMA ranks 4th in consumer expenditures
- 5th largest city in the country (city population: 1,526,006 and regional population: 6,103,428)
- Philadelphia is #6 in Proportion of Adults in \$100,000+ Income Households. Over 1.5 million adults fall into this category.
- 46 million people live within 200 miles
- Philadelphia Airport is the 18th busiest airport in the world
- US News ranked Philadelphia as home to the best U.S. historic destinations.

Exhibit at the Philadelphia Travel & Adventure Show

Contact Us for More Information: Call 203-878-2577 or Email sales@adventureexpo.com

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DESTINATION: PHILADELPHIA, PA

Philadelphia's historic importance is unmatched, as the birthplace of America and the city where freedom was founded, Philadelphia offers exhibitors and attendees an experience they won't find anywhere else. While visitors can still find cobblestone streets and a place to eat pepper pot soup (famous for keeping George Washington and his troops alive during the winter of 1776), they can also take advantage of a vibrant nightlife and experience some of the best restaurants in the world.

As an Exhibitor at the Philadelphia Travel & Adventure Show you'll find a destination that is easy to reach and even easier to explore. Once you arrive, you will find all you need within walking distance of you, Center City hotels and the Pennsylvania Convention Center: dining, shopping, entertainment, history, arts, culture and more.

Inside the state-of-the-art Philadelphia Convention Center, you will take part in a well-planned, seamless tradeshow, where you'll talk directly with thousands of affluent, educated experienced travelers all looking to book their next vacation. Then, you can step outside to discover the very best of Philadelphia history and culture.

WORK HARD and then Play Hard!

According to U.S. News, Philadelphia has one of the top ten Best Nightlife Scenes in the United States. And best of all it's all walkable right from your Hotel or the Convention Center.

Make sure to visit Rittenhouse Square, where you'll find an array of restaurants, bistros, and clubs.

Plan your travel to include your exploration of the city's Historic District at the Independence Hall, where the Founding Fathers hammered out the beginnings of the United States. While there, be sure to visit the nearby iconic Liberty Bell or President's House, which commemorates the enslaved Africans who lived and worked at the site of the nation's first White House under President George Washington.

Move on to the National Constitution Center for special exhibits as well as an action-packed look at the history and ongoing impact of the Constitution. Break for lunch at City Tavern, which replicates Colonial dining, right down to hearty 18th-century entrees like turkey pot pie and chicken breast madeira. Or walk 10 minutes to Chinatown and Reading Terminal Market, both filled with many diverse food options.

Detour through Washington Square, one of five public spaces planned by city founder William Penn. Exit to the west and meander through the narrow hidden streets of Washington Square West. With its red-brick, Belgian block and, in one case, wood block paving, the architecture of this neighborhood is quintessential Philadelphia. Or, head west along Walnut or Chestnut streets and explore the many neat boutiques and department stores (and remember, clothing and shoes are tax-free in Philly).

Philadelphia – a perfect destination for the Next Travel & Adventure Show and a perfect Destination for you!

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