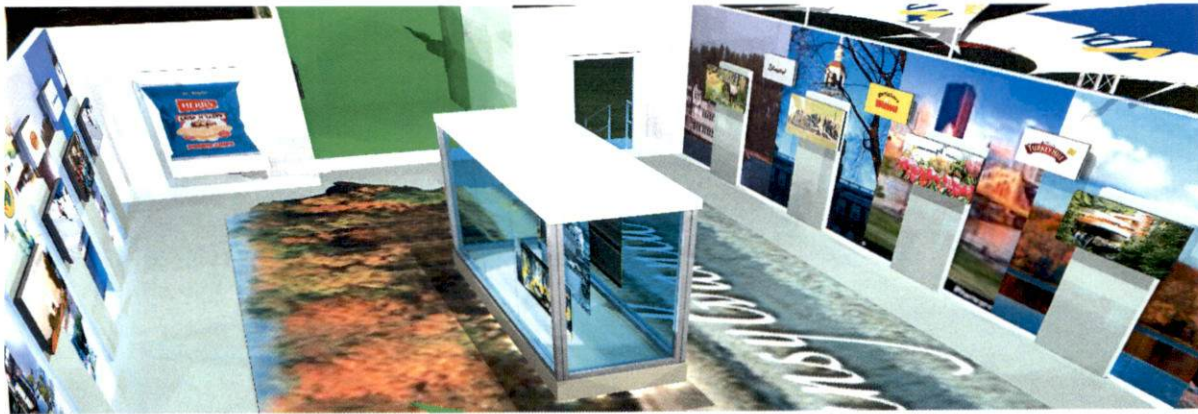
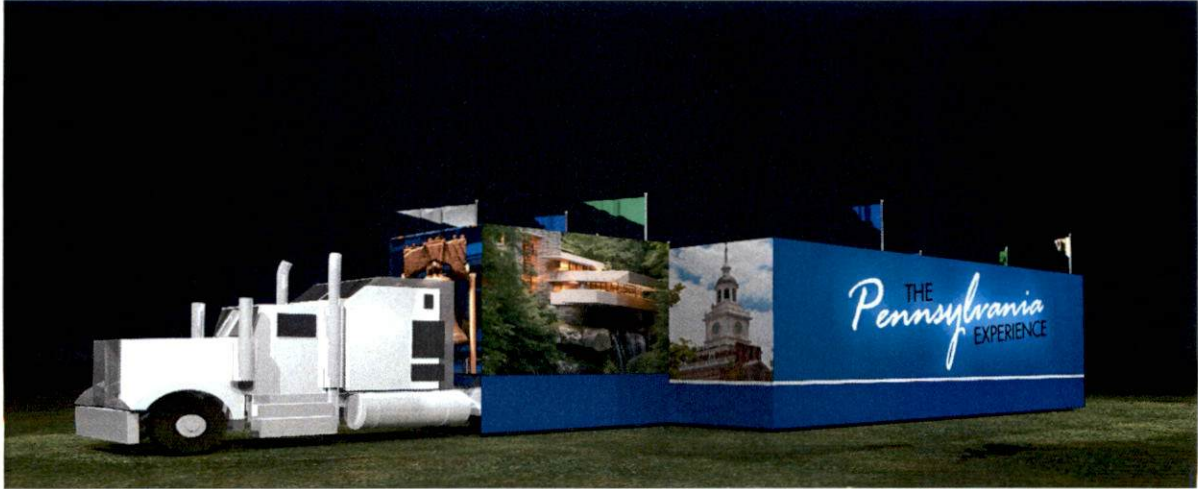


THE Pennsylvania EXPERIENCE





The **Pennsylvania Experience** is a multi-media and experiential marketing vehicle which will travel throughout the State and surrounding region/states, promoting the great assets of Pennsylvania (destinations, attractions, companies and products made in PA). Our primary goal to increase tourism and target domestic and in-state travelers to increase visitation to the State of PA. Visitors and consumers will engage in on-site messaging through interactive and real time tools to access necessary information while planning their trip to Pennsylvania.

MEDIA CONTENT DELIVERABLES

Our Emmy Award winning production team will produce multi-media content which will be strategically placed throughout the footprint and displayed on the main stage, video wall and interactive kiosks. Features include:

3D Immersive Environment
Town and Attraction Vignettes
Web & Sponsor Vignettes
Documentary: *The Pillars of Pennsylvania Tourism*

TOWN AND ATTRACTION VIGNETTES

An important part of **The Pennsylvania Experience** is consumer interaction. As part of the touch screen displays and kiosks, our production company will create content pieces on tourism locations and major attractions. These vignettes will be 30 -90 seconds in length and will provide the consumer with background on the location as well as highlight new events and experiences. It is our mission to create beautiful content that will entice consumers to take the next step in booking their Pennsylvania experience.

TARGETED PARTNERSHIPS: INDUSTRY STAKEHOLDERS AND TOURISM ASSOCIATIONS

We are inviting Pennsylvania corporations, state agencies and tourism partners to participate and be part of the Pennsylvania Experience. Our marketing team will provide additional information on the many benefits you will receive, so please contact us for information on how you can participate.

Diane McGraw @ 502-640-5551
diane@mcgrawproductions.com
www.mcgrawproductions.com





MANAGEMENT TEAM

Executive Producer

Diane McGraw – President, McGraw Productions

Diane McGraw is a nationally recognized executive, with over 30 years experience in the tourism, sports and entertainment industries. Since June 2012, she represented the Commonwealth of Pennsylvania as Executive Director of Travel, Tourism and Film, overseeing 11 tourism regions throughout the state and 9 regional film offices. Formerly she served in leadership roles representing and marketing the cities of Los Angeles, Orlando, Louisville and Philadelphia. McGraw's background in management, marketing, strategic planning, government relations and production will uniquely provide the expertise to successfully launch and manage the *Pennsylvania Experience*.

Chief Financial Officer

Jeff Kern

Jeff's 25 years' experience in the media, finance and technology industries includes roles as Senior Management and Sales positions at AerPass, Relevance Media, Univision Communications, Millennium Entertainment, Gannett Broadcasting, Viacom & Paramount Pictures, and Katz Communications. Jeff began his career with the Philadelphia Accounting firm Stockton Bates where he worked in auditing, tax and consulting. Jeff holds a BS in Business Administration and an MBA, University of Denver.

Marketing and Sales

Rocco Iacobellis – Chief Marketing Partner

Rocco is working with McGraw Productions to develop and launch the marketing strategy and sales plan for the Pennsylvania Experience. His roster of clients include Nike, AAA, Ford, Chrysler, Kraft & Proctor & Gamble among many others. His background includes time spent with Interpublic's Campbell Ewald (Chevrolet/AC Delco), Detroit, Western International Media, 3M National Advertising and Gannett before starting his own Integrated Marketing firm in Princeton, NJ. He also served as the President of Clear Channel Outdoor in Philadelphia running a \$55M operation that included SEPTA Transit Advertising.

Operations, Engineering and Technical Support

James Barger

Jim was the Vice President of Broadcast Engineering and Operations at the NBC owned television station in Philadelphia, Pennsylvania. Jim's career in the broadcasting industry spanned 38 years working for both CBS and NBC in various managerial and journalistic roles. While at NBC, Jim was responsible for the FCC's mandate to the broadcast industry to transform station from analog to digital. To comply with this mandate, Jim project managed over (\$10,000,000.00) million dollars in digital station upgrades including a new state of the art "High Definition" control room, news broadcast studio and transmission facility at the NBC station in Philadelphia. Jim's other responsibilities included maintaining the stations FCC license compliance, negotiating various union contracts, managing budgets for the station's news operations and overseeing the implementation and cost control of the stations capital budgets. Jim managed a department of 85 plus employees including, Directors, Editors, Photojournalist and Engineers.

Operations and Build Out

Ian Larow is a national experiential marketing executive with over 25 years of industry expertise that grows companies by connecting consumers to brands through the creation of meaningful physical and digital moments. Lawrow's services range from planning and executing strategic grassroots campaigns, including Events, Tours, Environments and Exhibits. The development of the kiosks and footprint will be done in cooperation with a local Pennsylvania company, Steele City Displays.

Steele City Displays, based out of Malvern, PA

Located in Suburban Philadelphia, we provide a one stop approach for booth design, graphic design, show registration and logistics, transportation and Install and Dismantle. Whether you need a rental or a purchase, we can also guide you in choosing sustainable solutions. Whether you need a Custom Built Exhibit, a Portable Display or a Hybrid for Trade Shows, Special Events, Museums, Parks or Branded Environments, unique, show-stopping solutions are found at Steel City Displays. Led by 30-year exhibit solutions veteran Bob Heck, the Steel City Displays team is best known for a unique combination of creativity, experience, flexibility and passion for putting the customer first.

Video and Content Production

Nancy Glass Productions

Founded in 2000, Nancy Glass Productions is an award winning, full service, independent production company specializing in unscripted television and new media productions. The company has produced reality programming for all of the major cable networks including TLC, Animal Planet, E!, National Geographic, The Food Network, Lifetime Movie Network, A&E, DIY, HGTV, WEtv, and the Lifetime Network.

History Making Productions

Founded in 2008 by civic entrepreneur Sam Katz, History Making Productions (HMP) is an EMMY-award winning production studio located in Philadelphia. With our team of writers, editors, filmmakers, and historians, we strive to share Philadelphia's rich history through the powerful medium of film. Our first series, Philadelphia: The Great Experiment, tells the expansive history of America's first capital city. Sam will bring to the Pennsylvania Experience his enthusiasm and creative team to the project to produce a compelling and impactful Pennsylvania story.

For More Information Contact:



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(502) 640-5551