



# PENNSYLVANIA CONVENTION CENTER

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THE PHILADELPHIA STORY  
YOU CAN'T MISS —  
THE WORLD PREMIER OF THE  
PENNSYLVANIA CONVENTION  
CENTER EXPANSION

**W**ith the March 2011 World Premiere of the expanded Pennsylvania Convention Center, the lights are shining brightly on Philadelphia for the story you can't miss!

Now 62 percent larger, with one million square feet of saleable space – 528,000 of it is contiguous – the expanded convention center, which is receiving rave reviews, now offers more dynamic and flexible space than ever before. The expanded Pennsylvania Convention Center now has the ability to host two meetings, conventions or tradeshows simultaneously. Inside, attendees and exhibitors will find: the largest ballroom on the East Coast (55,400 square feet); 79 meeting rooms; hotel-like amenities; state-of-the-art technology; and a friendly, knowledgeable staff.

The building's striking new façade features a floor-to-ceiling glass entrance on North Broad Street, which connects the convention center to Philadelphia's renowned cultural institutions along the Avenue of the Arts and Museum Row. Just steps away are the Pennsylvania Academy of the Fine Arts and Lenfest Plaza, an open-air piazza, debuting in the fall, that links the center to the Benjamin Franklin Parkway, home to the Philadelphia Museum of Art, Franklin Institute and opening in 2012, the Barnes Foundation, with the one of the world's largest collections of French impressionist art.

## CONVENIENT ATTRACTIONS

Under the direction of President and CEO Ahmeenah Young, the facility is one of the few in the country designed to be woven into the city's landscape. Also connected to the center is the only-in-Philadelphia Reading Terminal Market. Housed in an historic train shed, the market features more than 80 merchants selling local produce, Amish specialties, fresh meats, seafood, poultry and prepared foods by award-winning chefs.

It's a convenient place to take a break, grab a bite to eat and experience one of Philadelphia's favorite traditions.

And when attendees want to see even more of what makes Philadelphia "The Complete Package," all they have to do is start walking! Historic sites and museums – such as the Liberty Bell, President's House, National Museum of American Jewish History and the National Constitution Center – as well as restaurants, shops and theaters are all within walking distance of the Pennsylvania Convention Center.

## EASY ACCESS/LOWER COSTS/NUMEROUS OPTIONS

The convention center's downtown location makes getting there from Philadelphia's major transportation hubs a cinch. Because it's situated between two subway lines, there is incomparable access via SEPTA's regional rail, bus, trolley and subway services. Attendees will find direct access from Philadelphia International Airport via a 20-minute train ride or an affordable taxi ride. Amtrak's 30th Street Station, one of the busiest hubs in the nation, also offers a quick, direct route via train. Once attendees arrive they will find Philadelphia's grid street design makes the city very walkable and visitor-friendly.

Philadelphia offers plenty of hotel options, covering a variety of price points. For convention attendees, the city features more than 8,500 hotel rooms within a 15-minute walk of the convention center and, by 2014, the inventory is expected to grow by 1,500 hotel rooms.

All of this translates into more value for meeting planners and their attendees.

To learn more about the expanded Pennsylvania Convention Center, and the exciting things happening in Philadelphia, visit [www.PhiladelphiaUSA.travel/complete](http://www.PhiladelphiaUSA.travel/complete) or come in for a site visit!

NOW OPEN

“MORE TWISTS THAN A SOFT PRETZEL”  
“MONUMENTAL!”  
“BIGGER AND BETTER THAN EVER”  
“A MASTERPIECE”  
“IT’S THE COMPLETE PACKAGE”



# Pennsylvania Convention Center EXPANSION

THE PHILADELPHIA STORY YOU CAN'T MISS

FEATURING 679,000 SQUARE FEET OF EXHIBIT HALL SPACE AND 528,000 SQUARE FEET OF CONTIGUOUS SPACE

STARRING PHIL, THE COMPLETE PACKAGE SETTING HEART OF DOWNTOWN PHILADELPHIA



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