Welcome,

I am proud to share our Marketing and Advertising Catalog—a comprehensive menu that demonstrates how to connect with Greater Philadelphia’s college students and recent graduates through Campus Philly.

Philadelphia has the fastest-growing millennial population of any major city in the country, and these new residents begin their experience in Philadelphia at our regional colleges and universities. Partnering with Campus Philly provides access to students at 30+ campuses through event and content sponsorship, advertising and participation in our student programs.

Browse the catalog. Tell us what interests you and how you’d like to connect with students. At the same time, you’ll be supporting Campus Philly’s mission to make Greater Philadelphia the premier destination in the country for college students and recent grads.

Sincerely,

Deborah Diamond, Ph.D.
President
Campus Philly
Glossary

Greater Philadelphia Region: includes the five Philadelphia-area counties, South Jersey and Delaware; any place where people consider Philadelphia to be their major metro hub.

Insiders: the thousands of students who connect with Campus Philly at events and then sign up for our newsletter, participate in our programs and follow us on social media.

College Partners: 30+ colleges and universities in the Greater Philadelphia region that invest in Campus Philly, receive exclusive access to our programs and events and welcome our staff on campus to connect with their students.

Stakeholders: leaders from the business, civic, cultural and higher education communities who make up Campus Philly’s supporters and users.

Corporate Members: employers who partner with us to build their talent pipeline, show their investment in the region’s young talent and help Campus Philly expand their programs to attract, retain and develop students and young professionals in Greater Philadelphia.

Open Arts: a membership program unique to Campus Philly that provides free and discounted tickets to college students, while building an off-campus community around arts and culture. openartsphilly.com

Career Site: an online job board featuring region-specific, career-launching internships and entry-level jobs for a highly targeted audience—college students and recent college grads. campusphilly.org/launch

Student Career Site Users: students who have active accounts on our career site.

Gig: an all-inclusive term for internships, apprenticeships, volunteer opportunities and entry-level jobs.

Tabling Event: event where exhibitors engage through booths or tables, including career and student activities fairs, festivals and performance.
Email Marketing

Reach students by placing an ad in our student newsletters, featuring discounts, events, internships and more.

**Dedicated E-Blast $600***

Campus Philly can send a special message exclusively from your organization. Email lists can be general (all subscribers) or targeted (narrowed down based on majors, schools, graduation year, etc.) based on your needs.

**Insiders 23,000+ subscribers**

**Open Arts 5,000+ subscribers**

**Stakeholders 6,000+ subscribers**

**Employers 1,450+ subscribers**

**Student Career Site Users 5,550+ subscribers**

**College Partners 550+ subscribers**

*Prices subject to increase during peak months

**Insider Newsletter Focus: all things Philadelphia 20,000+ subscribers**

**Banner Ad 540 x 120px $275***

* Banner ad placement based on availability

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Check off your Philly bucket list

Visit the waterfront? Check! Go ice skating in a winter wonderland? Check! See amazing bands and DJs for free and all ages? Check! For the next two months, Blue Cross RiverFest Winterfest has weekly events featuring some of Philly’s coolest DJs, Latin dance nights, and acoustic fireside sessions. Plus, with a valid student ID, get free skate admission at the rink Monday through Thursday until March 4th. Skate rental not included. We’ll see you at the waterfront!

#LaceUp

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Our mailing address is:
Campus Philly 1520 John F. Kennedy Blvd., ste. 4111 Philadelphia, PA 19102
Open Arts Newsletter

Focus: arts and culture
5,000+ subscribers

Banner Ad
$40 x 120px

$275* 

* Prices subject to increase during peak months, ad placement based on availability

College Partner Email Blurb

You can also include a blurb in our weekly emails targeted to student activities and career services staff. Keep the message short and to-the-point so readers have all the details they need to consider your promotion.

Email Blurb
400+ subscribers

$250

Open Arts College Night at First Friday

Make sure to sign-up for our final Open Arts College Night at the Arden Tuesday on November 3rd. Spend Friday night in Old City. Check out the neighborhood galleries and businesses hosting open houses. Registration for this FREE event gets you free snacks, a discount card and an art crawl map.

Register for First Friday

Weekend Highlights:

• Googie down at the Kimmel Center with 21+ Alcapunk Ballet of the Bands winner-Courtney Rose. She has worked with celebrated musicians including J. Cole, Beyoncé, Alicia Keys, and Tony Award winner Liam Nees. Claim your free tickets now!

to the Philadelphia region!
• Profile the active projects of your professors and students to demonstrate our dynamism and dedication to innovation.
• Encourage students and your campus community get involved with their own perspectives on Philly’s diverse people, food, affordability, parks, trails, museums, music, culture and economy.

Share your pride, so that Amazon can meet Philly too, and understand that our region delivers - PhilAmerica, Campus Philly.

Add Video Expertise to Your Team
or Take Your Production Skills to the Next Level

Campus Philly and Allied Pixel have teamed up to provide a free, one-day video production workshop. Learn about the latest production techniques and tools, from the award-winning Allied Pixel team. This workshop is ideal for anyone who wants to gain hands-on production skills, or just learn more about the process.

Space is available on November 8 and 16, but will fill up fast. Please forward this invitation to others who may be interested on campus. We’ll see you there!
Sponsored Content
Integrate your message into our website, newsletters and social media.

Sponsored Article
Do you have a story, program or special event to promote? Tell people with a sponsored article in one of our newsletters and on our website. You provide the content; we provide the platform and audience.
Campusphilly.org and Insider Newsletter $500
Openartsphilly.com and Open Arts Newsletter $500

Sponsored Instagram Post
Our Instagram account focuses on the Philly lifestyle—people living, learning and having fun throughout the region.
One (1) Post with a photo and message $250

Sponsored Itineraries
At Campus Philly, we love encouraging students to get out and explore Philadelphia. Think your organization would be a great stop along the way? We’ll integrate it into one of our Campus Philly Itineraries, which list a full day or evening of fun in the city, including places to eat, art, cultural events and street fairs.
Integration Into Itinerary $500
Web Advertising
Get the word out immediately to students on one of our three websites: campusphilly.org, campusphilly.org/launch or openartsphilly.com. Web advertising can go live within 24 hours and runs in four-week cycles.

Campusphilly.org

Banner Ad
864 x 280px
$500*

* Prices subject to increase during peak months, ad placement based on availability

Campusphilly.org/launch

Audience: Student Career Site Users

Banner Ad
460x307px
$500

Career Page Takeover
Includes: Home Page Banner, Top 5 Careers, Box Ad
$1,000

Home Page Banner

Going Places: What an internship can do for you
It's hard to understand the importance of an internship until you've experienced it.

Sign Up Now!
Want to take advantage of Campusphilly.org/careers? All you have to do is create an account and start searching. It's that easy!

The Real Deal: Careers
We're keeping it real with you about careers

Top Careers

Data Analyst
Customer Relationship Management (CRM) Data Analyst

Inclusive Leadership Conference
This one-day leadership conference provides you with the opportunity to enhance your knowledge and skills through presentations, workshops, discussions, and panels on topics related to inclusive leadership, social change, and college access. Open to all Philadelphia college students.
Merchandise and Giveaways

Campus Philly distributes fun swag at events including CollegeFest, Meet Philly Tour, Career Events, Student Activities Events, Open Arts Events, Annual Meeting, Partnership Appreciation Events.

**Co-Branded Giveaways**

Starting at $2,500

Become a merchandise and giveaway sponsor, and your logo will be next to ours on cool items such as business card holders, keychains, magnets and tote bags. Campus Philly will produce and distribute these items at various events throughout the year.

**Collateral Distribution**

Starting at $2,500

Want your own product or collateral at our events? Campus Philly staff can distribute your items on behalf of your brand.

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Openartsphilly.com

Audience: Open Arts members

Banner Ad

180x150px

$350*

* Prices subject to increase during peak months, ad placement based on availability
Print Advertising
Get your message in the right hands—literally.

Insider Guide to Philadelphia
The Insider Guide is a handbook to the city, with neighborhood profiles, must-attend events, descriptions of Campus Philly programs and more.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Quarter-Page</td>
<td>$500</td>
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<tr>
<td>Half-Page</td>
<td>$700</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$950</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

We distribute 90,000 Insider Guides on campuses each year, and even more are downloaded online.

Annual Report
Campus Philly’s Annual Report covers the organization's impact over the year. It includes key metrics of interest to the higher-education, corporate and civic communities in Greater Philadelphia.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
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<tr>
<td>Inside Ads</td>
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</table>

Corporate Members only, see page 33

We mail our Annual Reports to stakeholders. The Annual Report is also downloadable on campusphilly.org.
Every September, CollegeFest features exhibitors, music, entertainment, free museum admission and more!
**CollegeFest: Levels & Benefits**

*This annual, nationally recognized event brings 5,000+ college students from 100+ schools together for a day of celebration.*

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Co-Presenting Sponsor $15,000</th>
<th>Check-in Sponsor $12,000</th>
<th>Special Activation Sponsor $7,500</th>
<th>Exhibitor $2,000</th>
</tr>
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<tbody>
<tr>
<td>Recognized as &quot;co-presenting sponsor&quot; alongside Campus Philly</td>
<td>X</td>
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<tr>
<td>Message to students included in post-event &quot;Thank You&quot; email</td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>One question included in post-event student survey</td>
<td></td>
<td>X</td>
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<tr>
<td>Logo included on event wristband, which all students are required to wear to access activities</td>
<td></td>
<td></td>
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<td>X</td>
</tr>
<tr>
<td>Right of first refusal for following year</td>
<td>X</td>
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<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo on all promotional materials, including stage banner, and map distributed to all students</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Special activation or experience featured at event with premium placement</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Stage announcements throughout the day</td>
<td>X</td>
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<td>X</td>
</tr>
<tr>
<td>Opportunity to provide stage giveaways</td>
<td>X</td>
<td></td>
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<td>X</td>
</tr>
<tr>
<td>Dedicated email blast to student list (23K subscribers) anytime of the year</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>Ad in Insider Guide to Philadelphia (90K copies distributed starting in July)</td>
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<tr>
<td>10’x10’ exhibitor space(s)</td>
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<tr>
<td>Discount or promotional offer listed on campusphilly.org/deals for 12-months</td>
<td>X</td>
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<td>X</td>
</tr>
</tbody>
</table>
Meet Philly Tour

Campus Philly visits all of our partner campuses to meet new and returning students during welcome weeks, orientation events and involvement fairs. Sponsor our team as they tour these campuses, and we can represent your brand to 7,500+ students at 30+ schools.

MPT Presenting Sponsor

$5,000

- Logo on Meet Philly Tour t-shirts, worn by Campus Philly staff on campus and given as prizes
- Brand integration at tabling events and throughout presentations
- Social media promotion throughout the tour
- Half-page Insider Guide ad
Inclusive Leadership Conference

The Inclusive Leadership Conference convenes 350+ students from Greater Philadelphia’s regional colleges and universities to explore and improve their leadership skills.

ILC Presenting Sponsor (1 available)  $5,000

- Opportunity to participate in opening remarks in front of ILC audience
- Logo on all marketing materials
- Ad in event program
- Table at event
- Opportunity to lead one (1) workshop
- Opportunity to provide your own branded gift to attendees
- Post-event email blast with a special message from you; sent to attendees by Campus Philly

The Inclusive Leadership Conference is an annual event co-produced by Campus Philly and Temple University.
Online Job & Internship Week

The Online Job and Internship Week (OJIW) is an intensive marketing campaign for campusphilly.org/launch that lasts two months and culminates in a one-week online event.

Sponsoring Online Job and Internship Week offers employers an opportunity to find their next rock star, and enhance brand recognition to students in the Greater Philadelphia region.

OJIW Presenting Sponsor (1 available) $5,000

- Logo on all related marketing materials distributed to 30+ campuses; includes tear-away posters, postcards and dedicated emails
- Box ad on homepage during OJIW
- Opportunity to host an OJIW career event, such as a Twitter chat, in-store promotion or networking event, promoted by Campus Philly

Activity   Unique Visitors

Fall OJIW

Spring OJIW
**My Philly Summer**

*Campus Philly’s My Philly Summer (MPS) program introduces thousands of summer interns to Philadelphia’s young professional scene through our Philly 101 presentations and My Philly Summer Party.*

<table>
<thead>
<tr>
<th><strong>My Philly Summer Presenting Sponsor</strong></th>
<th><strong>$5,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Recognition in the Philly 101 presentation</td>
<td></td>
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<tr>
<td>• Logo on all promotional materials for the program, including the MPS Party invitation emails and landing page</td>
<td></td>
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<tr>
<td>• Table at the MPS Party</td>
<td></td>
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<tr>
<td>• Post-event email blast with a special message from you; sent to party attendees by Campus Philly</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>My Philly Summer Program Participant</strong></th>
<th><strong>$50 per enrolled intern</strong></th>
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<tbody>
<tr>
<td>• Ideal for smaller companies, nonprofits, startups and co-working spaces to collaborate and offer programming for their interns</td>
<td></td>
</tr>
<tr>
<td>• Includes Philly 101 presentation given by Campus Philly, Insider Guides, Open Arts summer memberships for interns and invitation to the MPS Party for all participating interns and supervisors</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>My Philly Summer Party Host</strong></th>
<th><strong>In-kind trade of venue and catering for 250 party attendees</strong></th>
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<tbody>
<tr>
<td>• Logo on all related promotional materials, including the Philly 101 presentation, and the MPS Party invitation emails and landing page</td>
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<tr>
<td>• Recognition every time the party is mentioned during MPS program and beyond</td>
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<tr>
<td>• Opportunity to speak during welcoming remarks</td>
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<tr>
<td>• Post-event email blast with a special message from you; sent to MPS Party attendees by Campus Philly</td>
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</tbody>
</table>
Annual Meeting
Campus Philly highlights its achievements for the year and distributes its Annual Report at this 300+ person networking event. Through a sponsorship, companies and organizations can show their support of Campus Philly’s mission to fuel civic and economic growth through college student engagement and retention.

Gold Sponsor (1 available) $10,000
- Opportunity to participate in event program, including opening remarks
- Tabling opportunity during reception
- Logo on all event materials
- Collateral in attendee gift bags
- Post-event email blast with a special message from you; sent from Campus Philly to our college partners, corporate members and stakeholders (5,000+ subscribers)

Silver Sponsor $5,000
- Tabling opportunity during reception
- Logo on all event materials
- Collateral in attendee gift bags

Bronze Sponsor $2,500
- Logo on all event materials
- Collateral in attendee gift bags
College Nights
Campus Philly hosts a variety of experiences for students, including career events, arts and cultural exhibits, sporting events, community service projects and beyond.

College Night Sponsor $5,000
- Logo included on all marketing and promotional material created and distributed by Campus Philly
- Table at event staffed by Campus Philly to greet guests with sponsor giveaways, contests and more
- Post-event email blast with a special message from you; sent to attendees by Campus Philly
- Other opportunities available specific to each event

Students dancing at College Night at the Barnes Foundation
Corporate Membership: Levels & Benefits

Corporate members support and participate in Campus Philly’s mission and programs all year-round. They are recognized as our region’s top employers and have exclusive access to special features on our career site and customized support with recruiting and onboarding.

<table>
<thead>
<tr>
<th>Champion ($12,500)</th>
<th>Guardian ($7,500)</th>
<th>Mentor ($5,000)</th>
<th>Connector ($2,500)</th>
<th>Innovator ($1,500)</th>
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<tr>
<th>Branded and Visibility Benefits</th>
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<tbody>
<tr>
<td>Sponsorship recognition at one (1) Campus Philly program or event</td>
</tr>
<tr>
<td>Inclusion in Campus Philly’s Insider Guide (pending space availability and production deadlines)</td>
</tr>
<tr>
<td>Ad in student or stakeholder newsletter</td>
</tr>
<tr>
<td>Ad in Campus Philly’s Annual Report (pending space availability and production deadlines)</td>
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<tr>
<td>Ad on campusphilly.org, campusphilly.org/launch or openartsphilly.com</td>
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<tr>
<td>Exhibitor booth at CollegeFest</td>
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<tr>
<td>Recognition on campusphilly.org/corporatemembers</td>
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<tr>
<td>Recognition at Campus Philly Annual Meeting and inclusion in Annual Report</td>
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<tr>
<td>Material distribution at Campus Philly event (tabling)</td>
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<tr>
<td>Sponsored content in Campus Philly’s newsletter or website</td>
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<tr>
<td>Dedicated email blast to student mailing list</td>
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<table>
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<tr>
<th>Recruiting Resources</th>
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<tbody>
<tr>
<td>Access to student profiles on campusphilly.org/launch</td>
</tr>
<tr>
<td>Invitations to Campus Philly career events and programs</td>
</tr>
<tr>
<td>Speaking opportunity at one (1) career event</td>
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<tr>
<td>Premium job listing on campusphilly.org/launch</td>
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<tr>
<td>Featured employer on campusphilly.org/launch</td>
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<tr>
<td>Internship training session and materials for HR/recruiters</td>
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<tr>
<th>Onboarding Tools</th>
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<tr>
<td>Invitation to My Philly Summer program, including interactive Philly 101 presentation</td>
</tr>
<tr>
<td>Copies of Campus Philly’s Insider Guide</td>
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<tr>
<td>Open Arts membership for all interns</td>
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<tr>
<td>Seat on Campus Philly Advisory Council</td>
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<tr>
<td>Invitation to participate in partner events throughout the year</td>
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<th>3 per year</th>
<th>2 per year</th>
<th>1 per year</th>
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</tbody>
</table>

34 MARKETING AND ADVERTISING CATALOG 35
Corporate Membership: Premium Benefits

Corporate members can add premium benefits to their membership.

Co-Branded Giveaway Item

Starting at $2,500

Raise your organization’s brand exposure with a co-branded item distributed at Campus Philly events year-round.

Customized Workshop

$1,000

Inform and motivate your interns or employees through a Campus Philly presentation, such as:

- Philly 101 for interns
- Philly 101 for recruiters who attract talent to the region
- Networking 101 for young professionals
- Interns 101 for companies creating their own internship program

Philly Expertise

$750 per day + travel expenses

Campus Philly can be your “welcome wagon” when you host recruits. We’ll give a presentation, distribute Insider Guides and network with your future rock stars.

Customized Co-branded Publication

$1,000

Write the book on having successful internships by branding our guide for employers. Choose from the “Welcome to Philly” brochure or “Internship in a Box.”
READY TO BECOME A PARTNER? Contact us today to get started.

For Marketing
Naima Murphy, Director of Partnerships
naima@campusphilly.org | 215-988-1707 ext. 115

For CollegeFest
Ella Strauss, Partnerships Manager
ella@campusphilly.org | 215-988-1707 ext. 102

For Corporate Membership
Ashlie Thornbury, Vice President, Partnerships
ashlie@campusphilly.org | 215-988-1707 ext. 104

Arcadia University
Art Institute of Philadelphia
Bryn Mawr College
Community College of Philadelphia
Delaware County Community College
Drexel University
Eastern University
Haverford College
Hussian College
Jefferson
(Philadelphia University + Thomas Jefferson University)
La Salle University
Lehigh University
Manor College
Montgomery County Community College
Moore College of Art and Design
Neumann University
Peirce College
Penn State Abington
Philadelphia College of Osteopathic Medicine
Rowan University
Rutgers University–Camden
Saint Joseph’s University
Salus University
Stockton University
Swarthmore College
Temple University
University of Delaware
University of Pennsylvania
University of the Arts
University of the Sciences
Ursinus College
Villanova University
West Chester University
Widener University

2019 Campus & Corporate Partners

Allied Pixel
AstraZeneca
Bancroft
Bender Inc.
Beneficial Bank
Bentley Systems
Campbell Soup Company
CBIZ
Chamber of Commerce for Greater Philadelphia
Chemours
Children’s Hospital of Philadelphia
Cigna
Comcast Corporation
Craig Bradford Associates
CSL Behring
CubeSmart
Deloitte
Dorman Products
ELAP Services
Employment Practices Solutions
Energage IKEA
Frontline Education
Independence Blue Cross
Inspire Energy
JLL
Merakey
Pennoni
PHLCVB
Public Health Management Corporation
Publicis Health
Sabre Systems
Sandler Training
SAP
Sino-American Business Association Corp.
SPIN Inc
TargetX
TherapyNotes
University City Science Center
USLI
Vanguard

Photos by Olivia Brosky, Brian Green, Chris Kendig, Anna Ladd and Jackie Papanier for Campus Philly
Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region.