

# Creative Portfolio

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## Presented By

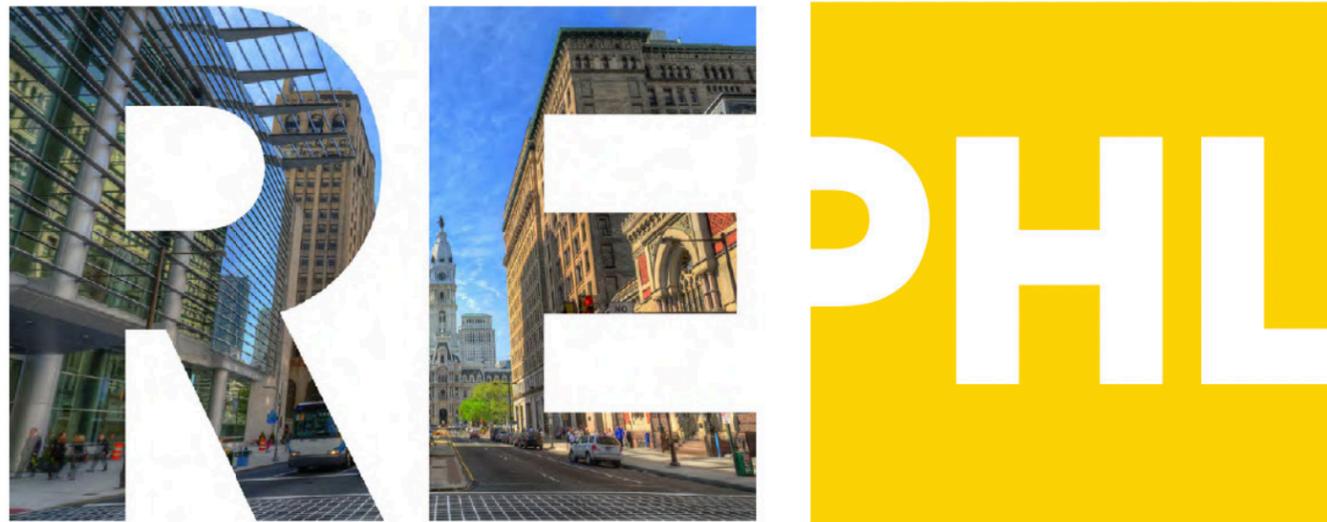
Stack Creative Agency



01

# PHL CVB

RE PHL Advertsing Campaign







**REPHIL**

**Written**

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**They've hosted a convention or two in our day.**  
From the Pope to the first overall pick, we've helped everyone from the NFL to the Catholic Church make Philadelphia theirs. And that's just in the past year alone. Only PHLCVB has the breadth of expertise to make history happen again, in the same place it happened for the first time.

Papal Visit | Independence Hall | Chestnut St. | Philadelphia

**discoverphl.com**



**REPHIL**

**volutionary**

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**They didn't defy a king with a Segway tour in mind.**  
In Philadelphia, we honor our history by exceeding it. So we welcome your next meeting or convention with more than \$8 billion in major developments under way in every corner of the city. We like to think of ourselves as home to whatever's next, and we'd love for you to be a part of it.

**discoverphl.com**



# RE cipe



**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**Eat like a king. Just don't rule like one.**  
That didn't work out the last time around. Because Philadelphians know good taste now like they knew good taste then. So when you bring your event to our city's tabletop, we'll make sure there's plenty to eat and plenty more to take home.

Will D'Onofrio | James Beard Finalist | East Passyunk Avenue | Philadelphia

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



# treat



**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**The Quakers said do things plainly. Whoops.**  
No matter the size, Philadelphia has a hotel as unique as your event. Big or small, short or long, day or night—there's a place for your attendees to stay. And in the spirit of our friendly founders: Stay as long as you like.

Le Meridien | Arch St. | Philadelphia

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

# RE treat

In Philadelphia, luxury is not a luxury. Connect with some of the best hotels based on recommendations from past event planners:



**LE MERIDIEN**  
421 Arch St, Philadelphia  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
rtsw.oodhotels.com/lemeridien  
p 215.423.9200



**THE RITZ-CARLTON**  
10 Avenue of the Arts, Philadelphia  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
ritzcarlton.com/en/hotels/philadelphia  
p 215.623.8000



**LOEWS HOTEL**  
10 Avenue of the Arts  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
loewshotels.com/philadelphia-hotel  
p 215.627.1200



**MARRIOTT**  
Market St, Philadelphia  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
marriott.com/hotels/travel/philadelphia-marriott-downtown  
p 215.625.2900

# REcipe

Philadelphia is home to some of the world's best restaurants. And some more after that. Indulge in a few of the seasonal favorites:



**YAKITORI BOY**  
211 North 11th Street  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
yakitoriboy.com  
p 215.923.9088



**FORK**  
306 Market Street  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
forkrestaurant.com  
p 215.625.9425



**TALULA'S GARDEN**  
210 West Washington Square  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
talulagarden.com  
p 215.692.7787



**MISSION TAQUERIA**  
1516 Sansom Street  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
missiontaqueria.com  
p 215.383.1200

# RElish

For the convention after the convention. Here's what's going on when we're in town:



**2017 SUBARU CHERRY BLOSSOM FESTIVAL**  
April 6, 2017 | 10:30 am - 8:00 pm  
Convention Center District  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
subaracherryblossom.org



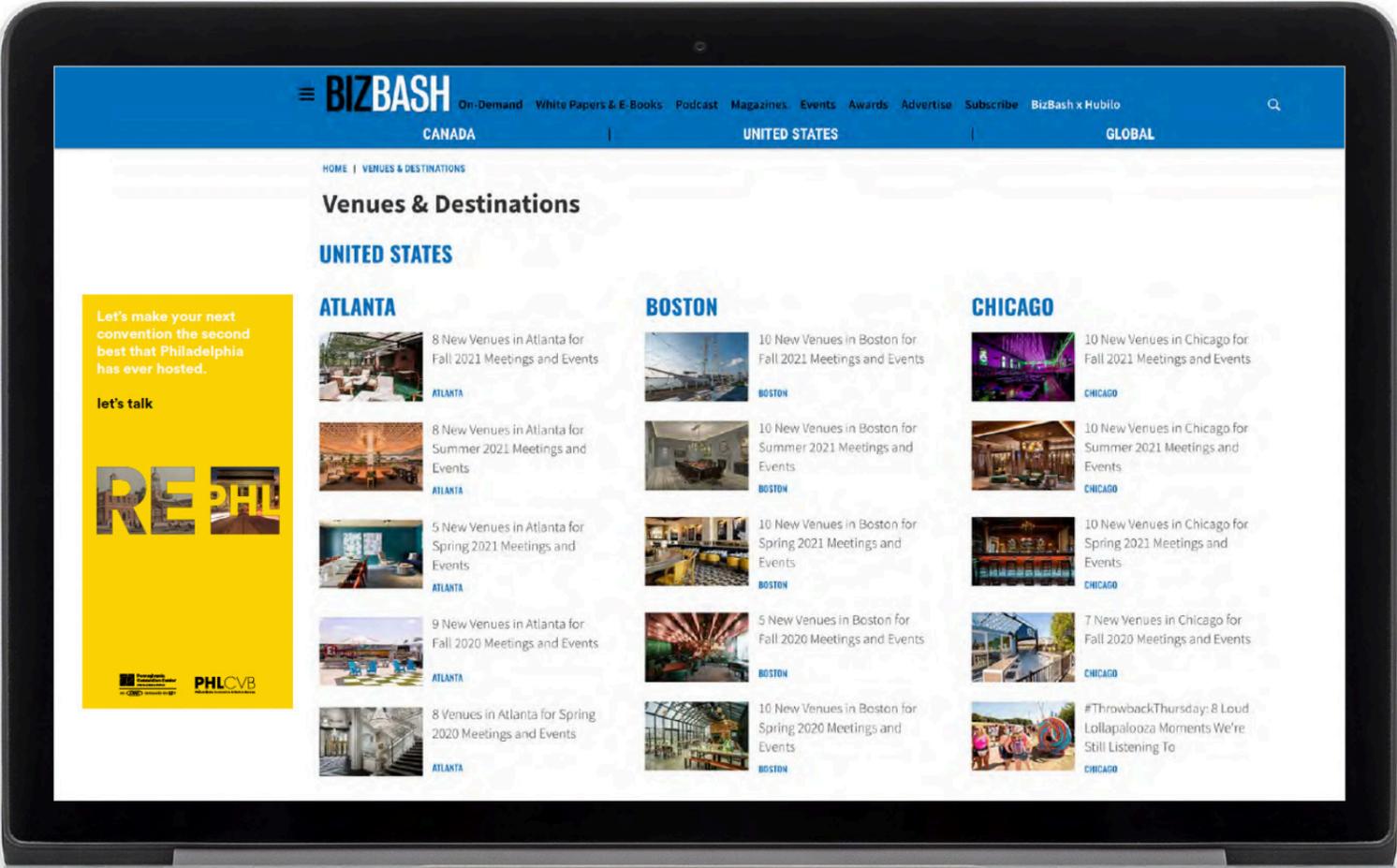
**POWERS OF THE PRESIDENT**  
April 6, 2017 | All Day Event National Constitution Center  
Old City/Historic District  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
constitutioncenter.org/se/performance/exhibitions/powers-of-the-president



**SHADOW LAND**  
PHILADELPHIA PARK THEATRE  
April 6 - 8 | Annenberg Center for the Performing Arts, 3680 Walnut Street  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
annenbergcenter.org



**THE NFL DRAFT**  
April 27-29 | Benjamin Franklin Parkway  
Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.  
discowrphl.com/nfl-draft-philadelphia



HOME | VENUES & DESTINATIONS

### Venues & Destinations

#### UNITED STATES

Let's make your next convention the second best that Philadelphia has ever hosted.

let's talk

PHL CVB

#### ATLANTA

- 8 New Venues in Atlanta for Fall 2021 Meetings and Events  
**ATLANTA**
- 8 New Venues in Atlanta for Summer 2021 Meetings and Events  
**ATLANTA**
- 5 New Venues in Atlanta for Spring 2021 Meetings and Events  
**ATLANTA**
- 9 New Venues in Atlanta for Fall 2020 Meetings and Events  
**ATLANTA**
- 8 Venues in Atlanta for Spring 2020 Meetings and Events  
**ATLANTA**

#### BOSTON

- 10 New Venues in Boston for Fall 2021 Meetings and Events  
**BOSTON**
- 10 New Venues in Boston for Summer 2021 Meetings and Events  
**BOSTON**
- 10 New Venues in Boston for Spring 2021 Meetings and Events  
**BOSTON**
- 5 New Venues in Boston for Fall 2020 Meetings and Events  
**BOSTON**
- 10 New Venues in Boston for Spring 2020 Meetings and Events  
**BOSTON**

#### CHICAGO

- 10 New Venues in Chicago for Fall 2021 Meetings and Events  
**CHICAGO**
- 10 New Venues in Chicago for Summer 2021 Meetings and Events  
**CHICAGO**
- 10 New Venues in Chicago for Spring 2021 Meetings and Events  
**CHICAGO**
- 7 New Venues in Chicago for Fall 2020 Meetings and Events  
**CHICAGO**
- #ThrowbackThursday: 8 Loud Lollapalooza Moments We're Still Listening To  
**CHICAGO**

**Independence Hall  
held 56.**



**The Philadelphia  
Convention Center  
holds 25,000.**



**Bring your next event  
to Philadelphia 2017,  
not 1776.**

**let's talk**



 **Pennsylvania  
Convention Center  
PHILADELPHIA**  
AN SMD MANAGED FACILITY

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

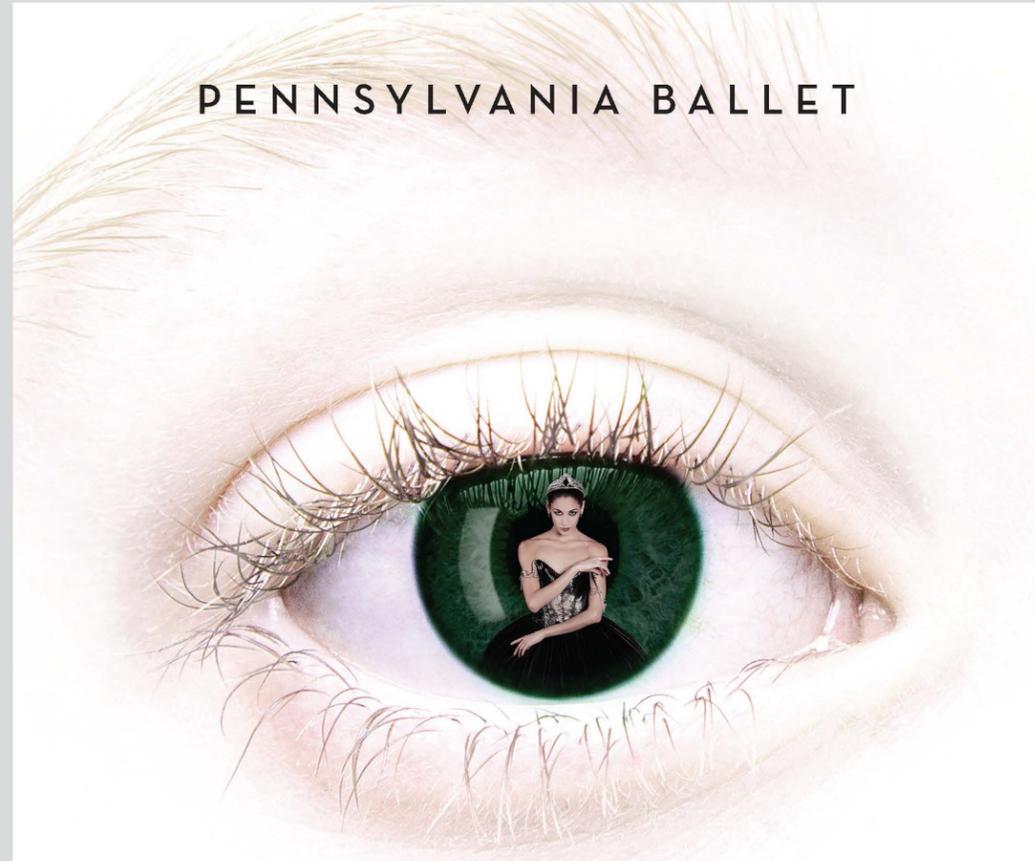
02

# Pennsylvania Ballet

Advertising Campaign



PENNSYLVANIA BALLET



# Swan Lake

BUY YOUR TICKETS NOW | 215.893.1999 or paballet.org | Tickets start at \$30

PENNSYLVANIA  
BALLET

ANGEL CORELLA | Artistic Director

Company Member  
Mayara Pineiro  
Photo: Alexander Iziliaev

MARCH  
5-15

ACADEMY OF MUSIC

Presented by  
**Bank of America**

Kimmel Center  
for the performing arts



OFFICIAL HOTEL



OFFICIAL VENUE

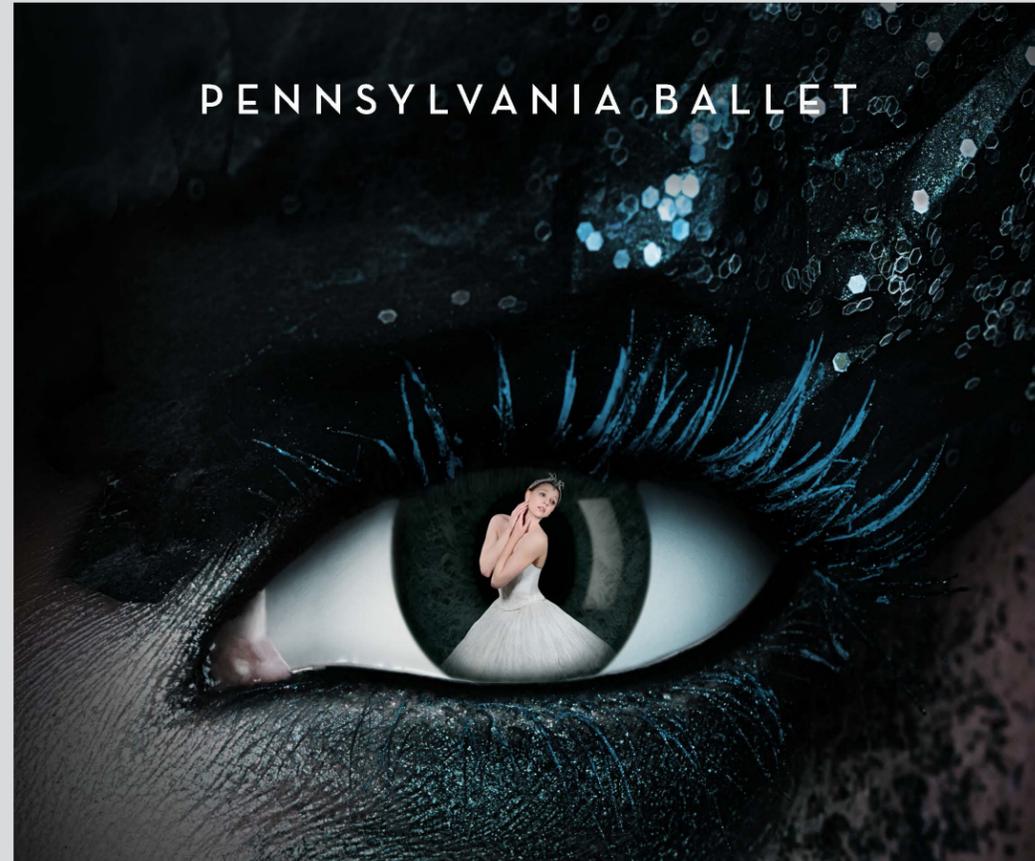


OFFICIAL HEALTH & FITNESS FACILITY



OFFICIAL AIRLINE

PENNSYLVANIA BALLET



# Swan Lake

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for the performing arts



OFFICIAL HOTEL



OFFICIAL VENUE



OFFICIAL HEALTH & FITNESS FACILITY



OFFICIAL AIRLINE



LIVE THE DREAM

George Balanchine's

# The nutcracker™



**PENNSYLVANIA BALLETT**  
ANGEL CORELLA | Artistic Director

DECEMBER 6-31  
ACADEMY OF MUSIC

SUPPORTED BY  
**FIRST NIAGARA**  
Foundation

[paballet.org](http://paballet.org) Kimmel Center for the performing arts

DOUBLE TREE BY HILTON  
OFFICIAL HOTEL

PENNSYLVANIA COUNCIL ON THE ARTS

THE SPORTING CLUB  
OFFICIAL HEALTH & FITNESS FACILITY

American Airlines U.S. AIRWAYS  
OFFICIAL AIRLINE



LIVE THE DREAM

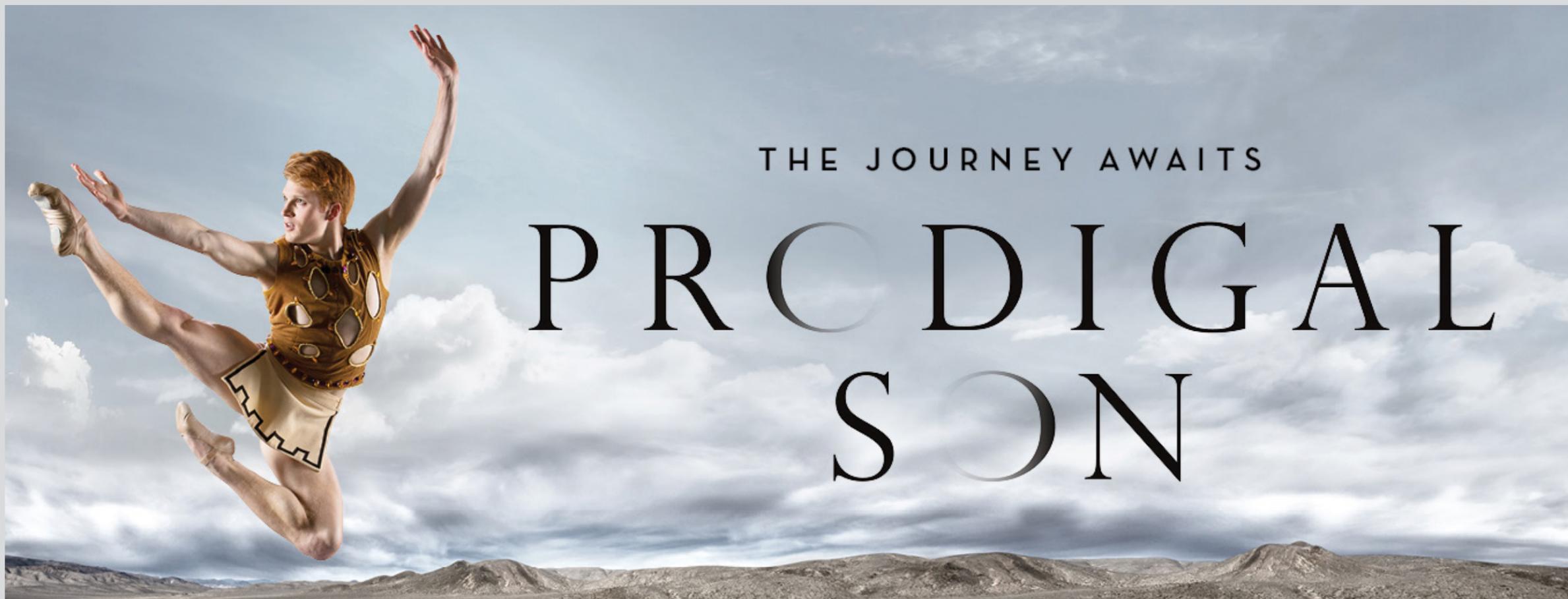
George Balanchine's

# The nutcracker™

**PENNSYLVANIA BALLETT**  
ANGEL CORELLA  
Artistic Director

DECEMBER 6-31  
ACADEMY OF MUSIC

[paballet.org](http://paballet.org) SUPPORTED BY **FIRST NIAGARA** Foundation Kimmel Center for the performing arts



THE JOURNEY AWAITS

# PRODIGAL SON

BUY YOUR TICKETS NOW | 215.893.1999 or [paballet.org](http://paballet.org) | Tickets start at \$30

*With Christopher Wheeldon's Polyphonia  
and a World Premiere by Matthew Neenan*

## PENNSYLVANIA BALLET

ANGEL CORELLA | Artistic Director

FEBRUARY

5-8

MERRIAM THEATER

[paballet.org](http://paballet.org)

PRESENTED BY

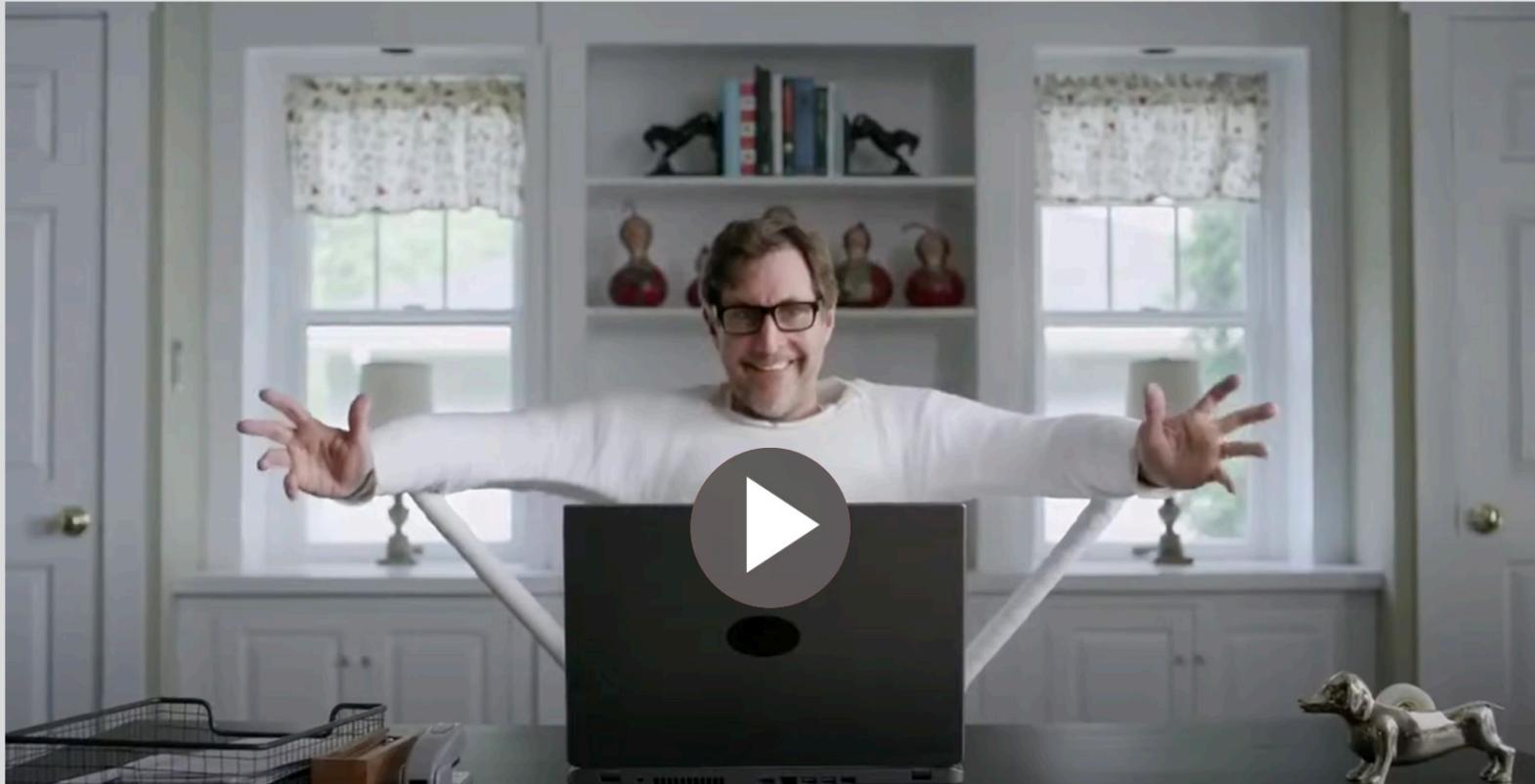
**ALGER**

Kimmel Center  
for the performing arts

03

# Work Injury Legal Team

TV Commercial



[Click here to view](#)

04

# Wharton Executive Education

Advertising Campaign

WAIT   
AND SEE.

(AN ANSWER SHOULD BE ALONG ANY TIME NOW.)

If there was ever a time to helm the ship, it's now. Our Leadership Development Program hones the kind of independent thinking a nimble leader requires, preparing you with the confidence and self-awareness it takes to inspire a staff in today's marketplace.

Come rub shoulders with some of the world's true leaders—and develop a strategic, persuasive vision of your own. To register for any of our Leadership Development Programs, visit us at [ExecEd.Wharton.UPenn.edu](http://ExecEd.Wharton.UPenn.edu). Or let us build a custom program just for your organization.

**LEADERSHIP 2010:**

Critical Thinking: Real-World, Real-Time Decisions, April 19-21  
Building Relationships That Work, May 3-6  
Creating and Leading High-Performing Teams, June 20-25  
Executive Negotiation Workshop, July 25-30

 **Wharton**  
UNIVERSITY OF PENNSYLVANIA  
An Ivy Institute of Executive Education

# QUESTION NOTHING.



(AND LEAVE INNOVATION TO THE TECHIES.)

Some will just try to weather the storm, but you're thinking it's time to put a new strategy into action and carve out a competitive niche for your organization. Wharton's Marketing & Sales Programs are designed for speed-to-value learning that prepares you to apply new knowledge immediately upon return to work. What's more, you'll adopt the innovative thinking skills that catapult companies through today's complex, competitive and ever-changing markets.

To register for any of our Marketing & Sales Programs, visit us at [ExecEd.Wharton.UPenn.edu](http://ExecEd.Wharton.UPenn.edu). Or let us build a custom program just for your organization.

#### MARKETING & SALES 2010:

Essential of Marketing, April 25-30  
 Wharton Marketing Metrics™: Linking Marketing to Financial Consequences, May 10-14  
 Leading the Effective Sales Force, May 17-21  
 Competitive Marketing Strategy, June 14-18



# KEEP STALLING.

(YOUR CLIENTS WON'T MIND.)

Only these  
 best financial  
 institutions will  
 world class  
 and senior

t  
 i program

# JUST A MINUTE.

(YOU'VE GOT ALL YEAR TO CATCH UP)



You could sit tight and see what happens out there. Or, you could give that business development plan the strategic focus it needs and start making things happen. The Strategy & Management Program at Wharton summons your true leadership purpose and helps you leverage the experience of leaders from other industries. Come fine-tune your strategic vision—and be ready to hit the ground running the moment you get back.

To register for any of our Strategy & Management Programs, visit us at [ExecEd.Wharton.UPenn.edu](http://ExecEd.Wharton.UPenn.edu). Or let us build a custom program just for your organization.



#### STRATEGY & MANAGEMENT 2010:

Essentials of Management (two one-week sessions), April 26-30/June 7-11  
 Strategic Alliances, Creating Growth Opportunities, May 3-6  
 Wharton/Winchover Program for Pharmaceutical and Biotech Executives, June 7-11  
 Strategic Thinking and Management, June 21-25

# STAY THE COURSE?



APPLY NOW

# OF COURSE NOT.



APPLY NOW

#### UPCOMING PROGRAMS 2010:

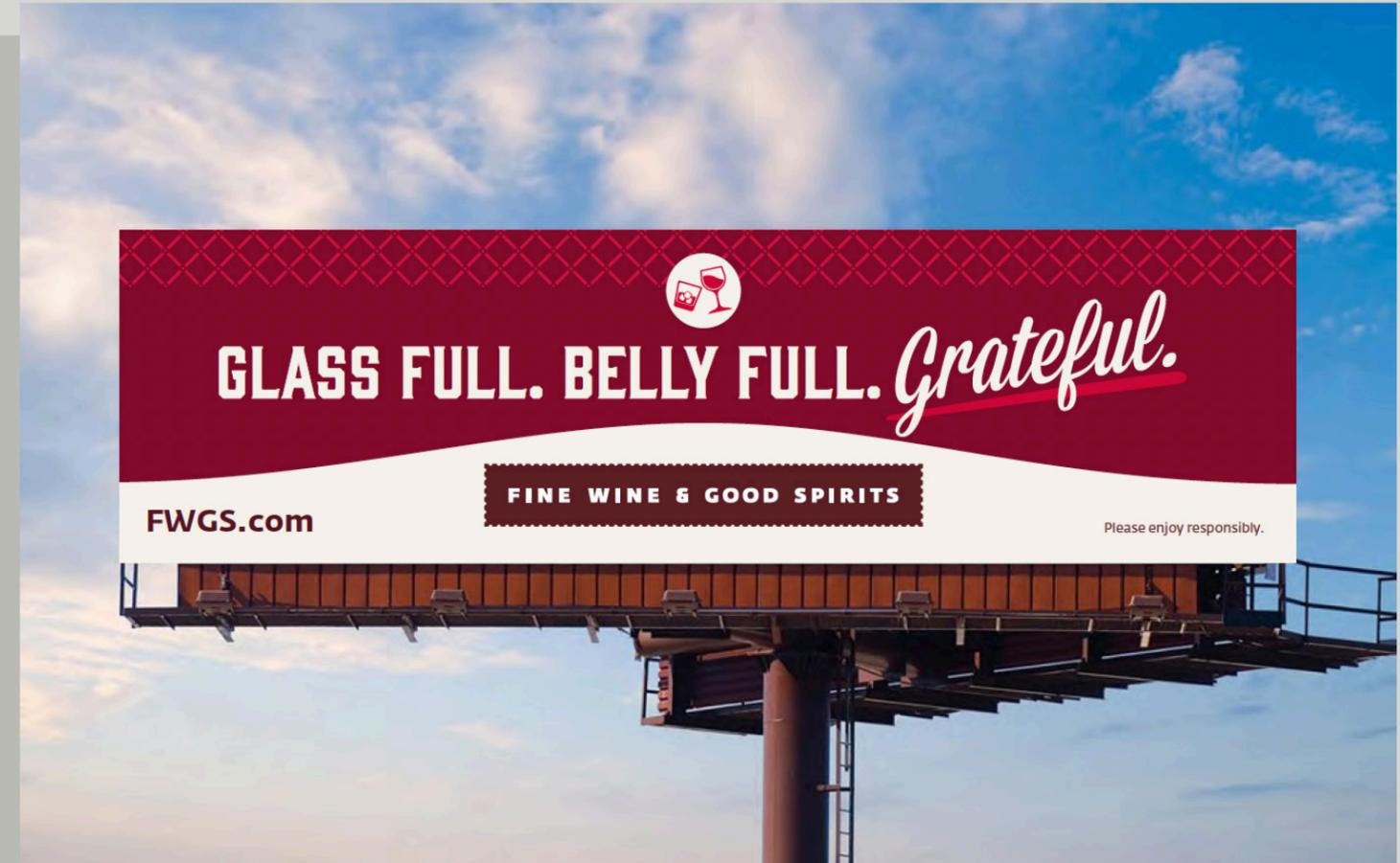
- Essentials of Management
- Investment Strategies and Portfolio Management
- Critical Thinking: Real-World, Real-Time
- Essential of Marketing



05

# Fine Wine & Good Spirits

Happier Holidays Advertising Campaign





IT'S NEVER TOO *early* TO SHOP **FWGS.COM**

**FINE WINE & GOOD SPIRITS**

Please enjoy responsibly.



**DELIVERY** *For* **THE HOLIDAYS?**

**FINE WINE & GOOD SPIRITS**

**FWGS.com**

Please enjoy responsibly.



*Good* **TIDINGS WE BRING.**

**FWGS.com**

**FINE WINE & GOOD SPIRITS**

Please enjoy responsibly.

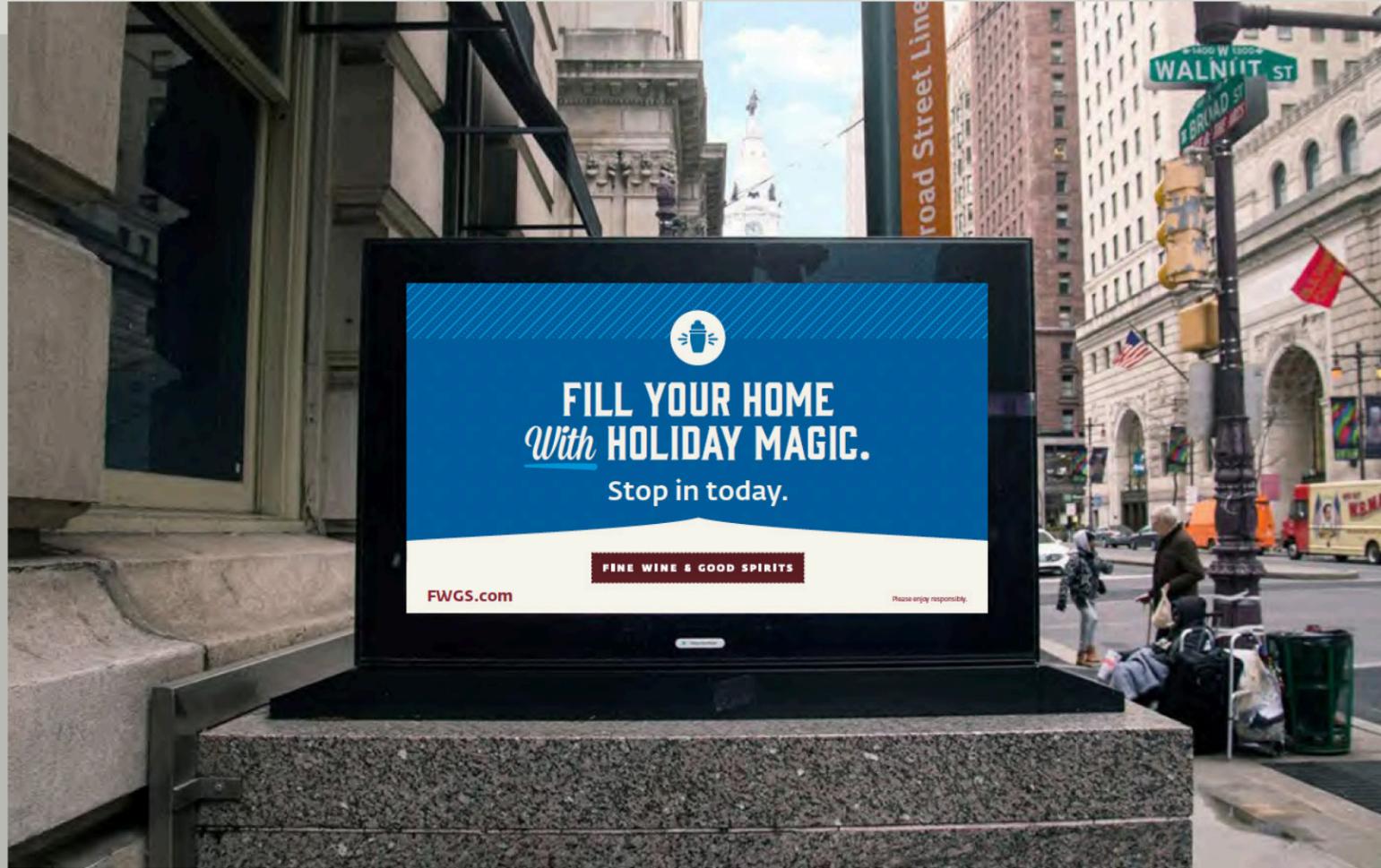


**START THE YEAR OFF *With* A POP.**

**FWGS.com**

**FINE WINE & GOOD SPIRITS**

Please enjoy responsibly.



**Corks, Confetti & COUNTDOWNS.**

**FINE WINE & GOOD SPIRITS**

FWGS.com Please enjoy responsibly.

**Hosting? REMEMBER GOOD DRINKS. THE REST IS GRAVY.**

**FINE WINE & GOOD SPIRITS**

FWGS.com Please enjoy responsibly.



**BUBBLING WITH  
EXCITEMENT  
FOR 2022.**



**SHOP NOW**

Please enjoy responsibly.



**THERE'S NO TIME LIKE  
THE PRESENT.  
SHOP SAFELY. SHOP EARLY.**

*Happier Holidays*  
FINE WINE & GOOD SPIRITS

**SHOP NOW**



**MIX UP *Your*  
THANKSGIVING TRADITIONS.**



**SHOP NOW**

Please enjoy responsibly.



**Discover COCKTAILS  
YULE LOVE.**

*Happier Holidays*  
FINE WINE & GOOD SPIRITS

**SHOP NOW**

Please enjoy responsibly.



**GIVE TRADITIONS A TWIST,  
POP AND CLINK.**



**SHOP NOW**

Please enjoy responsibly.

Philadelphia | FIND IT/PHILLY | CITY LIFE | RESTAURANTS | HEALTH | LIFE & STYLE | REAL ESTATE & HOME | THINGS TO DO | WEDDING | BEST OF PHILLY

**NAUGHTY OR NICE,  
WE HAVE GIFTS  
For Everyone.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

**At Eclectic Hook & Master,  
Garces Dreams of Octopus —  
and Pizza**

Chicago-meets-Brooklyn pizza, a tiki lounge, and a giant cartoon octopus combine for "complete culinary absurdity" that somehow works.

**THERE'S SNOW GIFT LIKE A  
GOOD BOTTLE.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

**YOU'VE BEEN *Good*  
THIS YEAR.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

Philadelphia | FIND IT/PHILLY | CITY LIFE | RESTAURANTS | HEALTH | LIFE & STYLE | REAL ESTATE & HOME | THINGS TO DO | WEDDING | BEST OF PHILLY

**Make YOUR  
MEAL ONE TO  
REMEMBER.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

**At Eclectic Hook & Master,  
Garces Dreams of Octopus —  
and Pizza**

Chicago-meets-Brooklyn pizza, a tiki lounge, and a giant cartoon octopus combine for "complete culinary absurdity" that somehow works.

**COCKTAILS  
FOR EVERY COURSE.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

**BRING OUR BEST  
TO YOUR TABLE.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

Philadelphia | FIND IT/PHILLY | CITY LIFE | RESTAURANTS | HEALTH | LIFE & STYLE | REAL ESTATE & HOME | THINGS TO DO | WEDDING | BEST OF PHILLY

**GIVE TRADITIONS  
A TWIST. POP  
AND CLINK.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

**At Eclectic Hook & Master,  
Garces Dreams of Octopus —  
and Pizza**

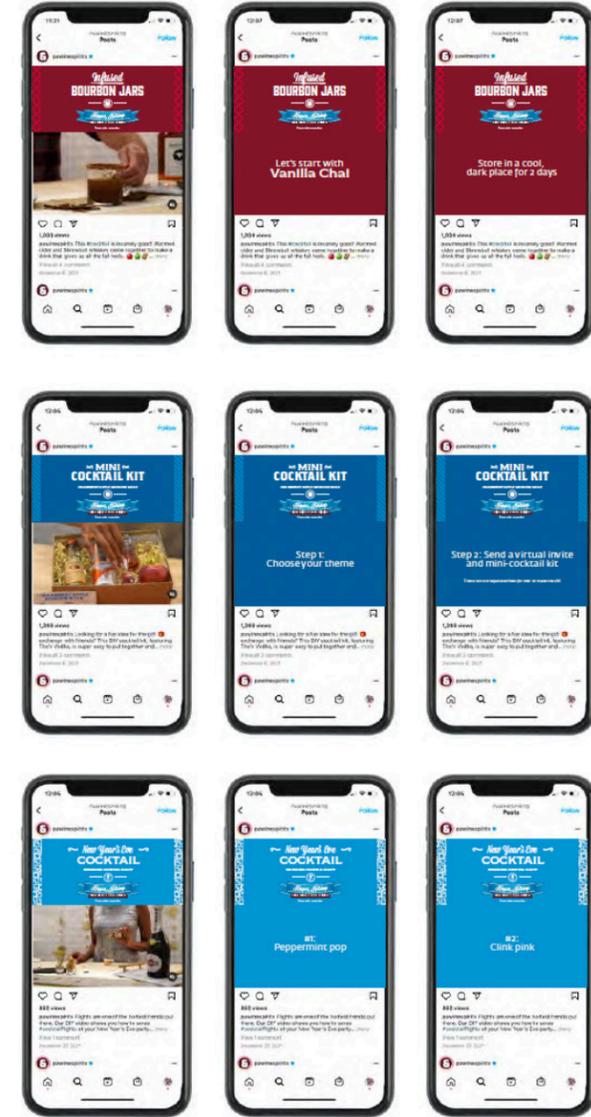
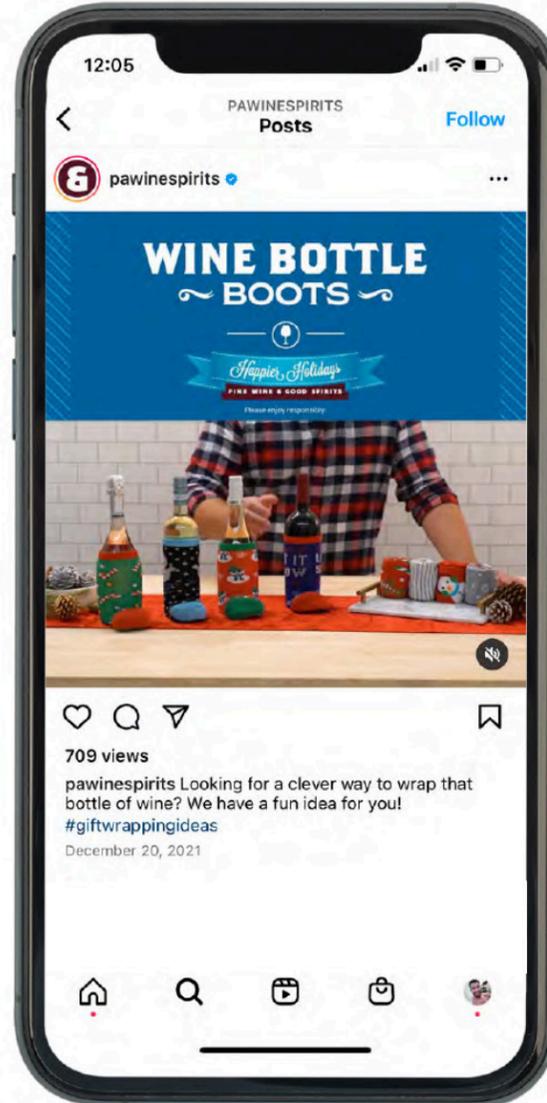
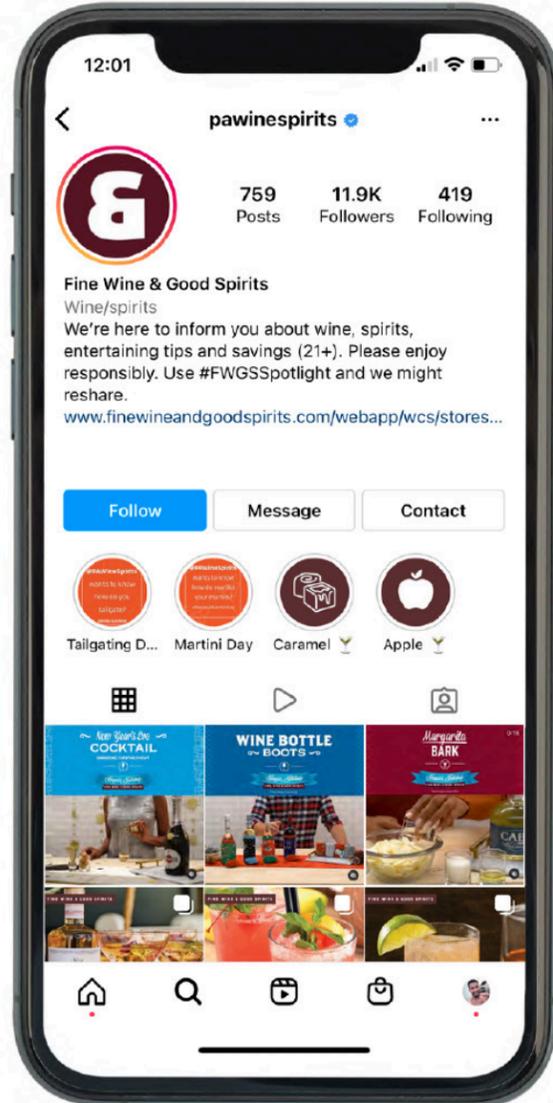
Chicago-meets-Brooklyn pizza, a tiki lounge, and a giant cartoon octopus combine for "complete culinary absurdity" that somehow works.

**GIVE TRADITIONS A TWIST,  
POP AND CLINK.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW

**GIVE TRADITIONS A TWIST,  
POP AND CLINK.**

*Happy Holidays*  
FINE WINE & GOOD SPIRITS  
SHOP NOW



06

# Philadelphia Flower Show

Advertising Campaign



# 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



## Wedding Wednesday, March 7

Sponsored by *Philadelphia Wedding Magazine*, the Flower Show invites brides-to-be and bridesmaids for a fun night (and take-aways!) Fashion, music, catering, honeymoon, and photography experts at the Show. Plus check out DIY demonstrations where you can learn how to make elegant bouquets or create the perfect wedding tablescapes!



PENNSYLVANIA CONVENTION CENTER  
TICKETS ON SALE NOW [theflowershow.com](http://theflowershow.com)



# 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



## ESCAPE

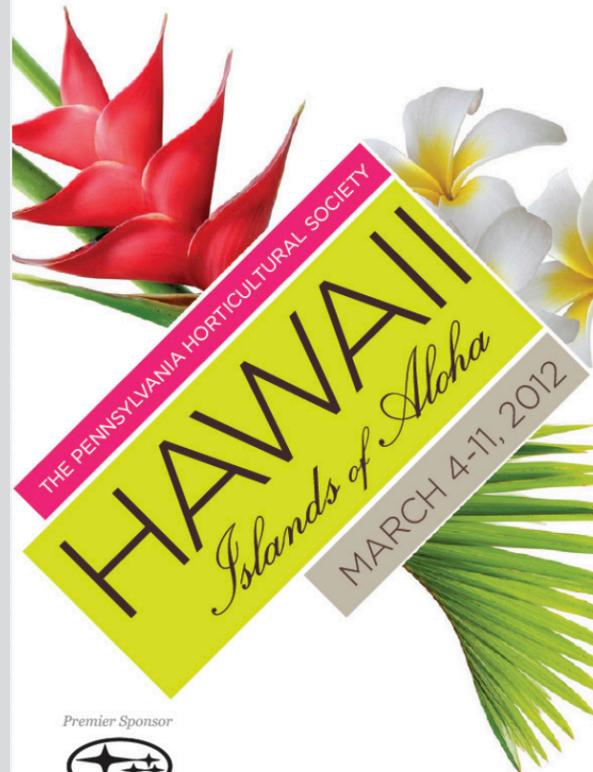
Enter a tropical paradise with waves of orchids, towering waterfalls and palm trees. Special digital effects, interactive exhibits, and magnificent landscapes will spotlight Hawaiian culture through flowers, plants, music, dance, food and art including a Hawaiian Village of 40 vendors from the islands.



PENNSYLVANIA CONVENTION CENTER  
TICKETS ON SALE NOW [theflowershow.com](http://theflowershow.com)



# 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



Premier Sponsor



Official Sponsor  
**Bank of America**



PENNSYLVANIA  
CONVENTION  
CENTER

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



## MAKE WAVES AT THE FLOWER SHOW

### EXPLORE

See craftspeople continue centuries-old traditions at the Hawaiian Village. Take home "the spirit of Aloha" with plants, flowers, food, and items for the home—and pick up souvenirs for friends and family!

### RELAX

Sample wines and spirits in the Grand Hall courtesy of PA Wine & Spirits Stores. Experts will be on hand to assist with tastings and onsite purchases. Free with Flower Show admission.

### EXPERIENCE

The Preview Party comes to shore on Saturday, March 3. Be among the first to see the Show and enjoy specialty cocktails and hors d'oeuvres. This black-tie event is PHS's largest annual fundraiser. Reserve online.

### DISCOVER

See the Flower Show in style with an Early Morning Tour before doors open to the public. Expert guides lead groups of 8 to 12 visitors, revealing behind-the-scenes secrets along the way. Reserve online in advance.

### INDULGE

Soothing Hawaiian melodies and lush palm trees set the tone for a relaxing Garden Tea. Enjoy scrumptious delights as you daydream about island life. Reserve online. Limited seating.

### GROW

Beyond being beautiful, the Flower Show provides inspiring ideas and take-home tips on growing vegetables, designing with flowers, and much more. Meet gardening experts at free presentations throughout the day.

## SHOW INFORMATION

MARCH 4-11, 2012

Pennsylvania Convention Center  
12th & Arch Streets,  
Philadelphia, PA 19107

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

215-988-8899  
*(recorded information)*

### HOURS

Sunday, March 4 • 8 am-9:30 pm  
Monday, March 5-Friday, March 9 • 10 am-9:30 pm  
Saturday, March 10 • 8 am-9:30 pm  
Sunday, March 11 • 8 am-6 pm

PHS Members' Preview (household and leadership levels only)  
Saturday, March 3 • 12 am-3:30 pm

### ADMISSION

Order online and print from home  
Online and Advance General Admission (good any day)  
Adults \$27 • Children (ages 2-16) \$15  
Students\* (ages 17-24) \$20  
Group (minimum purchase 25 adult tickets - good any day)  
Adults \$25 • Children (ages 2-16) \$15  
\*must present valid ID and proof of age upon entry

### VALUE TICKET PACKAGES

Value packages include Show tickets plus a one-year membership to the Pennsylvania Horticultural Society. For additional information regarding PHS membership benefits and levels, visit [PHSonline.org](http://PHSonline.org) or call 215-988-8776.

Family Fun Pak:  
2 Adult tickets and 2 Child tickets (ages 2-16), \$70

Flower Show Value Pak:  
4 Adult tickets, \$100 - online exclusive

PHS Duo Pak:  
2 Adult ticket, \$55 - online exclusive



*You are* helping to feed thousands of families through PHS's City Harvest

  
 WE ARE PLEASED TO PRESENT  
**SUBARU THE PRESIDENT'S AWARD,**  
 CREATED IN 2010 TO  
 RECOGNIZE LEADERSHIP IN  
 ENVIRONMENTAL STEWARDSHIP.

  
**SUBARU**

SUBARU WILL RECEIVE "THE BINNEY,"  
 NAMED FOR HORACE BINNEY, WHO WAS ONE  
 OF THE ORGANIZERS OF THE PENNSYLVANIA  
 HORTICULTURAL SOCIETY AND SERVED AS  
 ITS FIRST PRESIDENT (1828).

#### SHOW INFORMATION

We look forward to welcoming you to the Philadelphia International Flower Show Preview Party at the Pennsylvania Convention Center, 12th and Arch Streets. Both coat checking and the Flower Show are located on the second level, accessible by escalator or elevator.

#### ATTIRE

**The Preview Party is a black-tie event.** Temperature in the Show is kept at 68°F during the Reception; comfortable shoes are recommended.

#### TICKETS

The enclosed ticket(s) indicates the time cocktails and hors d'oeuvres will be served on the Show floor, as well as whether your subscription is for the Reception and Dinner, or Reception only. Your complimentary parking pass is enclosed. Please look on the back of the pass for the location of the lot in which you will park.

#### DINNER GUESTS / PLACE CARDS

If you have subscribed for the Dinner, please be sure to pick up your place card before entering the Show. Place card tables will be located just outside the Show entrance on the second level. Please let your guests know that all cards will be listed under your/your company's name. We regret we cannot individualize place cards for guests. All Dinner guests are free to return to the exhibit hall following Dinner to enjoy the displays until 11 pm.

#### RECEPTION ONLY SUBSCRIBERS

We invite you to continue to enjoy the Show after our Dinner guests leave for the Ballroom at 7:45 pm.

#### FLOWER SHOW SHOP / MEMBERS' BOOTH

Be sure to browse the wonderful PHS Shop. Our unique and original items will be available for purchase from 5:30 - 8 pm. Speak with one of our volunteers to learn about membership in PHS.

#### WHEELCHAIRS

Complimentary wheelchairs are available on the second level on a first-come, first-served basis with a driver's license or major credit card.

Please contact Ellen Wheeler at 215-988-8830 or email [previewdinner@pennhort.org](mailto:previewdinner@pennhort.org) with questions.







07

# Seri

Identity & Website Design





RECYCLING IS GOOD. REUSE IS BETTER.

BUT THERE IS FAR MORE TO BEING RESPONSIBLE WITH OUR USED ELECTRONICS THAN JUST CHOOSING BETWEEN THOSE TWO OPTIONS.

Beyond deciding what to do with our used electronics, we also have to make responsible decisions with how they are reused or recycled, because there are many steps within those processes that can lead to positive or negative outcomes.

And then there are decisions to be made with who we choose to handle those functions, because the unfortunate truth is, not every facility makes responsible or sustainable choices, and not everyone actually does what they say they do.

Nobody wants to find out that their used assets ended up in an electronic graveyard half-way around the world. Or that their data was being sold on the black market. Or that kids in a developing country were using toxic chemicals to strip gold from their e-waste.

As The World's Most Widely Adopted Standard For Responsible Practices For Used Electronics, R2 Is Setting The Standard For These Decisions And Guiding The World Through These Difficult "What, How, And Who" Choices.

A powerful tool that provides strong guidance through these complex decisions, R2 takes a decidedly different approach.

R2 is a roadmap, not a hammer, and instead of building barriers, R2 is designed to create solutions that make real business sense, both for facilities and for those looking to manage their used electronics responsibly and sustainably.

R2 is comprehensive, addressing the full reverse supply chain from first use through end-of-life and includes environmental, health & safety, quality, and data security standards, all in one package.

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R2 allows for flexibility without sacrificing responsibility. It's global, applicable to all types of facilities regardless of their size, expertise or where in the world they are located. Because at the end of the day, doing the right thing knows no boundaries.

R2 is comprehensive, addressing the full reverse supply chain from first use through end-of-life and includes environmental, health & safety, quality, and data security standards, all in one package.

LEARN MORE ABOUT THE R2 STORY

### R2 AT A GLANCE

950+ Certified Facilities

33 Countries

8 Regions



IN R2V3, THE WORLD'S MOST WIDELY ADOPTED ELECTRONICS SUSTAINABILITY STANDARD GETS A POWERFUL UPGRADE

In June 2020, the SERI Board of Directors formally adopted the next evolution of the R2 Standard, R2v3, now approved as an American National Standard by ANSL.

Since the revision process began nearly five years ago, members of the R2 Technical Advisory Committee (TAC) have devoted more than 5100 volunteer hours to addressing more than 900 challenging and complex issues, many of which, were submitted by customers, industry members and the public. The representation of many different stakeholder groups on the TAC, and the 660 comments received during two public comment periods has resulted in a strong standard well positioned to address the evolving needs of an increasingly diverse industry.

LEARN MORE ABOUT R2V3

## BETTER DECISIONS MAKE A BETTER WORLD... FOR EVERYONE

SERI works to protect the planet and enrich lives by championing sustainable actions all throughout the electronics lifecycle, doing our part to help build a true circular economy.

We're a non-profit organization with lofty goals, but we aren't just full of "pie in the sky" Pollyanna ideals. We're talking about practical, real-world business solutions that also have the power to enrich the world.

[LEARN MORE ABOUT SERI AND OUR MISSION](#)



Design and materials choices. Returns. Trade-ins. ITAD and remarketing. Reuse. Recycling. It's easy to think in terms of independent actions we can take with our electronics, but the real power comes when we think of everything together as one connected electronics lifecycle.

[LEARN MORE ABOUT THE ELECTRONICS LIFECYCLE](#)

### From linear to circular and beyond... we're leading a global conversation about how to create a truly sustainable electronics lifecycle.



## R2: SETTING THE STANDARD FOR HOW THE WORLD REUSES AND RECYCLES ELECTRONICS IN ORGANIZATIONS AND ENTERPRISE ENVIRONMENTS

Our electronics...we use them to stay connected, be entertained, and to learn. They make us more comfortable, more productive, and business simply wouldn't happen without them. But we've got a problem on our hands, because we're holding onto our electronics for shorter and shorter periods of time – especially in the business world –

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We know that the problem is large and that it's only getting worse because there are lots of statistics about how much e-waste is generated each year and all the bad outcomes that arise from the mishandling of our used electronics.

With R2, we are here to talk about solutions for "what should happen next" once our electronics leave our hands.

From the point of first use to end of life, there are many opportunities to make a positive or negative impact on the world and address our used electronics challenge, especially when we focus on the scale of business and organizations. R2 is the leading global standard that sets responsible practices for the reuse and recycling phases of the lifecycle, including returns, ITAD, test & repair, data handling, and end-of-life decisions.

[LEARN MORE ABOUT THE R2 STANDARD](#)

[FIND AN R2 CERTIFIED PARTNER](#)

## PROTECTING & ENRICHING

When we visualize a true circular economy through the lens of the electronics industry, we see a world that is both environmentally and socially responsible and sustainable. Learn how we are helping protect people and the planet by working toward 0% "e-waste", reducing the need for mining, closing the digital divide, increasing digital inclusion and, protecting workers throughout the world.

[LEARN MORE](#)

[JOIN THE MISSION - DONATE](#)

## R2 LEADERS

R2 Leaders is a partnership program that connects companies and organizations committed to the responsible management of used electronics [\[MORE\]](#)

## TAC

The R2 Technical Advisory Committee (TAC) is a diverse, multi-stakeholder tasked with reviewing and revising the R2 Standard so that it continues to meet the needs of an evolving industry. It is transparent in its deliberations and provides the opportunity for input to all interested parties. [\[MORE\]](#)

## SERI AMBASSADORS

Evo clarbis quastam ine pra vastrat abessitrum invermihlic ilis in deraectus condiendam ortes percondaciem huc re horis opublium [\[MORE\]](#)

## R2

[\[MORE\]](#)



## WELCOME TO R2v3, AN UPDATED R2 STANDARD FOR AN EVER-CHANGING WORLD



The electronics industry is constantly changing and to keep pace, our best practices and standards need to evolve as well. R2v3 incorporates our experience gained from more than a decade auditing and implementing the R2 Standard and reflects changes in the electronics landscape, customer demands, and the regulatory environment. In fact, many of the changes in V3 are a result of feedback submitted by customers, members of the industry, and the public. The result is an R2 Standard that's more powerful, better reflects today's industry dynamics, and works even harder to protect data, people and the planet, while enriching lives all around the globe.

Many of the requirements in R2v3 will be familiar and remain largely unchanged...

Many of the requirements in R2v3 will be familiar and remain largely unchanged...just reorganized or clarified as needed to achieve positive outcomes.

Increased emphasis on reuse and protecting data...

Requirements in key areas are strengthened...

Clarifies requirements and expectations...

Takes an adaptable approach...

### “Specialty Process Requirements” that apply only to facilities that perform specific processes.

Provides more clarity about the capabilities and expertise of each R2 facility, which helps facilities to right-size their certification, and for businesses to find the right R2 partner for their specific needs.

More achievable and affordable for small and startup facilities that don't engage in the full scope of R2 processes

Scalable as businesses grow and add specialty processes

### PROCESS REQUIREMENTS

Apply only to the R2 Certified facilities that perform any of the specialized processes outlined below:



Downstream Recycling Chain



Data Sanitization



Test & Repair



Specialty Electronics



Materials Recovery



Brokering

### A TIMELINE FOR TRANSITIONING TO R2v3

While the R2v3 Standard was officially released and is now available for download, we are mindful of the challenging times that surround us. We recognize that many facilities are not fully staffed and are dealing with other pressing matters resulting from COVID-19. We would like to assure R2 certified facilities that no facility will be required to transition to the R2v3 Standard for at least 1.5 years from the July 1, 2020 release date, and we will continue to monitor the situation as we move forward.



### FAQ FREQUENTLY ASKED QUESTIONS

What is R2 Certification?

R2 Certification is SERI's formal program for evaluating and monitoring businesses in meeting the R2 Standard, with goals of protecting the environment, the health and safety of workers and communities, and positively impacting the movement toward a sustainable circular economy, while enriching the lives of people all around the world. The R2 Standard offers a common set of criteria to recognize responsible reuse and recycling practices, all along the used portion of the electronics lifecycle.

What's R2's origin?

08

# The Comcast Holiday Spectacular

Advertising Campaign



**We're Decking  
the Walls**

with 10-million pixels of

**FA-LA-LA.**

Come enjoy the newest holiday tradition in Philadelphia

**We Call it a  
Holiday Spectacular.  
You'll call it**

**UNBELIEVABLE.**

Come enjoy the newest holiday tradition in Philadelphia

**And You  
Thought  
Rudolph's Nose  
Was Bright?**

Come enjoy the newest holiday tradition in Philadelphia

**The Holidays  
Just Got a  
Whole Lot  
BRIGHTER.**

Come enjoy the newest holiday tradition in Philadelphia

  
COMCAST

# Comcast Center

Welcome Book & Postcards





10

# Lundy Law

Rebranding & Advertising Campaign

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Your Injury Lawyers

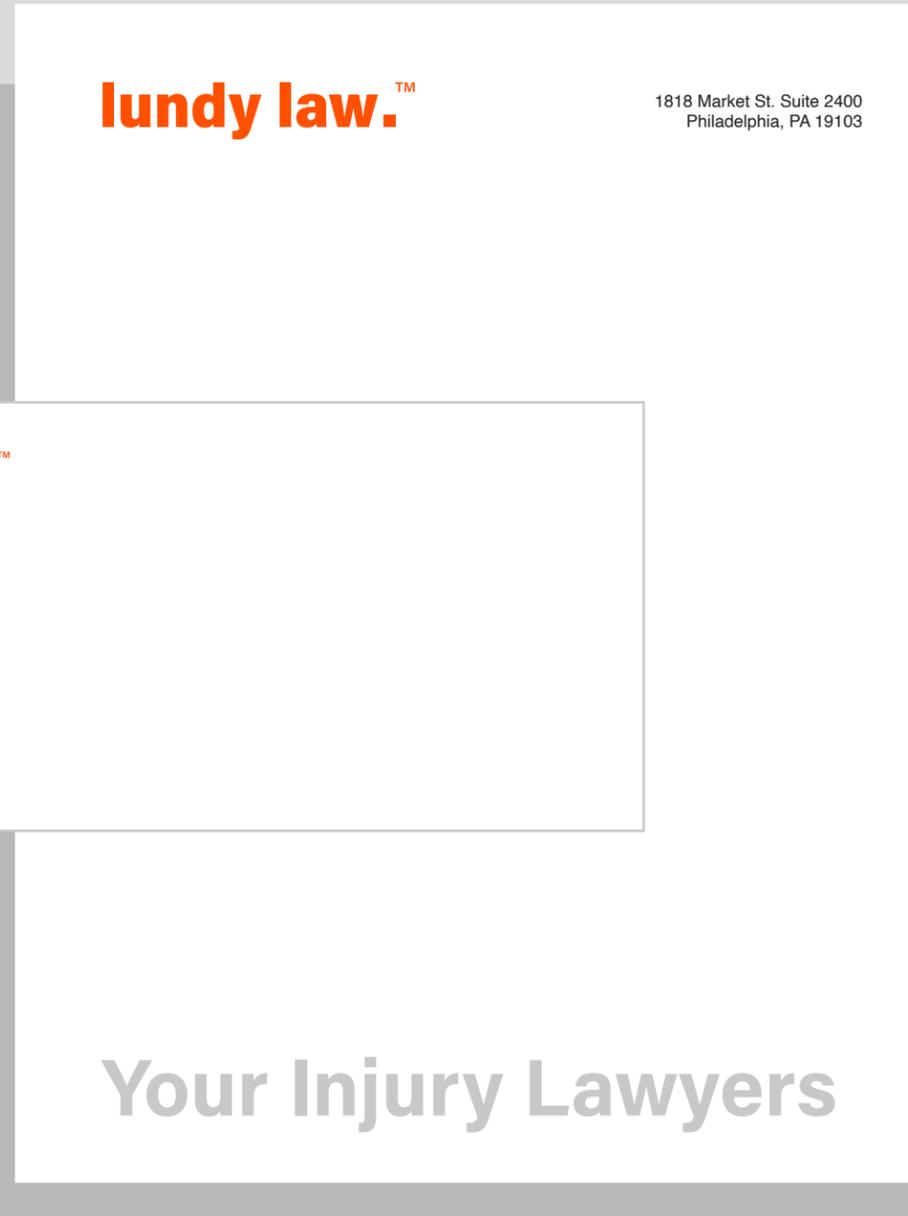
**lundy law.**

**lundy law.**  
Your Injury Lawyers

**Business Card**



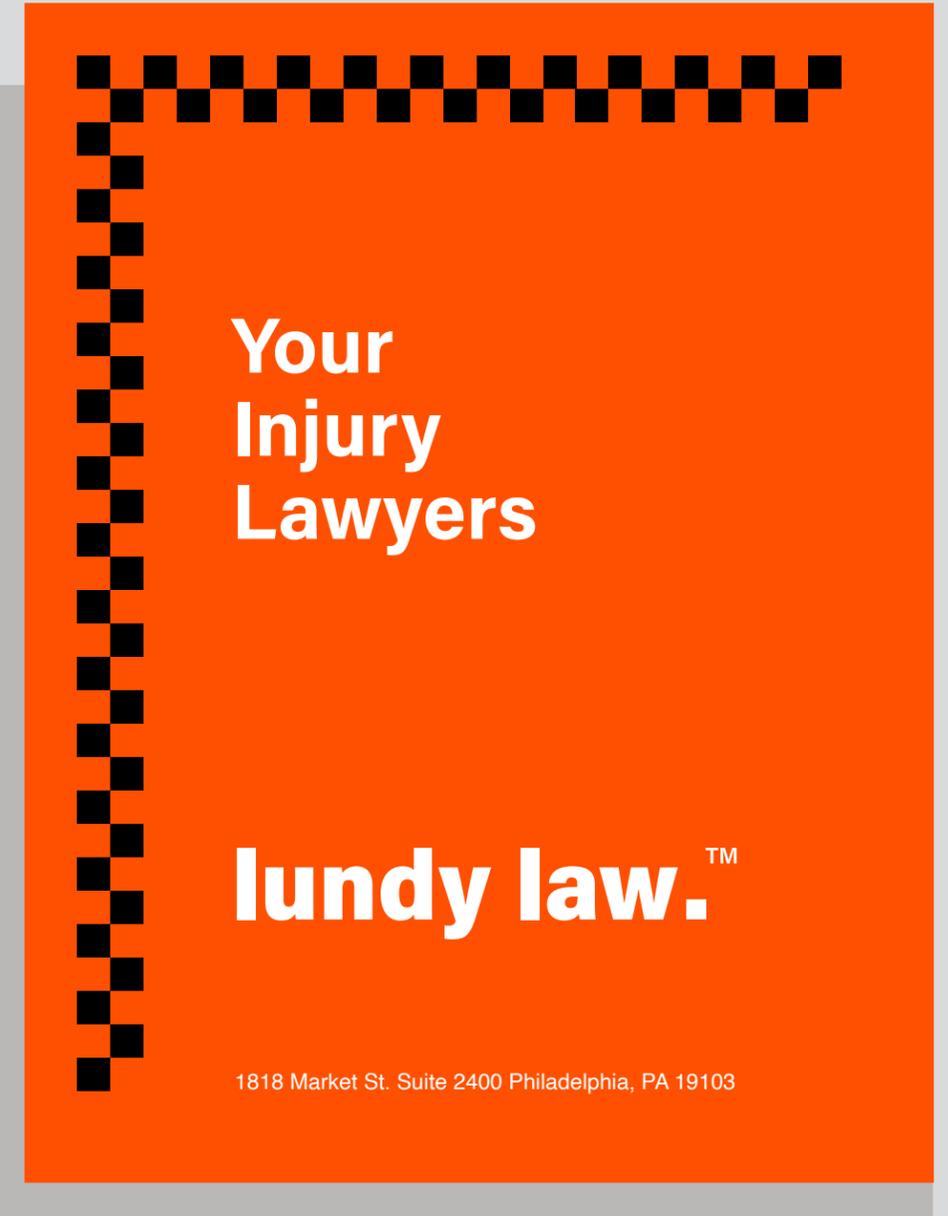
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**Your Injury Lawyers**

PA NJ DE

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Brochure Cover

**Your Injury Lawyers**

**lundy law.com**

**PA NJ DE**

1818 Market St. Suite 2400  
Philadelphia, PA 19103

**lundy law.™**

We hope you never need us.  
But if you do, remember our name.

**lundy law.**<sup>TM</sup>

PA NJ DE





There are over 6 million car accidents every year.  
Buckle. Up.

**lundy law.™**

PA NJ DE

11

# Lundy Law

TV Commercial: Car Accidents

**There are over 6 million  
car accidents in the U.S. every year**



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215.688.8147

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