

#DIA2016

**SURVIVING  
DIA 2016**

**A PHILLY  
INSIDER'S  
GUIDE**



**WORLDWIDE CLINICAL TRIALS**  
SCIENTIFICALLY MINDED • MEDICALLY DRIVEN

#DIA2016

Whether you're a DIA conference veteran or a rookie, we hope this light-hearted guide helps you survive the week of life science mayhem in Philadelphia. At Worldwide Clinical Trials, we have a deep passion for everything life science — its people, its processes and its promise for the future.

This passion takes us to the industry's biggest events every year, including DIA's Annual Meeting. Since we have a major office in the Philly suburbs, we decided to let you into our world by creating this simple guide to surviving DIA 2016 in Philadelphia.

## SURVIVING DIA 2016

## A PHILLY INSIDER'S GUIDE

### ABOUT THE CONFERENCE

- June 26-30, 2016 Philadelphia, PA
- Over 7,000 Attendees
- Over 50 countries represented
- Projected value from attending: unlimited

[worldwide.com](http://worldwide.com)



**WORLDWIDE CLINICAL TRIALS**  
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The Pennsylvania Convention Center is in the heart of Philadelphia's downtown, making it easy to get to and from all the major visitor areas in Center City. But if you're short on time or don't feel like venturing far, there are tons of cool things to do right outside the Convention Center's doors.

Within a 10-minute walk of the main entrance at 12th and Arch streets, you'll find foodie heavens like Reading Terminal Market and Chinatown, numerous attractions like Philly's famous LOVE sculpture and more. Get ready to go out and explore with our picks for the top 10 things to do near the Pennsylvania Convention Center.

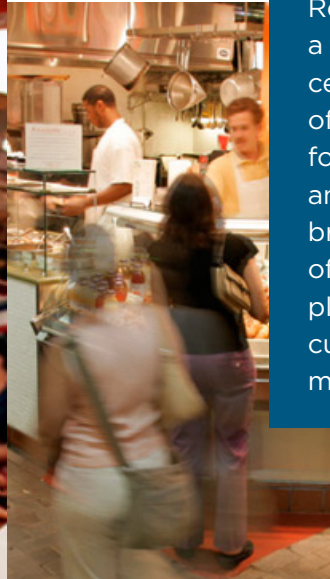
# TOP 10 THINGS TO DO NEAR THE PENNSYLVANIA CONVENTION CENTER



1

**Grab lunch at Reading Terminal Market.**

A paradise of delicious options await in this early 19th-century rooted market.



Reading Terminal Market has a rich history in Philadelphia, celebrating over 120 years of bringing fresh and local food to the area. Occupying an entire city block, it's brimming with food options of all sorts, including a plethora of styles and cuisines that cater to every meal of the day.

CREDIT: G. WIDMAN FOR VISIT PHILADELPHIA

2

**Snap a selfie with the LOVE sculpture at its current home in Dilworth Park.**

An iconic site worth capturing.



CREDIT: M. FISCHETTI FOR VISIT PHILADELPHIA

The City of Brotherly Love's best-known landmark is LOVE itself. The Robert Indiana sculpture is certainly a must see and the perfect token to snap a photo beside – or ask a friendly stranger to take your photo in front of – in order to help capture a true Philadelphia experience. It sits temporarily in a new home at Dilworth Park just outside of City Hall while its original residence, Love Park, receives a beautifying upgrade.



## Catch a breathtaking view of Center City with a City Hall Tower Tour.

A spectacular cityscape sight from the top of City Hall.

3



CREDIT: M. FISCHETTI FOR VISIT PHILADELPHIA

The City Hall Tower Observation Deck — located 500 feet at the base of the giant bronze statue of Billy Penn — offers amazing, 360-degree views of Philadelphia. You can look east and see the Convention Center, the Benjamin Franklin Bridge and New Jersey. You can peer north and south to view the entire 12-mile stretch

of Broad Street, one of the longest straight streets in the country. You can look northwest over the Benjamin Franklin Parkway and Fairmount Park. And you can look west into the heart of the Philadelphia skyline. If you take a tour during sunset, be prepared for an uncontrollable urge to take one too many photos.

4

## Take in the art at the Pennsylvania Academy of the Fine Arts, the oldest U.S. art museum

A masterful collection of American art housed in a Landmark Building.



CREDIT: B. KRIST FOR VISIT PHILADELPHIA

A jewel nestled in the heart of Center City, the Pennsylvania Academy of the Fine Arts (PAFA) boasts a vast collection of American art and treasures by local and national luminaries such as Charles Willson Peale (founder of the academy), Thomas Eakins (who taught here) and Violet Oakley. Browse exhibitions filled with many of the greats and get a peek at work from

possible up-and-comers currently enrolled in the academy. And PAFA's Historic Landmark Building, designed by Philadelphia-born architect Frank Furness and George Hewitt, is considered one of the finest surviving examples of Gothic architecture in the country.

**Take a stroll through Chinatown,  
check out the Friendship Gate  
and grab a delicious meal.**

Philly's vibrant Asian enclave.

5



CREDIT: G. WIDMAN FOR VISIT PHILADELPHIA

Beyond the colorful, 40-foot Friendship Gate at 10th and Arch streets lives Philly's Chinatown, an always-bustling neighbourhood filled with activity and authenticity, food and events. Within its boundaries, you'll find many steaming platters of hand-stretched noodles, unique flavors of bubble tea, delicious dumplings and more from restaurants that represent Hong Kong, Cantonese, Fujianese, Northern Sichuan and Taiwanese cultures, along with a sprinkling of Korean, Thai, Malaysian, Burmese and Vietnamese establishments. Be sure to grab a meal while you're wandering through!

With a collection of fine and folk art, photographs, memorabilia and costumes, the African American Museum offers visitors a chance to explore a rich cultural experience from the kingdoms of Africa through to the present. The museum's exhibits tell the story of African-American life, focusing on topics such as family life, the visual arts, entertainment, politics and sports.

6

**Celebrate African-American  
history and culture at the  
African American Museum  
of Philadelphia.**

Browse a diverse collection  
of art and history.

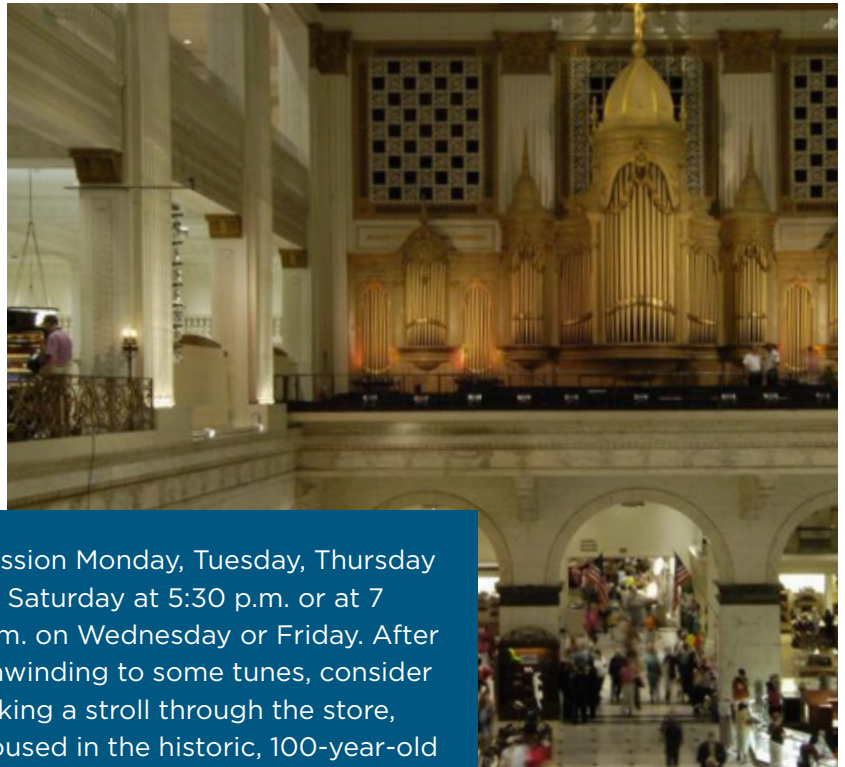


CREDIT: M. KENNEDY FOR VISIT PHILADELPHIA



7

**Revel in a performance on one of the world's largest pipe organ at Macy's.**  
A grand midday experience.



Aside from the several floors of designer clothing, Macy's is home to the Wanamaker Grand Court Organ, one of the largest working organs in the world. Catch its powerful emanating sounds daily at noon, excluding Sundays, or swing by for an evening listening

session Monday, Tuesday, Thursday or Saturday at 5:30 p.m. or at 7 p.m. on Wednesday or Friday. After unwinding to some tunes, consider taking a stroll through the store, housed in the historic, 100-year-old Wanamaker building.

CREDIT: [www.visitmacysusa.com/blog/wanamaker-grand-court-organ-macys-center-city](http://www.visitmacysusa.com/blog/wanamaker-grand-court-organ-macys-center-city)



CREDIT: G. GABELLO FOR VISIT PHILADELPHIA

8

**Shop and stroll the independent shops along 13th Street in Midtown Village.**  
A bounty of boutiques for every age and style.

Not only is Midtown Village's 13th Street brimming with restaurant options but it's also lined with boutiques of all sorts that make the area perfect for a shop-till-you-drop – or shop-till-you-need-to-return-to-the-Convention-Center – opportunity. Browse numerous apparel and accessory shops that'll help you spruce up both your wardrobe and your house, and peek into an array of independent stores with custom stationary, handmade crafts and other unique wares.

9

**Dress up for a cocktail at the 10 Arts Bistro and Lounge, Hop Sing Laundromat or Bank and Bourbon.**

Classy drinks at some of Philly's finest.



CREDIT: www.phillymag.com

The area surrounding the Convention Center is swimming in places to score a post-event brew or drink. If you want to get fancy, check out the intimate speakeasy at Hop Sing Laundromat, where an extensive craft cocktail menu awaits (as does a gatekeeper who won't let you into the low-lit, well-decorated establishment if you're wearing sneakers). For a quality, no-frills sip of bourbon, head to Bank and Bourbon, where more than 75 ryes and international whiskeys stand out on the menu. Then there's the 10 Arts Bistro and Lounge, where you can relax with a seasonal cocktail inside the Pantheon-inspired grand lobby of the Ritz Carlton. All make fine choices for a classy evening out.

10

**Catch a concert at the Trocadero, Union Transfer or Underground Arts.**

A choice of nearby venues.



CREDIT: www.thetroc.com

Philadelphia's music scene is booming, with concert venues in nearly every neighborhood, and there happen to be three within walking distance of the Convention Center that all offer their own unique experiences. For large-scale indie acts, head to Union Transfer, which boasts excellent light and sound quality and three full bars.

A few blocks away stands Underground Arts, where both local and national acts play in its moodily-lit basement dwelling. To experience a show within what used to be a burlesque theater, head into Chinatown where you'll find the Trocadero Theatre, a favorite spot for live music, special events and weekly movie screenings.



#DIA2016

The Liberty Bell, the Rocky statue and cheesesteaks – these are all considered part of the quintessential Philadelphia experience.

Don't miss out on experiencing the city during DIA 2016!

## TOP 10 “UNIQUELY PHILLY” THINGS TO DO



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1

## The Liberty Bell Center.

Dramatic home of the internationally known symbol of freedom.



CREDIT: D. CRUZ FOR VISIT PHILADELPHIA

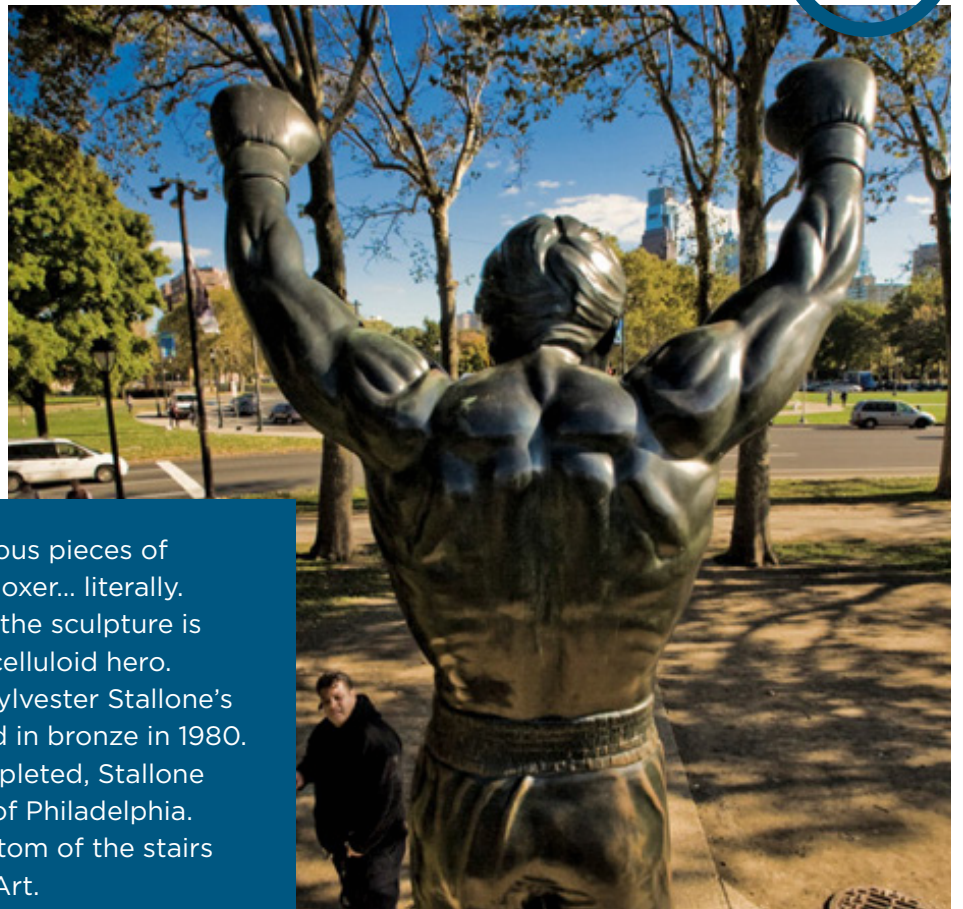
Moved to its current location across from Independence Hall in 2003, the bell that was later named the Liberty Bell was originally cast in Great Britain and recast in 1753 in Philadelphia to adorn the State House. The 44-pound clapper caused the Bell's crack on its first use, and though it has been recast twice, the imperfection remains today. Visitors can tour the Liberty Bell Center year-round.

**Location:** Intersection of 6th Street and Market Street.

2

## The Rocky Statue and the Rocky Steps.

Two of the most famous tourist attractions in Philadelphia.



One of Philadelphia's most famous pieces of public art is a bigger-than-life boxer... literally. Originally created for Rocky III, the sculpture is now a real-life monument to a celluloid hero. The fictional Rocky Balboa of Sylvester Stallone's Rocky movies was immortalized in bronze in 1980. After filming for the movie completed, Stallone donated the statue to the City of Philadelphia. The statue is located at the bottom of the stairs at the Philadelphia Museum of Art.

**Location:** 2600 Benjamin Franklin Parkway.



3

### Philadelphia Museum of Art & Rodin Museum.

Third-largest art museum in the country and a must-see attraction.



The vast collections of Renaissance, American and impressionist masterpieces make the Philadelphia Museum of Art one of the most important art museums in the country. Its impressive holdings, acclaimed exhibitions, special programs and beautiful outdoor Sculpture Garden make it a cultural must-see. Just up the Benjamin Franklin Parkway is the Rodin

Museum, housing one of the largest public collections of the master's works outside of Paris. The collection includes bronze casts of *The Thinker* and *The Gates of Hell*, a stunning marble copy of *The Kiss* and a cast of *The Burghers of Calais*. **Location:** 2600 Benjamin Franklin Parkway. **Website:** [www.philamuseum.org](http://www.philamuseum.org).

4

### Independence National Historical Park.

The birthplace of American democracy.



Known as the birthplace of American democracy, Historic Philadelphia's Independence National Historical Park famous landmarks and icons like Independence Hall and the Liberty Bell. But, there are many other buildings and stories to explore in this urban park such as Congress Hall, the New Hall Military Museum, Franklin Court, the Bishop White House and the Graff House — all of which are free. **Location:** Between 5th and 6th Streets. **Website:** [www.nps.gov/inde/index.htm](http://www.nps.gov/inde/index.htm).

CREDIT: COURTESY INDEPENDENCE NATIONAL HISTORIC PARK

5

## National Constitution Center.

The National Constitution Center is the first and only institution in America established by Congress to “disseminate information about the United States Constitution on a non-partisan basis in order to increase the awareness and understanding of the Constitution among the American people.” The Constitution Center brings the United States Constitution to life by hosting interactive exhibits and constitutional conversations and inspires active citizenship by celebrating the American constitutional tradition. **Location:** 525 Arch Street, Independence. **Website:** [www.constitutioncenter.org](http://www.constitutioncenter.org) .



6

## The Barnes Foundation.

One of the world’s leading collections of French Impressionist and Post-Impressionist paintings.

Immerse yourself in the greatest private collection of post-impressionist and early-modern art. Explore more than 3,000 masterpieces, including 181 Renoirs, 69 Cézannes, 59 Matisse, 46 Picassos, 16 Modiglianis, and 7 Van Goghs, plus textiles, metalwork, decorative objects, African sculpture, Native American ceramics and jewelry, and Pennsylvania German furniture. **Location:** 2025 Benjamin Franklin Parkway. **Website:** [www.barnesfoundation.org/visit/philadelphia](http://www.barnesfoundation.org/visit/philadelphia) .





CREDIT: J. FUSCO FOR VISIT PHILADELPHIA

7

### The Franklin Institute.

One of the oldest and most beloved science museums in the country.

Founded in honor of America's first scientist, Benjamin Franklin, The Franklin Institute is one of the oldest and premier centers of science education and development in the country. Its eminently touchable attractions

explore science in disciplines ranging from sports to space. Highlights include The Sports Challenge, which uses virtual-reality technology to illustrate the physics of sports; The Train Factory's climb-aboard steam engine;

Space Command's simulated earth-orbit research station; a fully equipped weather station; and exhibits on electricity. **Location:** 222 N. 20th Street. **Website:** [www.fi.edu](http://www.fi.edu) .

8

### Mutter Museum.



America's finest museum of medical history, the Mutter Museum displays its beautifully preserved collections of anatomical specimens, models, and medical instruments in a 19th-century "cabinet museum" setting. The museum helps the public understand the mysteries and beauty of the human body and to appreciate the history of diagnosis and treatment of disease. **Location:** 19 South 22nd Street. **Website:** [www.muttermuseum.org](http://www.muttermuseum.org) .

9

### Philadelphia Zoo.

Animals and plants thrive at America's First Zoo.

One of the best laid-out and most animal-packed zoos in the country, the Philadelphia Zoo is set among a charming 42-acre Victorian garden with tree-lined walks, formal shrubbery, ornate iron cages and animal sculptures. **Location:** 3400 W Girard Ave. **Website:** [www.philadelphiazoo.org](http://www.philadelphiazoo.org).



CREDIT: J. FUSCO FOR VISIT PHILADELPHIA

10

### Schuylkill River Trail & Boardwalk.

A 26.5-mile, multi-use path from Philadelphia to Phoenixville.



CREDIT: R. KENNEDY FOR VISIT PHILADELPHIA  
SOURCE: <http://www.visitphilly.com/>

The Schuylkill River Trail, a 26.5-mile recreational path which runs along the Schuylkill River from Center City Philadelphia through Valley Forge National Historical Park and ends in Phoenixville, is a favorite for bicycle clubs, families, runners and walkers. One highlight of the trail: the brand new Schuylkill Banks Boardwalk, a 15-foot-wide, 2,000-foot-long,

ADA-compliant concrete path that juts out above the Schuylkill River and provides runners, bikers and pedestrians with a trail connection between Locust Street and the South Street Bridge. Those who want to take in the scenery can do so at any of the four overlooks offering city and waterfront views. **Location:** 129 South 30th Street.



#DIA2016

In Philly, cheesesteaks are a civic icon, a tourist draw and a cultural obsession. Often imitated around the world, the cheesesteak is rarely duplicated successfully outside of Philadelphia.

## TOP 10 SPOTS FOR AUTHENTIC PHILLY CHEESESTEAKS



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## What Is A Cheesesteak?

A cheesesteak is a long, crusty roll filled with thinly sliced sautéed ribeye beef and melted cheese. Generally, the cheese of choice is Cheez Whiz, but American and provolone are also common choices. The art of cheesesteak preparation lies in the balance of flavors, textures and what is often referred to as the “drip” factor. Other toppings may include fried onions, sautéed mushrooms, ketchup and hot or sweet peppers.

Some sandwich shops also offer a cheesesteak hoagie, a hybrid version that combines the cheesesteak with cold hoagie dressings like lettuce, tomato and mayonnaise.

### 1. John’s Roast Pork

A small shack amidst shopping plazas, John’s Roast Pork is perennially cited as one of the city’s top steak spots and it gets our nod for No. 1. Its secret weapon? A crusty seeded roll. John’s has long been a favorite of South Philadelphia dock workers and contractors, having opened in 1930. In the last decade or so it has really gained mainstream recognition as one of the best purveyors of cheesesteaks in the City of Philadelphia, including a James Beard Award for America’s Classics. Also, don’t miss the namesake roast pork sandwich. 14 Snyder Avenue. (215) 463-1951.

### 2. Tony Luke’s

The “Whiz With” Cheesesteak from Tony Luke’s. (Photo by J. Varney for Visit Philadelphia)

Located next to an I-95 underpass on an otherwise dull stretch of Oregon Avenue in South Philadelphia, Tony Luke’s is another South Philadelphia institution. There’s no need for an inside here — you order and pick up your sandwich from the street side windows and feast upon your reward at the outdoor picnic-style tables. When ordering, don’t be offended if the staff seems a bit less than friendly; they take pride in giving a hard time to both regulars and first-timers. It’s part of Tony Luke’s lure. And note: Every sandwich at the award-winning Tony Luke’s is worth ordering, and they taste even better during a game at the nearby sports complex. 39 E. Oregon Avenue. (215) 551-5725.





### 3. Pat's King of Steaks

Two of the famous cheesesteaks from Pat's. (Photo by B. Krist for Visit Philadelphia)

The original home of the cheesesteak, Pat's King of Steaks is still owned and operated by the Olivieri family. Pat's claim to fame is that its founder, Pat Olivieri, invented the steak sandwich in 1930. Since then, Pat's has grown from a little stand at the southern end of South Philly's Italian Market to one of the most famous cheesesteak shops in the world, albeit still in the same location (and still the only location). 9th Street & Passyunk Avenue. (215) 468-1546.



### 4. Geno's Steaks

The line at Geno's sometimes extends into the street. (Photo by J. Fusco for Visit Philadelphia)

It may be across the street from the oldest cheesesteak joint in town, but Geno's Steaks is a formidable competitor going roll-for-roll with Pat's for more than four decades. Like Pat's, Geno's is open 24 hours a day, seven days a week so you can visit whenever you get the urge. 1219 S. 9th Street. (215) 389-0659.



### 5. Jim's Steaks

When ordering a cheesesteak at Jim's, hungry patrons get a front-row seat for the action. (Photo by B. Krist for Visit Philadelphia)

Jim's Steaks has multiple locations, but the classic smell of fried onions wafting down South Street makes that location the most memorable. Jim's Steaks is South Street's premier cheesesteak shop. The crowds can often mean an extra long wait before you actually get to taste one of Jim's fine cheesesteak sandwiches, as the line at Jim's often stretches out the front door and around the corner onto Fourth Street. 400 South Street. (267) 519-9253.



### 6. Campo's Deli

A close-up shot of the Whiz Wit at Campo's Deli in Old City Philadelphia. (Photo courtesy of Campo's)

Campo's Deli is a great spot for anyone looking to sample some authentic Philadelphia flavor without traveling too far to get it. Conveniently located on Market Street in Old City, Campo's is only three blocks from the Liberty Bell and the Independence Visitor Center. More famous for its creative menu of hoagies, Campo's Deli cooks up a respectable traditional cheesesteak, and they ship to other cities as well. 214 Market Street. (215) 923-1000.



### 7. McNally's Tavern

Unlike other cheesesteaks on this list, The Schmitter comes on a round roll. (Photo by J. Varney for Visit Philadelphia)

McNally's is a Chestnut Hill landmark and it's famous for its signature sandwich, the Schmitter®, which is a variation of Philadelphia's famous cheesesteak sandwich. The Schmitter includes the traditional grilled steak, fried onions and melted cheese but adds grilled salami, grilled tomatoes and a special sauce and comes on a toasted Kaiser roll instead of a long hoagie roll. While the combination might sound strange, it's famous for a reason — it's frighteningly delicious. Go ahead and put it on your Philadelphia bucket list. 8634 Germantown Avenue. (215) 247-9736.



### 8. Dalessandro's Steaks

Even The Tonight Show's Jimmy Fallon loves Dalessandro's Steaks.

If you're a saavy enough cheesesteak aficionado, you will no doubt want to make the trek out to Roxborough, near Manayunk in Philadelphia's northwestern ridge. There, along Henry Avenue, you'll find Dalessandro's Steaks. Dalessandro's has been serving delicious — if sinfully greasy — cheesesteaks from their corner locale for as long as anybody can remember. Legend has it that the grillmasters at Delassandro's season their sizable flattoped grill with fat before adding the meat. 600 Wendover Street. (215) 482-5407.





### 9. Steve's Prince of Steaks

Steve's Prince of Steaks recently opened a second location in Center City.

The original location of Steve's is on Bustleton Avenue in the Great Northeast section of the city, where over the past 30-plus years Steve's has earned a sizable and devoted following of fans who swear the long, thin cheesesteaks that the "Prince" serves are the best in Philadelphia. At their location at 16th & Market in Center City which opened in 2013, Steve's is making their famous cheesesteaks a lot more accessible, so expect many more visitors to become Steve's devotees in the near future.  
41 S. 16th Street. (215) 972-6090;  
7200 Bustleton Avenue,  
(215) 338-0985.



### 10. Shank's Original

The cheesesteak at Shank's on the South Philadelphia waterfront. (Photo courtesy Shank's Original)

Visit Shank's Original for a highly reputed cheesesteak and an old-school experience on the Delaware River Waterfront. The tradition of Shank's dates back to 1962 when Shank's and Evelyn's opened its doors to the Italian Market near 10th and Catherine streets. In 2009, Shank's closed its original location and is now found on Pier 40 on the Delaware River. 901 S. Christopher Columbus Blvd. (215) 218-4000.

SOURCE: [www.visitphilly.com/articles/philadelphia/top-10-spots-for-authentic-philly-cheesesteaks](http://www.visitphilly.com/articles/philadelphia/top-10-spots-for-authentic-philly-cheesesteaks)

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