KNOW BEFORE YOU GO!

APRIL 19 - 22, 2026

Hello! Welcome to Philadelphia.

The 2026 WTCA Global Business Forum is fast approaching. To help you arrive ready to connect, engage, and make the most of your time in Philadelphia, please review this "Know Before You Go" guide and the important information below before you arrive.



WORLD TRADE CENTERS ASSOCIATION
CONNECTING BUSINESSES, **GLOBALLY.**

WORLD TRADE CENTER® GREATER PHILADELPHIA
YOUR GATEWAY TO GLOBAL SUCCESS

WORLD TRADE CENTER® GREATER PHILADELPHIA
YOUR GATEWAY TO GLOBAL SUCCESS

WORLD TRADE CENTERS ASSOCIATION
CONNECTING BUSINESSES, **GLOBALLY.**

TABLE OF CONTENTS

3 **Welcome: About Philadelphia, Local Customs & City Life**

4 **Learn About Philadelphia: Local Dishes and Common Phrases**

5 **Travel Checklist: Documents, Travel Aids and Electronics**

6 **Local Weather in April: Local Climate, Forecast and Recommendations**

7 **Arriving in Philadelphia: Transportation and Emergency Contacts**

8 **Dress Code: Program/Receptions/Gala/ Business & Cultural Excursions/ Post-GBF Activities**

9 **Communication: Participation and Translation Tools**

10 **Hotel/Venue Information**

11 **Networking Receptions**

12 **Travel Precautions & Currency Exchange: Health/Safety Tips and Local Currency**

13 **Additional Travel Tips: General Reminders**

ABOUT PHILADELPHIA

Recognized as the first **World Heritage City** in the U.S., Philadelphia combines historic significance with global momentum. Its diverse population, world-class universities, and growing international investment make it a natural destination for global business leaders and innovators.

From its walkable downtown and major convention facilities to its vibrant cultural scene and globally renowned culinary offerings, Philadelphia offers a rich experience for both business and leisure.

We look forward to welcoming you to a city built on connection, opportunity, and international exchange.



LEARN ABOUT PHILADELPHIA

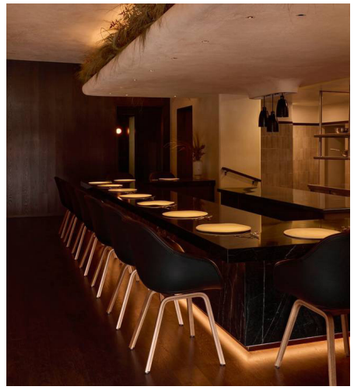
Culinary Highlights

Reading Terminal Market

Located in the heart of Center City, Philadelphia, Reading Terminal Market is one of the oldest and largest public markets in the U.S., welcoming more than 6 million visitors each year. Home to more than 75 local vendors, the Market reflects the diversity and global flavors that define Philadelphia's food scene.



For the 2026 WTCA GBF, Reading Terminal Market will host the **Welcome Reception**, giving attendees a true taste of Philadelphia through local chefs, small businesses, and iconic regional favorites.



A City Recognized for Culinary Excellence

Philadelphia's dining scene continues to gain national and international recognition. The city is consistently honored by the **James Beard Foundation**, with multiple winners in 2025 and more than a dozen semifinalists in 2026.

Philadelphia was also recently added to the **Michelin Guide's** Northeast Cities edition, marking its arrival on the global culinary stage alongside established food destinations like New York, Chicago, and Washington, D.C.

Local Etiquette

- Be direct. People here are warm but straightforward. Clear communication is considered respectful, not abrasive.
- Tipping is standard. 18–20% at restaurants and cafés is customary.
- Sports loyalty is serious. Friendly debate is welcome—just know that cheering against Philly teams is… a choice.

Philly hospitality is real, but so is Philly honesty.

TRAVEL CHECKLIST

Travel Documents*



- Valid passport
- Visa documentation
- Travel insurance details
- Invitation letter from WTCGP
- GBF registration confirmation
- Proof of reservation
- Wallet / Cash
- Business Cards
- Hotel and Airline Confirmation Details

Remember to scan your important documents and send them to yourself by e-mail or have it available on your phone, in the event of loss.

Travel Aids

- Hand sanitizer
- Sunscreen
- Sunglasses
- Medications
- Basic first aid
- Neck pillow
- Ear plugs
- Allergy medicine



Electronics

- Phone + charger + power bank
- Universal adapter**
- SIM card***
- Laptop + charger

* While most travel documents are digital, it's a good idea to carry printed copies of key items (passport, visa, hotel confirmation, event registration) as a backup.

** Electricity in Philadelphia (and throughout the U.S.) uses Type A and Type B plugs (two flat parallel pins, with an optional round grounding pin), operating on 120V at 60Hz. Travelers from regions using different plug types (such as the UK's Type G) or higher voltage systems should bring a plug adapter and, if needed, a voltage converter.

*** Free Wi-Fi is available at the airport, hotels, conferences and many cafés. Local SIMs are available at the airport, Amazon, or any local drug store (CVS, Walgreens, etc).



LOCAL WEATHER IN APRIL



The City in Bloom

In April, Philadelphia experiences classic spring weather as the city transitions from winter into warmer days. Daytime temperatures typically range between 13°C and 18°C (55°F–65°F), offering mild, comfortable conditions for exploring the city. While occasional rain showers are possible, many days are bright and pleasant—an ideal time to enjoy walks through historic neighborhoods, outdoor cafés, and public spaces.

Spring Breezes & Cool Evenings

April often brings light to moderate breezes, especially in the mornings and evenings. Temperatures can fluctuate throughout the day, with cooler starts and crisp nights. Guests are encouraged to pack layers, including a light jacket or coat, to stay comfortable as conditions shift.

Weather Forecast

- Average Weather from April 19–22
- Daytime highs: ~16–19°C (60–67°F)
- Evening lows: ~8–10°C (46–50°F)



ARRIVING IN PHILADELPHIA

Arriving by Amtrak (Rail)

Traveling by train is one of the easiest and most convenient ways to arrive in Philadelphia. Amtrak serves the city via **30th Street Station**, a major Northeast Corridor hub with frequent service from New York City, Washington, D.C., Boston, and beyond.

Located just west of Center City, **30th Street Station** offers quick access to hotels, meeting venues, and key attractions via taxi, ride-share services (Uber/Lyft), or **SEPTA regional rail**, subway, and trolley lines. Whether you're coming from a nearby city or traveling long distance, Amtrak provides a comfortable, efficient, and centrally located arrival experience in Philadelphia.

Taxis & Ride Shares

Taxis are readily available outside each terminal at **Philadelphia International Airport**, and popular ride-share services such as **Uber** and **Lyft** operate throughout the city. You can also hail a traditional taxi or request one via the Curb app. For public transportation, SEPTA offers frequent Airport Line train service directly from the airport to Center City stations including **30th Street Station**, **Suburban Station**, and **Jefferson Station (the stop closest to the Philadelphia Marriott Downtown)**. Whether you prefer a private ride or a budget-friendly public transit option, getting into the heart of Philadelphia is easy, reliable, and well connected.

Emergency & Useful Contacts

Emergency Number

(USA-wide): 911
Local Police: Philadelphia Police Department
Nearest Hospital: Thomas Jefferson University Hospital

World Trade Center Greater Philadelphia is truly a minute away from any cultural or business opportunity.



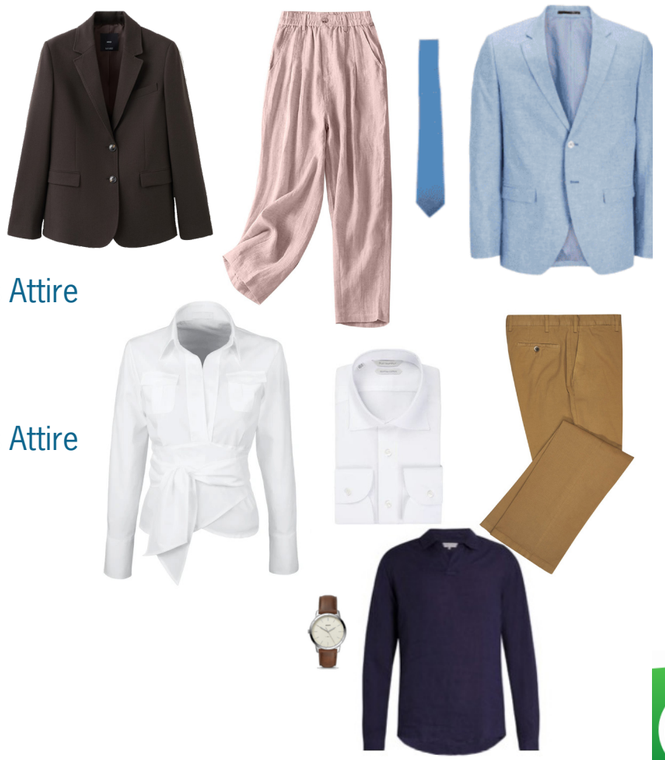
DRESS CODE

DAY 1:
Sunday, April 19
Welcome Reception - Business Casual

DAY 2:
Monday, April 20
Conferences and networking - Business Attire

DAY 3:
Tuesday, April 21
Conferences and networking - Business Attire

DAY 4:
Wednesday, April 22
Excursions: Business Casual
Gala Dinner - Elegant Cocktail Attire





The HUB: Where Business Gets Done

The HUB is the central meeting point of the 2026 WTCA Global Business Forum, designed to for connection visibility, and opportunity.
This is where you will:

- Hold your B2B meetings (pre-scheduled via B2Match).
- Engage with sponsors and exhibitors show-casing solutions and
- Spark new conversations that lead to partner-ships, deals, and collaborations.

If you're looking to make connections, start here.

COMMUNICATION

Participation & Translation Tools
Q&A Submissions (SLIDO)

Questions during mainstage sessions can be submitted through the official event app. Simply open the app and follow the prompts under the Q&A section. App details will be shared soon!

Language Translations

Real-time translations will be provided via the Wordly platform (via a simple QR code; no download needed).

- Please bring your AirPods or headphones to connect to your mobile device for audio translation.
- **Prefer to read?** You can also view the live transcription on your mobile device.



Stay Connected on WhatsApp

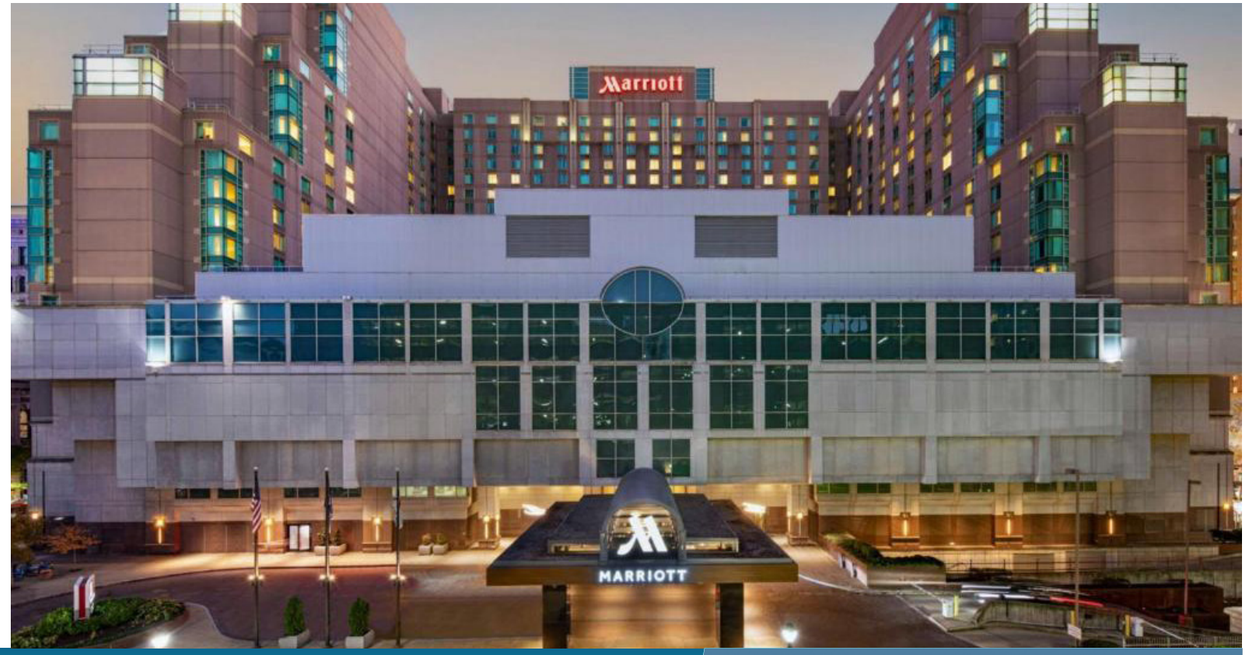
Join our official 2026 WTCA GBF WhatsApp Channel for real-time updates, reminders and insider tips leading up to and throughout the event.
Click to join
Stay in the loop with everything happening in Philadelphia!

b2match | Your GBF Command Center

B2Match is your central hub for the WTCA GBF—where you connect with attendees, build your schedule, showcase your products, and participate in business matchmaking.

Receive real-time announcements, stay updated on any schedule changes, and never miss key opportunities throughout the event.

Download the **B2Match app**, available on iOS and Google Play, to make the most of your experience.



VENUE & HOTEL

Philadelphia Marriott Downtown

Located in the heart of Center City, the Philadelphia Marriott Downtown serves as the official venue for the 2026 WTCA Global Business Forum.

All main programming, B2B meetings, Workshops and Networking events will take place in in the hotel's facilities.

- Center City Philadelphia
- Walkable to major attractions
- All sessions under one roof

MAIN STAGE
5th Floor, Ballroom

WTCA GENERAL ASSEMBLY
5th Floor, Ballroom

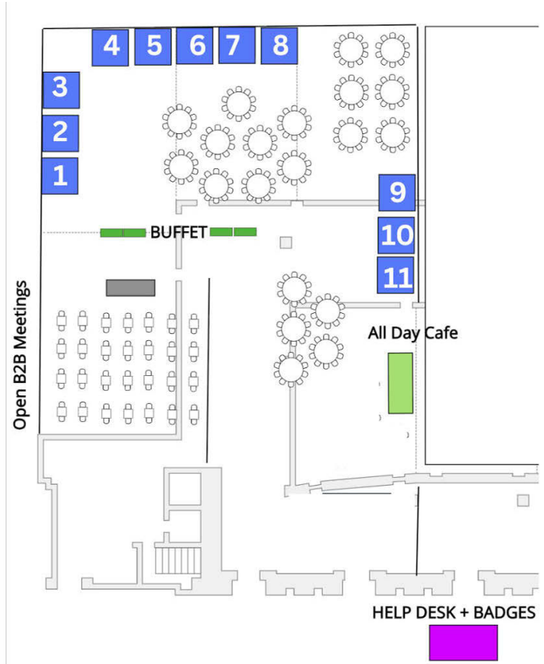
B2B MEETINGS
4th Floor, The Hub

WORKSHOPS
4th Floor, Rooms A&B

EXHIBITORS
4th Floor, The Hub

THE HUB!
4th Floor

- ✓ Networking experience
- ✓ Access to international business leaders
- ✓ Curated peer connections
- ✓ GBF Help Desk
- ✓ Exhibitor Hall
- ✓ Book Signings
- ✓ Lunches (April 20 & 21)



Signature Receptions

Welcome Reception



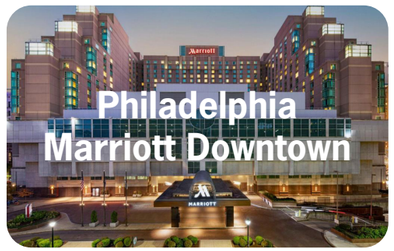
Sunday, April 19, 2026
7:00-10:00 PM

Global Professional Summit
Young Professional Panel & Networking



Tuesday, April 21, 2026
5:30-7:30 PM

Catalog & Cocktails and Gala Dinner



Catalog & Cocktails
Monday, April 20, 2026
5:00-7:00 PM

Gala Dinner
Wednesday, April 22, 2026
6:30-11:00 PM

TRAVEL PRECAUTIONS & CURRENCY EXCHANGE

When visiting Philadelphia, it's essential to prioritize your health, safety and finances to fully enjoy your trip. The city offers a wealth of cultural and historical experiences, but being prepared will ensure a smooth and enjoyable stay.

Health & Safety Tips:

- **Stay Alert** Philadelphia is a lively, walkable city with active neighborhoods like Center City. We recommend staying aware of your surroundings and keeping valuables secure while exploring. As an added precaution, always remember to remove your attendee badge outside of the GBF venue.
- For added comfort, consider using app-based services like Uber/Lyft, Always choose reputable taxi services, and, if possible, arrange transport through your hotel.
- **Health Precautions:** Philadelphia does not require any special vaccinations or health documentation for entry. Routine vaccinations recommended in the U.S. are sufficient.
- **Medical Care:** The city has excellent healthcare facilities, urgent care centers, and pharmacies throughout Center City and surrounding neighborhoods.

Seasonal Considerations:

- **Spring:** Mild and comfortable, though seasonal allergies can be common.
- **Health Insurance:** International visitors are encouraged to carry travel health insur-ance, as medical care in the U.S. can be expensive.

CURRENCY & PAYMENTS:

- **Currency:** The local currency in Philadelphia is the USD($). You can exchange currency at banks, authorized dealers, or kiosks at the airport and major tourist spots. For convenience and safety, carry less cash and opt for secure payment methods.
- **Cards & ATMs:** Debit and credit cards are widely accepted at hotels, restaurants, shops and attractions. ATMs are readily available throughout the city for easy cash access.
- **Contactless Payments:** QR code payments are becoming increasingly popular. Apple Pay, Google Pay and other contactless payment options are widely supported, offering a quick and secure way to pay for goods and services.

FUN PHILLY PHRASES

Casual & Classic

- **"Go Birds!"** – You'll hear this everywhere; it's Philly shorthand for cheering on the Philadelphia Eagles (American Football Team).
- **"Philly does it different."** – A nod to the city's proud, independent spirit.
- **"Welcome to Philly."** – Simple, authentic, and commonly said with pride.
- **"City of Brotherly Love and Sisterly Affection"** – A phrase that reflects the city's long-standing values of community, inclusivity, and mutual support.

Food Forward (perfect for foodies)

- **"Wit or Witnot?"** – How to order a Philly cheesesteak; with cheesewhiz & onions or without.
- **"Bring your appetite."** – Philly takes food seriously.
- **"From food trucks to fine dining."** – Captures the city's culinary range.

Friendly Local Flavor (slang)

- **"You good?"** – A casual way locals check in.
- **"Meet me in Center City."** – Philly's version of "downtown."
- **"Jawn."** – A true Philadelphia classic, and one of the city's great linguistic mysteries. "Jawn" can mean anything: a person, place, thing, event, idea, or ***whatever*** you need it to be in the moment.



SEE YOU IN PHILLY!