



Visit
McAllen
Texas

MEETING PLANNER GUIDE



A Message from Mayor Jim Darling

It's time to know a place where top planners report 100% satisfaction with their events. A place with world-class hospitality, rich culture, and clear skies to provide the perfect setting for your event. Get to know McAllen, so you'll be the one who knows a place.

“

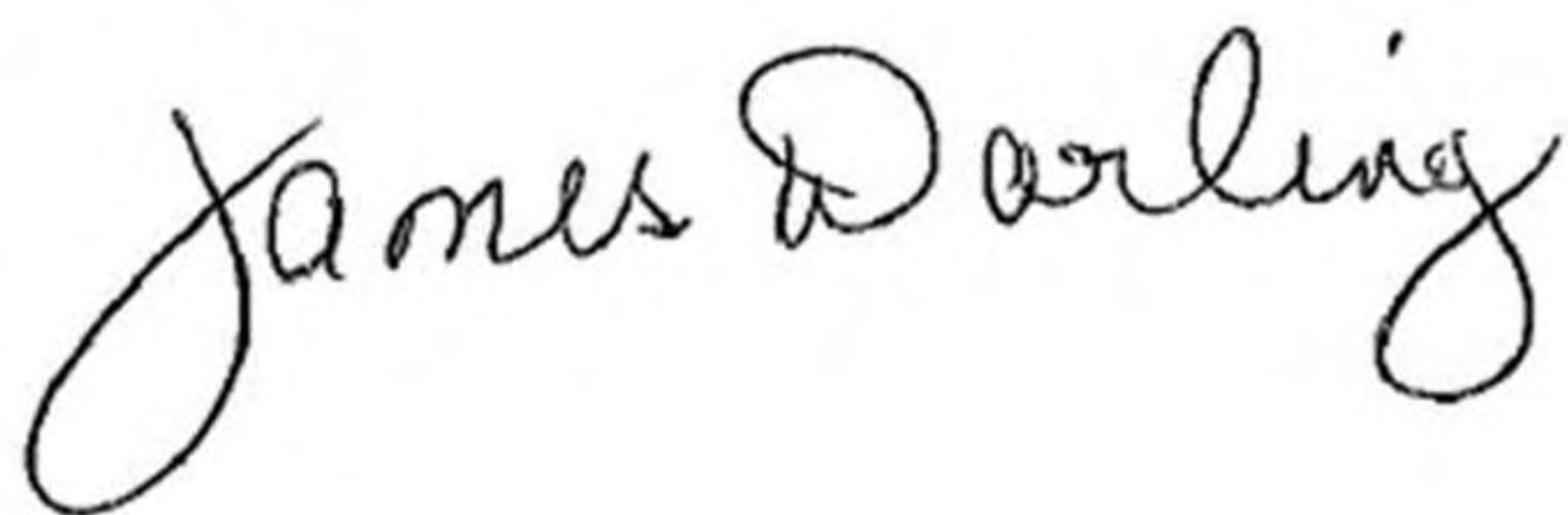
On behalf of the City of McAllen and its City Commission, I would like to invite event planners and associations to host your next meeting in McAllen.

McAllen's Convention Center District is the premier destination for conventions and events in South Texas with top-rated hotels, first-class event facilities, premium shopping and dining all within walking distance.

Beyond McAllen's ability to host successful conferences and events, our city is an exceptional place to visit. Top attractions like Quinta Mazatlan, one of nine world birding centers, the Smithsonian-affiliated International Museum of Art & Science, and the McAllen Heritage Center are wonderful places for families to explore while visiting McAllen.

With quality venues and hotels and memorable attractions and activities, McAllen has all the amenities needed to host a successful convention, but what truly sets us apart is our people. **Our community values center on our culture of service and hospitality, and we welcome you to enjoy all the city has to offer.**

Sincerely,



Jim Darling
Mayor





A Proven Venue for Any Event

Planning a high-visibility event means leaving nothing to chance. McAllen's three keys for a successful event will ensure you meet your attendance and attendance goals while creating memorable experiences for everyone in one of the top meeting facilities in Texas.

UNBEATABLE VALUE



Ensure your event is profitable with subsidize meeting space rentals at the McAllen Convention Center and/or McAllen Performing Arts Center along with complimentary convention wide Wi-Fi, parking, and some of the lowest hotel rates in Texas.

MEMORABLE EXPERIENCES



Your event comes 1st in McAllen. With a 99% planner satisfaction rating, we focus on the special moments like our famous Border Buttermilk Welcome Reception.

FIRST CLASS FACILITIES



The Convention Center District was engineered to host your event. Deliver a unique experience in the state of the art Performing Arts Center, highly configurable Convention Center, and Oval Park.

Why Meeting Planners LOVE McAllen

VALUE

Participants can enjoy big city hotels and restaurants at some of the best prices in the entire U.S. (3rd lowest cost of living U.S. *cbsnews.com)

Best Hotel Rates*

* Based on Average Daily Rate - Texas Hotel Performance Factbook, 1st quarter 2018

McAllen	\$75.91 /night
College Station	\$95.42
Corpus Christi	\$97.93
San Antonio	\$110.03
Houston	\$117.04
Galveston	\$139.45
Austin	\$164.45

Custom Event Experiences

Our team can help create a custom experience for your attendees guaranteed to make your conference memorable.

- ▣ Off-site activities
- ▣ Dine-arounds
- ▣ Spouse activities

WALKABLE SPACE

The McAllen Convention Center District has hotels, entertainment, eateries, and its own shopping district within walking distance of the Convention Center

WE'VE GOT YOUR BACK

Your dedicated event manager will work with you directly to ensure your event runs smoothly from beginning to end.

#1 Safest City in Texas*
SmartAsset.com 2015

#8 Safest City for Drivers*
Allstate, 2016

Top 10 Boom Cities in U.S.*
Magnify Money 2018

Successful Events held in McAllen

Talk to someone who knows a place that has delivered a great experience. Contact us for full list of references.



National Association of Hispanic Publications



Mexican American School Board Association



Outdoor Writers Association of America



Texas International Produce Association



Texas Art Education Association



Texas Association of Assessing Officers



Texas Festivals & Events Association



The American Legion Department of Texas

American Legion Department of Texas Annual Convention

Texas Baptists

Baptist General Convention of Texas

Working with Visit McAllen has been a great experience! Their Sales Team is very knowledgeable and has been very proactive in assisting us with our event planning. They are friendly and inviting which has made me feel very welcomed. Thank you Visit McAllen for all your support!"

- Pilar Alvarez, Texas Association of Assessing Officers



CVB Services

Visit McAllen is dedicated to helping you plan a successful event. Our convention services team provides resources and support, so you can focus on the details.

▣ DEDICATED LIAISON

From planning your conference to securing local vendors, our dedicated convention liaison will assist you every step of the way.

▣ OFFICIAL CITY WELCOME

Please let us know if you would like a City or CVB representative to provide a welcome address during your event.

▣ BORDER BUTTERMILK WELCOME RECEPTION

Complimentary welcome reception, a long-standing McAllen tradition, featuring the McAllen Greeters and their famous Border Buttermilk Cocktail.

▣ MARKETING AND PUBLIC RELATIONS

Our communications staff can assist you with writing and distributing press releases and connect you with local media contacts.

▣ ON-SITE PROMOTIONAL MATERIALS

During registration or other high-traffic times, an information booth can be staffed to provide details about what there is to do and see in the city.

▣ INFORMATION BOOTH

Our team can provide information for your convention attendees and give the inside scoop on local hot spots.

▣ REGISTRATION ASSISTANCE

Registration assistance is available upon request.

▣ BADGES & BADGE HOLDERS

Complimentary name badges and badge holders for convention attendees.

The District: A Special Place

The District sees more than 600K visitors annually and is home to the region's top conventions, festivals and events. Located just 10 minutes from the McAllen International Airport, this inclusive destination was made with meeting planners in mind, featuring every amenity needed to host a successful conference in a safe and walkable space.



484 HOTEL ROOMS

4 TOP HOTELS IN WALKING DISTANCE



29 RESTAURANTS & ENTERTAINMENT VENUES



PALMS CROSSING SHOPPING DISTRICT 18 RETAIL STORES



OVAL PARK WITH OPEN AIR STAGE

The 2.4-acre park features an open-air stage, shaded with native trees and an impressive fountain with reflection pond, making it perfect for Welcome Receptions, social events or to enjoy some fresh air.



MCALLEN PERFORMING ARTS CENTER

The premier performing arts theater in South Texas hosts Broadway-style shows, symphonies, concerts and can serve as a show-stopping venue for general sessions or keynote speakers. It offers 1,886 seats with unrestricted views of the stage.



VETERAN'S WAR
MEMORIAL



TESLA SUPER
CHARGE STATION



BIKE SHARE

McAllen Convention Center



The McAllen Convention Center is where the action happens in McAllen. From top expos and tradeshows to large conventions and social events, the Convention Center has the flexibility to host almost any event.

174,000 TOTAL SQ. FT. OF MEETING SPACE

16 BREAKOUT ROOMS

60,000 SQ. FT. OF COLUMN FREE EXHIBIT SPACE



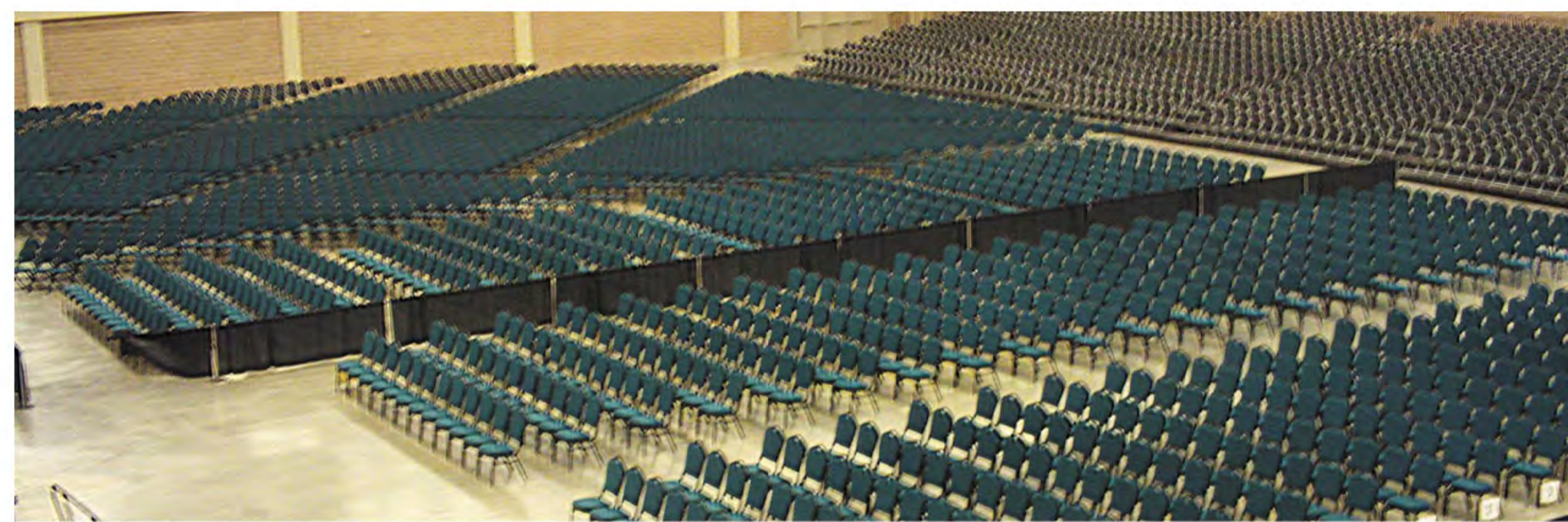
COMPLIMENTARY WI-FI & PARKING



EXCLUSIVE ON-SITE CATERING BY SPECTRA

COLUMN FREE EXHIBIT HALL

The Exhibit Hall can be divided into Exhibit Halls A and B, accommodating up to 5,600 people and more than 200 trade show booths. It also features a loading dock and three oversized bay doors with the ability to accommodate large vehicles, machinery or displays.



CONFIGURABLE GRAND BALLROOM

The richly carpeted space can be divided into four separate rooms, each featuring state-of-the-art audio/visual, dimming, and design lighting systems. From the luxurious carpet to the sparkling chandelier, the Ballroom was designed to impress.



16 UPSCALE MEETING ROOMS

The McAllen Convention Center has up to 16 carpeted meeting rooms totaling over 25,000 square feet. Upscale and intimate, these exclusive spaces offer business professionals an environment conducive to learning throughout the day.



AMENITIES & FACILITY MAP



-  VENDOR ENTRANCE
-  ADMINISTRATION
-  ATM
-  RESTROOM
-  CONCESSIONS
-  FIRST AID

Full List of Amenities

- ✦ Room Features and Guest Services
 - Internet access
- ✦ Business Services
 - AV capabilities
 - Video conference
- ✦ Venue Accessibility
 - Airport shuttle
 - Bus
 - Taxi

✦ Facilities

- Onsite catering
- Onsite restaurant
- Onsite security
- Space (Outdoor)
- Space (Private)
- Wheelchair accessible

✦ Equipment

- Dance floor
- Loading dock
- Piano
- Portable walls
- Staging area

ROOM	CAPACITIES			MEASUREMENTS			
	THEATRE	CLASSROOM	BANQUET	EXHIBIT SPACE	SQUARE FEET	CEILING HEIGHT	DIMENSIONS
EXHIBIT HALL LAYOUTS & CONFIGURATIONS				(10 x 10 booths)			
EXHIBIT HALL	5600		2000	273	60,818	33 ft.	205 x 332
EXHIBIT HALL A	2300		1000	129	27,555	33 ft.	205 x 156
EXHIBIT HALL B	2700		1248	156	33,262	33 ft.	205 x 185
MEETING ROOMS LAYOUTS & CONFIGURATIONS							
101	101	460	192	208	21	5,190	15 ft. 60 x 102
	101 A	132	60	64	-	1,794	15 ft. 59 x 43
	101 B	154	72	64	-	1,752	15 ft. 58 x 37
	101 C	110	60	64	-	1,643	15 ft. 58 x 39
	101 AB	330	132	144	-	3,546	15 ft. 59 x 73
	101 BC	308	132	144	-	3,396	15 ft. 60 x 69
102	102	320	132	136	16	3,501	15 ft. 58 x 70
	102 A	132	60	64	-	1,660	15 ft. 57 x 37
	102 B	77	36	40	-	936	15 ft. 56 x 36
	102 C	77	36	32	-	1,693	15 ft. 42 x 50
	102 AB	286	96	104	-	N/A	15 ft. N/A
	102 BC	154	72	64	-	1,833	15 ft. 58 x 42
103	103	414	192	160	16	4,388	15 ft. 91 x 50
	103 A	50	24	32	-	686	15 ft. 29 x 49
	103 B	50	24	24	-	621	15 ft. 52 x 48
	103 C	160	72	64	-	1,693	15 ft. 42 x 50
	103 D	100	48	48	-	1,387	15 ft. 32 x 50
	103 AB	100	48	58	-	1,308	15 ft. 52 x 50
	103 ABC	280	120	120	-	3,001	15 ft. 68 x 50
	103 CD	270	120	120	-	3,080	15 ft. 67 x 50
103 BC	210	96	98	-	N/A	15 ft. N/A	
BALLROOM LAYOUTS & CONFIGURATIONS							
BALLROOM	950	390	480	45	10,412	22 ft.	102 x 117
BALLROOM A	238	99	120	-	3,048	22 ft.	92 x 36
BALLROOM B	408	144	150	-	4,296	22 ft.	102 x 45
BALLROOM C	112	45	50	-	1,502	22 ft.	89 x 36
BALLROOM D	112	45	50	-	1,565	22 ft.	87 x 36
BALLROOM AB	548	294	280	-	7,344	22 ft.	102 x 93
BALLROOM BCD	624	234	330	-	7,364	22 ft.	102 x 93
BALLROOM CD	224	90	110	-	3,068	22 ft.	97 x 48
BOARDROOM							
BOARDROOM 1	64	36	32	-	908	15 ft.	29 x 41
BOARDROOM 2	22	-	-	-	910	15 ft.	29 x 42

*Meeting room maximums contain only the equipment to provide the basic setups. Modification to the basic setups may result in diminished capacities.



A Place to Get Away

The City of McAllen has 37 hotels with 3,775 rooms. From upscale, full-service hotels to boutique or budget-friendly accommodations, McAllen has offerings from your favorite brands, including Marriott, Wyndham, Hilton, and Radisson.

Know a place where the food scene is fierce and the tropical sunsets are lined with palms. A place where bistros and trendy pubs compete with food trucks, legendary BBQ, and the most authentic Mexican food north of the Rio Grande. Have a taste of McAllen, so you'll be the one who knows a place.

A Place for Fun & Relaxation



OUTDOOR FUN

- Palm View Golf Course
- Town Lake at Firemen's Park
- Hike at Quinta Mazatlan World Birding Center
- Sunset Live music at Oval Park
- City-wide Bike Share
- Veterans War Memorial



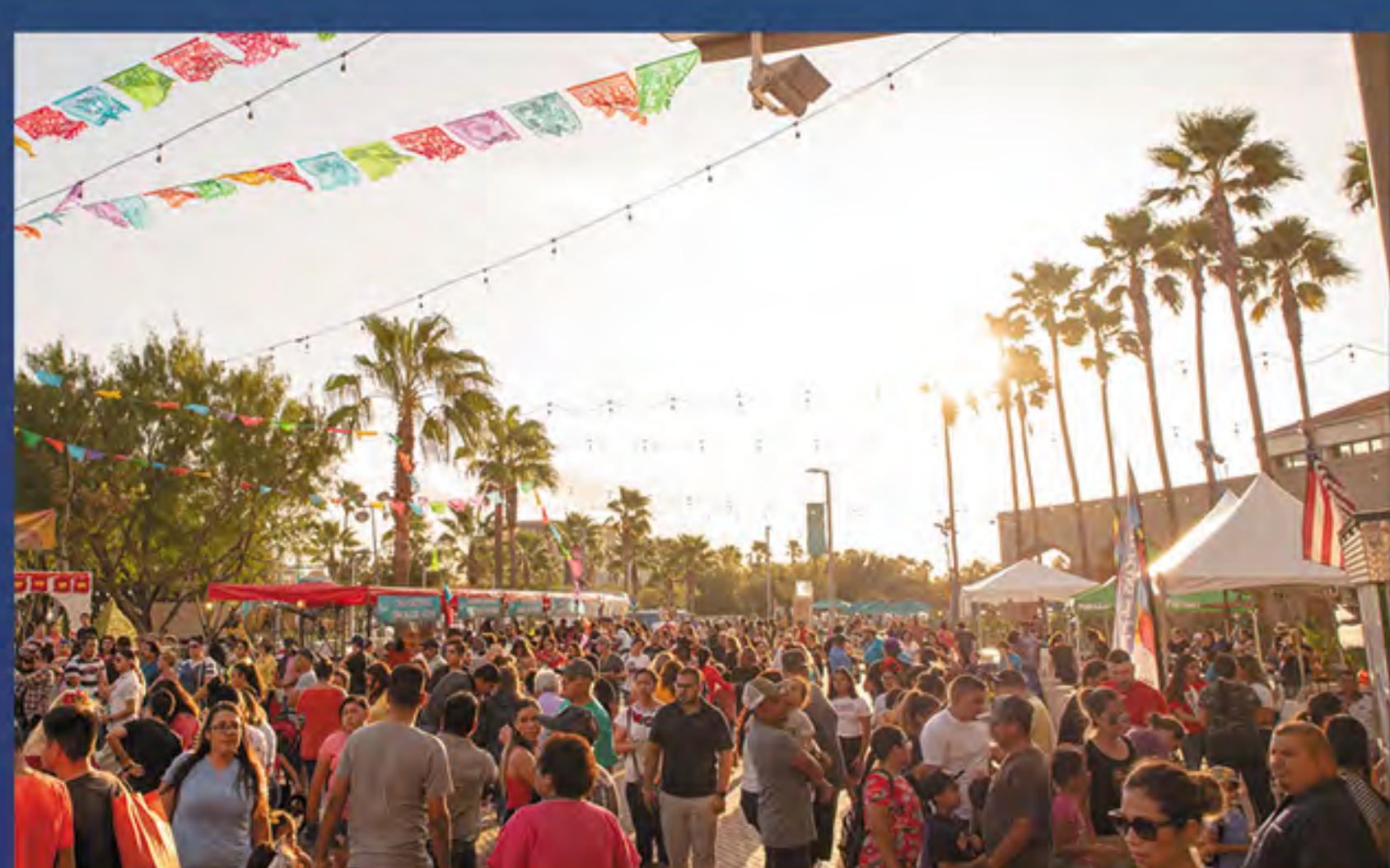
FAMILY FUN

- Broadway shows at McAllen Performing Arts Center
- Dave & Busters Entertainment
- International Museum of Arts & Science
- Frio Grande Valley Ice Skating Center
- 3 trampoline parks
- Escape Rooms



SHOPPING, FOOD & NIGHTLIFE

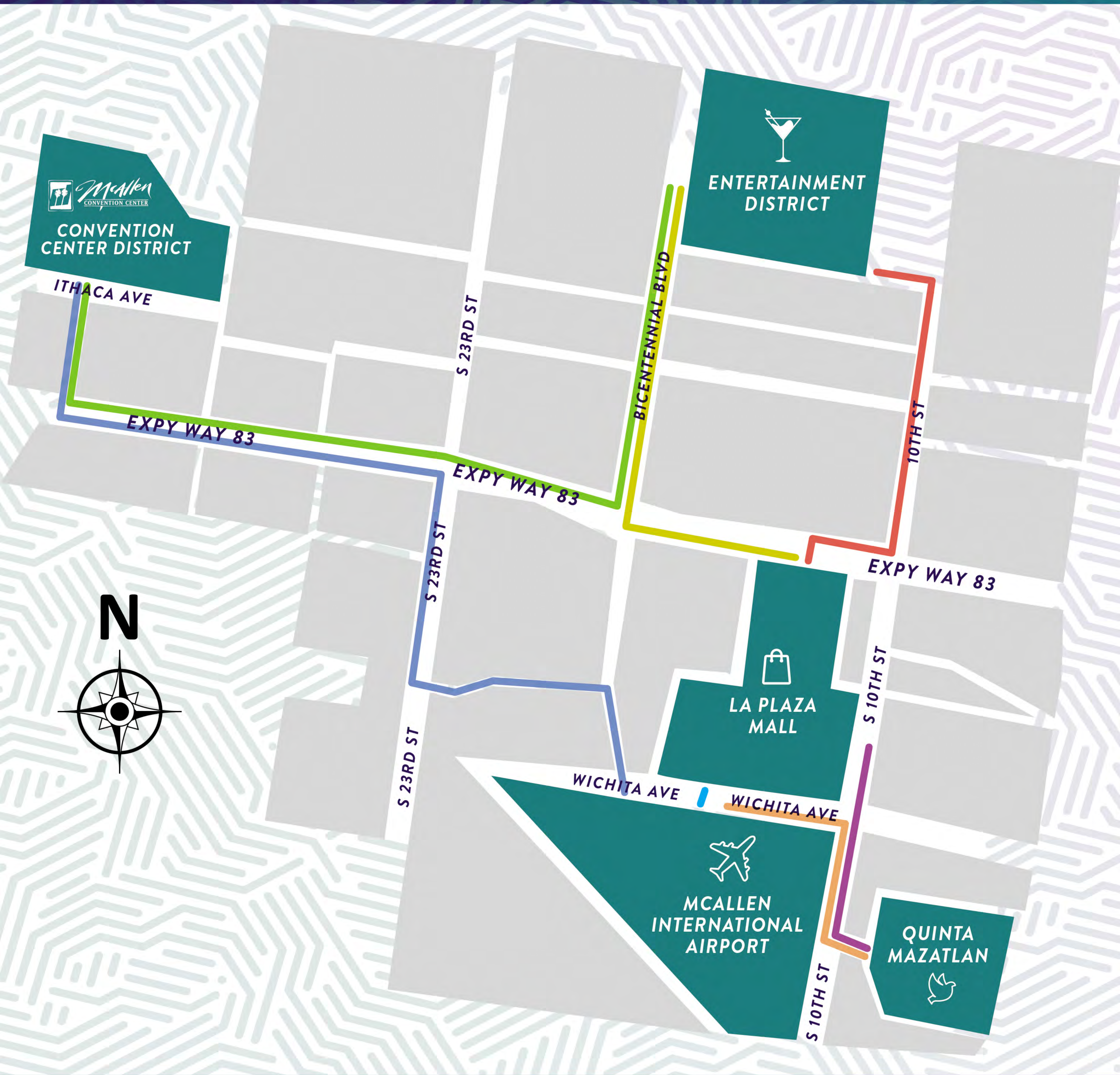
- La Plaza - the largest mall in South Texas
- Downtown Food Truck Park
- McAllen's Official City-wide Food Tour
- Authentic Mexican restaurants
- 17th Street Entertainment District - 35 Clubs



CITY-WIDE GETAWAYS & FESTIVALS

- MXLAN 5-Day City wide Summer Festival
- Fiesta De Palmas Cultural Celebration
- McAllen Holiday Parade - Largest Illuminated Parade in Texas
- Taste McAllen Food Festival

Everywhere in 10 Minutes or Less



ENTERTAINMENT DISTRICT — LA PLAZA MALL
● 5 Minutes | 1.6 Miles

MCALLEN CONVENTION CENTER — ENTERTAINMENT DISTRICT
● 8 Minutes | 2.6 Miles

LA PLAZA MALL — QUINTA MAZATLAN
● 4 Minutes | 1 Miles

MCALLEN CONVENTION CENTER — MCALLEN INTERNATIONAL AIRPORT
● 8 Minutes | 2.6 Miles

LA PLAZA MALL — MCALLEN INTERNATIONAL AIRPORT
● 1 Minutes | 0.4 Miles












MCALLEN INTERNATIONAL AIRPORT — QUINTA MAZATLAN
● 5 Minutes | 1.2 Miles

Hotels & Motels



Hotel Name	Address & Phone	Total Number of Guest Rooms	Number of Handicap Rooms
BEST WESTERN ROSE GARDEN INN	300 E. EXPY 83, MCALLEN, TX 78503 (956) 630-3333 • 1-800-WESTERN	92	8
CAMBRIA HOTEL MCALLEN CONVENTION CENTER*	701 S WARE RD, MCALLEN, TX 78501 (956) 618-7207	121	8
CASA DE PALMAS TRADEMARK BY WYNDAM	101 N. MAIN, MCALLEN, TX 78501 (956) 631-1101	167	8
CLARION INN	1401 S 10TH ST, MCALLEN, TX 78501 (956) 682-8301	110	4
COMFORT SUITES	800 W. EXPY 83, MCALLEN, TX 78501 (956) 213-0333 • 1-800-4CHOICE	56	3
COURTYARD BY MARRIOTT	2131 S. 10TH STREET, MCALLEN, TX 78501 (956) 668-7800 • 1-800-321-2211	110	6
DAYS INN	1421 S. 10TH ST., MCALLEN, TX 78501 (956) 686-1586 • 1-800-329-7466	73	3
DOUBLETREE SUITES BY HILTON	1800 S 2ND ST, MCALLEN, TX 78503 (956) 686-3000	252	10
DRURY SUITES	228 W. EXPY 83 MCALLEN, TX 78501 (956) 682-3222 • 1-800-DRURYINN	171	8
EMBASSY SUITES HOTEL BY HILTON*	1800 S. 2ND STREET MCALLEN, TX 78503 (956) 686-3000 • 1-800-EMBASSY	150	5
FAIRFIELD INN & SUITES BY MARRIOTT	2117 S. 10TH MCALLEN, TX 78503 (956) 971-9444 • 1-866-971-9444	68	3
FIESTA INN	501 S 10TH ST, MCALLEN, TX 78501 (956) 682-6171	75	4
HAMPTON INN & SUITES	10 W EXPY 83, MCALLEN, TX 78501 (956) 661-1100	112	7
HAWTHORN SUITES BY WYNDHAM	4801 W EXPY 83, MCALLEN, TX 78503 (956) 618-7240	98	6
HILTON GARDEN INN	617 EXPY 83 MCALLEN, TX 78503 (956) 664-2900 • 1-800-644-2902	104	6
HOLIDAY INN EXPRESS & SUITES	1921 S. 10TH MCALLEN, TX 78503 (956) 994-0505 • 1-888-400-9714	115	18
HOME2 SUITES BY HILTON*	525 S WARE RD, MCALLEN, TX 78501 (956) 391-2964	99	10
HOMEWOOD SUITES BY HILTON	3801 EXPY 83, MCALLEN, TX 78503 (956) 630-0500	114	4
LA COPA HOTEL	2000 S. 10TH STREET MCALLEN, TX 78503 (956) 686-1741 • 1-800-839-2748	150	7
LA QUINTA INN & SUITES LA PLAZA MALL	1100 S. 10TH ST., MCALLEN, TX 78501 (956) 687-1101 • 1-800-531-5900	120	8
LA QUINTA INN & SUITES CONV. CENTER*	801 S WARE RD, MCALLEN, TX 78501 (956) 682-6765	114	8
MOTEL 6	801 E EXPRESSWAY 83, MCALLEN, TX 78501 (956) 630-2727	88	5
RADISSON HOTEL MCALLEN AIRPORT	2721 S 10TH ST, MCALLEN, TX 78503 (956) 682-7234	150	7
RESIDENCE INN BY MARRIOTT	220 W. EXPY. 83 MCALLEN, TX 78501 (956) 994-8626 • 1-800-331-3131	78	3
SPRINGHILL SUITES CONVENTION CENTER	1800 S. WARE RD., MCALLEN, TX 78503 (956) 682-6336	102	7
STAYBRIDGE SUITES	620 WICHITA, MCALLEN, TX 78503 (956) 213-7829	104	8
STUDIO 6 HOTEL	700 SAVANAH AVE., MCALLEN, TX 78503 (956) 668-7829 • 1-888-897-0202	111	6
SUPER 8 MOTEL	1420 E. JACKSON AVE., MCALLEN, TX 78501 (956) 682-1190 • 1-888-897-0202	49	2
WINGATE INN	1500 WICHITA, MCALLEN, TX 78503 (956) 632-2000 • 1-800-228-1000	106	5
WYNDHAM GARDEN AT LA PLAZA MALL	1921 S 10TH ST, MCALLEN, TX 78503 (956) 994-0505	191	5

*located at Convention Center District

	 NS = NON SMOKING S = SMOKING	 SUITES	 BREAKFAST F = FULL • Q = QUICK	 DOUBLE OR DOUBLE QUEEN	 RESTAURANT	 ROOM SERVICE	 POOL	 MEETING ROOMS	 COURTESY VAN AIRPORT	 RECREATIONAL FACILITIES	 WIRELESS INTERNET
	NS/S	23	F	41			*	*	*	*	*
	NS	11	F	53	*	*	*	*	*	*	*
	NS	22	F	26	*	*	*	*		*	*
	NS	1	F	80	*		*	*	*	*	*
	NS	5	Q	26			*	*		*	*
	NS	7	Q/F	60	*		*	*	*	*	*
	NS/S	14	Q	40			*			*	
	NS	252	F	30	*	*	*	*	*	*	*
	NS	90	F	63			*	*		*	*
	NS		F	80	*	*	*	*	*	*	*
	NS	150	Q	19			*		*	*	*
	NS/S						*				*
	N/S	39	F	50			*	*	*	*	*
	NS	98	F	30			*	*	*	*	*
	NS/S	9	Q/F	44	*		*	*	*	*	*
	NS	29	F	45			*	*	*	*	*
	NS	8	Q	11			*	*	*	*	*
	NS/S	114	F	8			*	*	*	*	*
	NS/S		Q	86			*	*	*	*	*
	NS/S	1	Q	74	*		*	*	*	*	*
	NS	21	F	49			*	*	*	*	*
	NS/S		Q	42			*			*	*
	NS		F	75	*	*	*	*	*	*	*
	NS	78	F	60			*		*	*	*
	NS	102	Q	27			*	*	*	*	*
	NS	104	Q	67			*	*	*	*	*
	NS/S	111		64			*			*	*
	NS/S	12	Q/F	28		*		*		*	*
	NS	3	F	50			*	*	*	*	*
	NS/S	82	F	99		*		*	*	*	*

Annual Festivals & Events



January - McAllen International Carfest

Over 300 vehicles are on display inside the Convention Facilities and on the adjacent parking lot. The show features over 60 different categories of vehicles ranging from classic and antique to muscle cars, hot rods and race cars to modern and concept vehicles.



January - McAllen Marathon

The McAllen Marathon is a 13.1 mile half marathon, 26.2 mile full marathon or 5 person relay marathon adventure through the streets of tropical McAllen, Texas where the average January weather is 50 to 71 degrees and is a USATF-certified marathon; a great Boston Qualifier.



July - MXLAN

MXLAN is an experience to ignite people's spirit of adventure, revelry, and kinship. It is a 5-day summer music & interactive arts festival celebrating the past, present, and future of Mexico's cultural influence on our world.



September - Fiesta de Palmas Festival

Fiesta de Palmas, along with the Mexican Consulate of McAllen, have created a weekend-long festival that includes live music, international cuisine and an eclectic array of cultural activities for all guest to experience.



November & December - FRIO!

This Holiday season get ready for REAL snow in the Rio Grande Valley at FRIO! —a Winter Fiesta full of thrills, fun and magical memory-making moments for the whole family.



December - McAllen Holiday Parade

The McAllen Holiday Parade is the biggest, brightest event of its kind in Texas with giant helium-filled character balloons, illuminated floats, & a celebrity line-up, all add up as part of this one spectacular event!

Photo Gallery



MAKE THE CALL

so you'll be the one who knows a place

1200 Ash Ave. - McAllen, Texas

(956) 682-2871 meetings@visitmcallen.com

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