

The Basics

High-level Agenda

Monday, May 13

- 2:00 p.m. Registration opens
- 2:00 p.m. - 5:00 p.m. Best practices & how-to sessions
- 6:00 p.m. - 8:00 p.m. Welcome reception

Tuesday, May 14

- 7:30 a.m. - 5:15 p.m. Keynote, community meetings, networking, and sessions
- 6:00 p.m. - 9:30 p.m. Evening event at the Fillmore
Transportation to be provided

Wednesday, May 15

- 7:45 a.m. - 4:00 p.m. Keynote, community meetings, networking, and sessions

Hotel Accomodations

Veeva has secured discounted room rates at local hotels closest to the Convention Center. Details on how to reserve a room in the Veeva block are included in your registration confirmation.

Venue

Pennsylvania Convention Center, Philadelphia
1101 Arch Street, Philadelphia, PA 19107

What to Bring

- A valid I.D. is required at registration
- Comfortable shoes—you'll be on the move for most of the day
- Business cards—there will be a lot of networking opportunities
- Jacket and umbrella—you can never be too prepared



Transportation

The convention center is easily accessible by car, taxi, train, regional rail, and bus. Here are a few recommendations:

- **PATCO** (Port Authority Transit Corporation)
- **SEPTA** (Southeastern Pennsylvania Transportation Authority)
- **Amtrak**

Parking

There are many **parking options** conveniently located within blocks of the Pennsylvania Convention Center. Here are a few recommendations:

- **ABM park**
- **Parkway Corporation**

Dress Attire

- Business casual prepared for the weather