



2025-26 Tradeshow Experience and Supporting Promotions Brief

Background

As the official tourism promotion agency for the city of Philadelphia and the primary sales and marketing agency for the Pennsylvania Convention Center, the PHLCVB is responsible for marketing Philadelphia as a destination for meetings, conventions, and events. In 2023, the PHLCVB partnered with Visit Philadelphia on its first ever brand campaign – “Come for Philadelphia. Stay for Philly.” This campaign pairs the expected experiences one would find in Philadelphia with the unexpected moments that make Philly an unforgettable trip.

While the campaign tagline and themes are shared by the two organizations, the look and feel of the campaign has been adjusted to align more closely with the individual brands and targeted audiences. The PHLCVB’s advertising campaign leans into the brand but with a twist focused on meetings and conventions. Our messaging invites potential attendees to “Come for the Convention. Stay of the Unconventional.” for example. Creative samples are attached.

Assignment

The next few years will be a very exciting time for Philadelphia. In 2026, the city will host major meetings, conventions, and events, while also celebrating the 250th Anniversary of the Declaration of Independence which was signed in Philadelphia in 1776. The city will host PCMA Convening Leaders, the “Super Bowl” of the business events industry, the 2026 MLB All-Star Game, the 2026 NCAA men’s basketball 1st and 2nd rounds, 2026 PGA Championship, and will be one of the host cities for the FIFA World Cup 2026.

Complimenting the current “Come for Philadelphia. Stay for Philadelphia.” campaign, the PHLCVB is seeking an agency to develop creative activations for tradeshows and promotions around the shows that would be designed to capitalize on the momentum provided by the excitement around 2026. We want to champion that Philadelphia is a great home for these events AND the business opportunities that could be secured at these tradeshows.

The PHLCVB markets directly to meeting and event planners through both traditional B2B advertising and B2B sales activities throughout the year including tradeshows and sales missions. It is important to note that while our sales team is still actively seeking to secure business in the next two years (2025 and 2026), a strong pipeline of business booked for the next 10 years is critical. All messaging should present the city as a great location for world-class events showcasing Philadelphia as a desirable meeting location that draws marquee events. We see these upcoming events as a “bragging” opportunity to showcase why major planners/event producers choose Philadelphia as well as PHLCVB’s strengths and capabilities as a partner.

The PHLCVB is seeking recommendations for trade show booth designs with activations for implementation for

two shows specifically (noted below) and a theme that could be scaled for smaller shows:

IMEX America, Las Vegas, October 8-10, 2024

IMEX America is the largest trade show for the global meetings, events, and incentive travel industry. Attended by more than 10,000 people, IMEX America is an appointment-based show at which the PHLCVB sales team host meetings over three days with meeting and event planners. Exhibitors include national tourist office and convention bureaus, major hotel companies, conference venues, airlines, cruise lines, technology providers, etc. PHLCVB has secured a 20 x 50 (1,000 sq ft) booth. It is a highly competitive environment and important that Philadelphia stands out.

PCMA Convening Leaders, Houston, January 12-15, 2025

PCMA's annual flagship education and networking event is well-attended each year by meeting and events industry professionals. The show features a "marketplace" in which destination marketing organizations and convention bureaus around the country have space to promote their cities/states. The show is not appointment-based, and organizers require each organization to activate their booth. The PHLCVB plans to secure a 20 x 30 (600 sq ft) booth. PCMA Convening Leaders 2026 will be held in Philadelphia. It is important for the 2025 booth activation to make a statement to attendees establishing Convening Leaders in Philadelphia as a must-attend show. In addition to the tradeshow booth, the PHLCVB team is seeking city-wide promotional ideas (airport, digital, car wraps). The PHLCVB will also receive stage time at the event and is co-hosting a client breakfast with the Denver DMO, and the tradeshow theme should be consistently placed throughout all of these opportunities.

Past Booth Activations

For the past two years, PHLCVB has amped up its presence at industry shows with increased footprints, island locations, digital engagement, and activation spaces. Debuting in Spring 2023, the PHLCVB created a miniature Reading Terminal Market, showcasing the city's food and culture scenes. Images can be found [here](#). The activation was very well received but has run its course and we are now looking for a fresh, new engagement idea. As well, see link [here](#) for images of activations/booth designs by other destinations that we found engaging.

Deliverables

- Booth design and activation ideas designed to engage meeting and event planners.
- Supplemental campaign creative and messaging for use in high-impact media to include, but not limited to, print ads, digital placements, and videos to be used in the lead up to these shows and on location in the host cities of the shows

Timing

- August 31, 2024, to meet creative deadlines for IMEX America show in October 2024.

Budget

- \$50,000 for creative services only, not including production