



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.

“

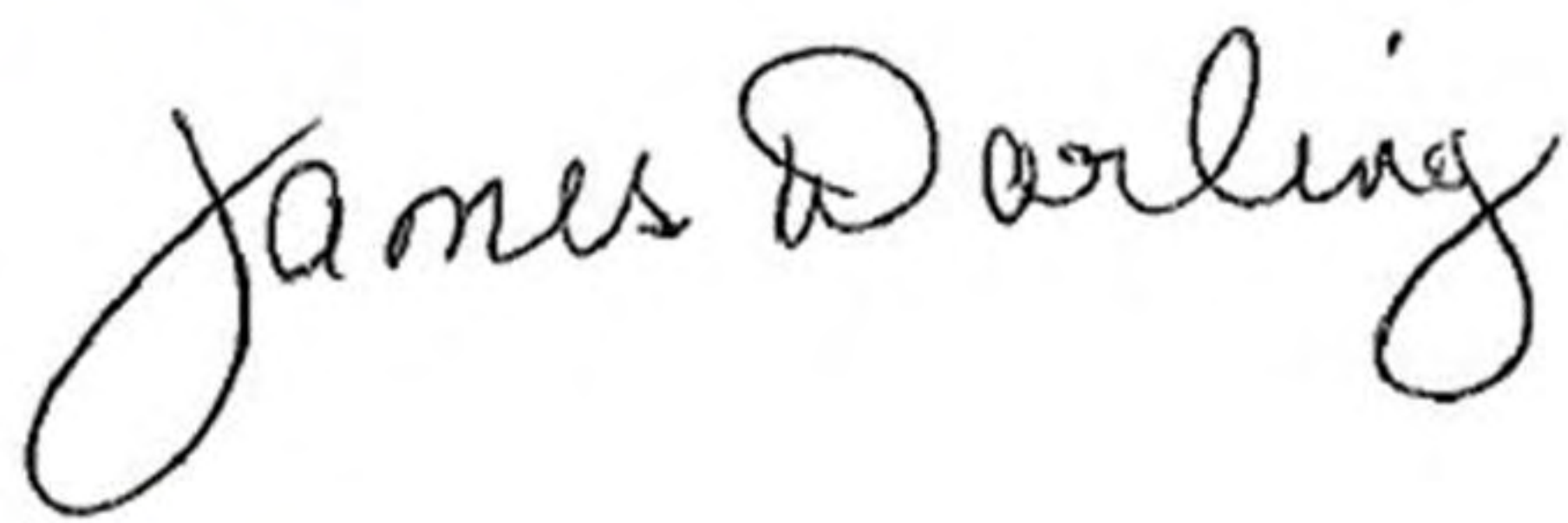
On behalf of the City of McAllen and its City Commission, I would like to invite event planners and associations to host your next meeting in McAllen.

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

|                |                       |
|----------------|-----------------------|
| <b>McAllen</b> | <b>\$75.91 /night</b> |
|----------------|-----------------------|

|                 |          |
|-----------------|----------|
| 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

## Hometown Smiles. World Class Travel.



McAllen-Miller International Airport offers daily, non-stop flights from Houston, Dallas, Las Vegas and Mexico City with air service provided by Aeromar, Allegiant, American and United Airlines. Visit [www.mcallenairport.com](http://www.mcallenairport.com) for flight schedules.

**#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 Deptetmanet  
of Texas Annual Convention**

**TEXAS ★ BAPTISTS**  
BAPTIST GENERAL CONVENTION OF TEXAS

**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 tradeshow 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



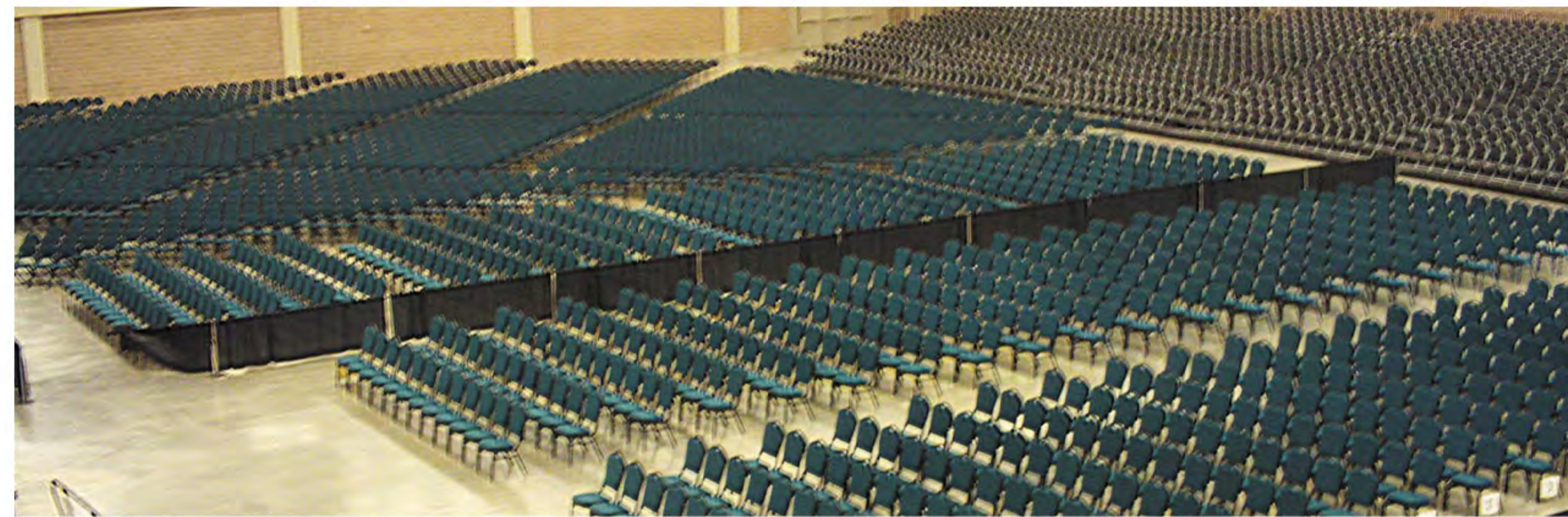
COMPLIMENTARY  
WI-FI & PARKING



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

- |                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>✦ Room Features and Guest Services <ul style="list-style-type: none"> <li>Internet access</li> </ul> </li> <li>✦ Business Services <ul style="list-style-type: none"> <li>AV capabilities</li> <li>Video conference</li> </ul> </li> <li>✦ Venue Accessibility <ul style="list-style-type: none"> <li>Airport shuttle</li> <li>Bus</li> <li>Taxi</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>✦ Facilities <ul style="list-style-type: none"> <li>Onsite catering</li> <li>Onsite restaurant</li> <li>Onsite security</li> <li>Space (Outdoor)</li> <li>Space (Private)</li> <li>Wheelchair accessible</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>✦ Equipment <ul style="list-style-type: none"> <li>Dance floor</li> <li>Loading dock</li> <li>Piano</li> <li>Portable walls</li> <li>Staging area</li> </ul> </li> </ul> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|





# ROOM CAPACITIES & MEASUREMENTS



700 Convention Center Blvd  
McAllen, TX 78501  
tel: (956) 681-3800  
fax: (956) 213-9310  
www.mcallenconventioncenter.net

| 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



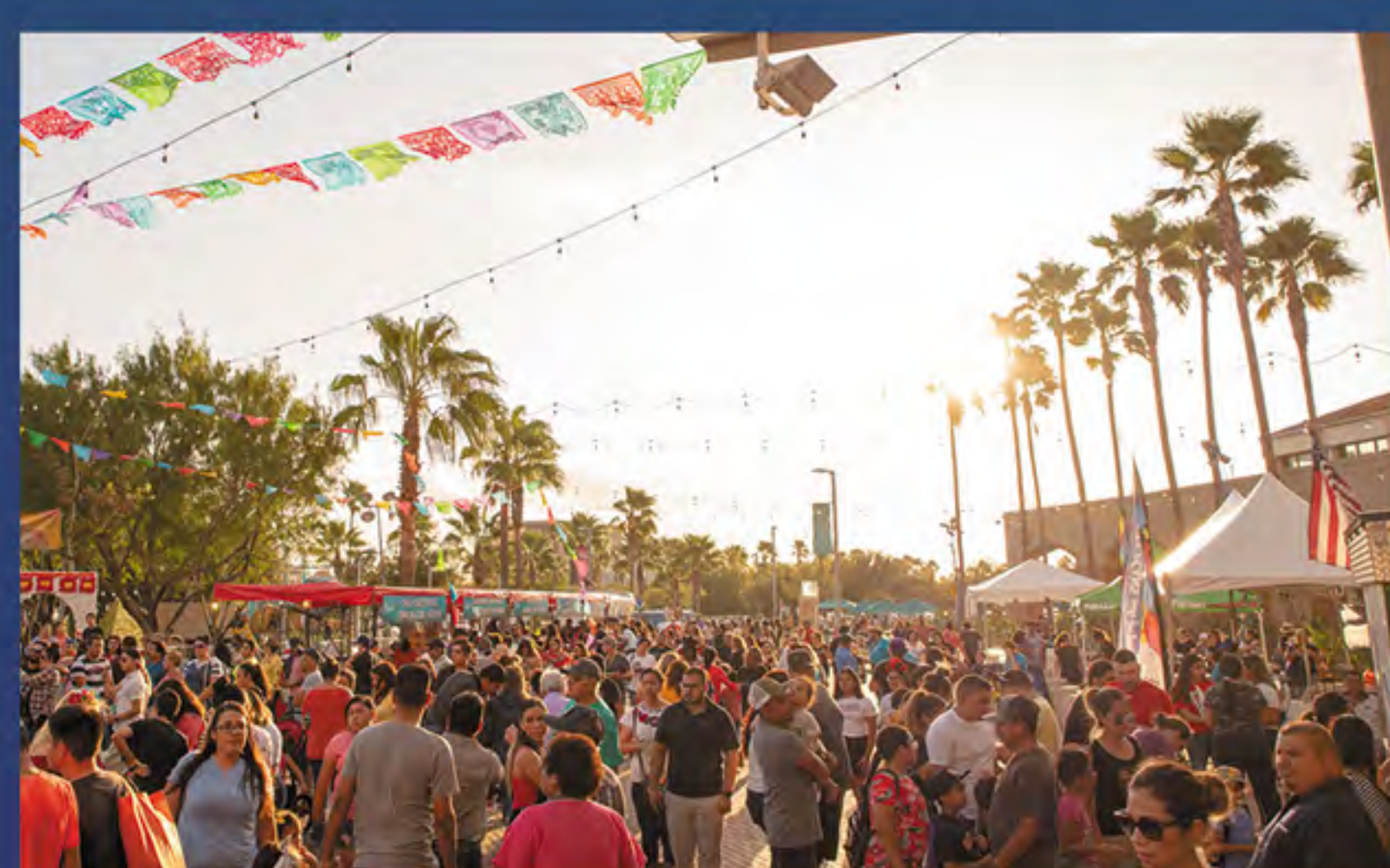
### FAMILY FUN

- 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<br>● 5 Minutes   1.6 Miles                    | MCALLEN CONVENTION CENTER — ENTERTAINMENT DISTRICT<br>● 8 Minutes   2.6 Miles | LA PLAZA MALL — QUINTA MAZATLAN<br>● 4 Minutes   1 Miles                   |
| MCALLEN CONVENTION CENTER — MCALLEN INTERNATIONAL AIRPORT<br>● 8 Minutes   2.6 Miles | LA PLAZA MALL — MCALLEN INTERNATIONAL AIRPORT<br>● 1 Minutes   0.4 Miles      | MCALLEN INTERNATIONAL AIRPORT — QUINTA MAZATLAN<br>● 5 Minutes   1.2 Miles |



# Hotels & Motels



TOTAL NUMBER  
OF GUEST ROOMS



NUMBER OF  
HANDICAPED  
ROOMS

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

\*located at Convention Center District



|  |  NS = NON SMOKING<br>S = SMOKING |  S<br>SUITES |  BREAKFAST<br>F = FULL • Q = QUICK |  DOUBLE<br>OR DOUBLE QUEEN |  RESTAURANT |  ROOM SERVICE |  POOL |  MEETING ROOMS |  COURTESY<br>VAN AIRPORT |  RECREATIONAL<br>FACILITIES |  WIRELESS<br>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.

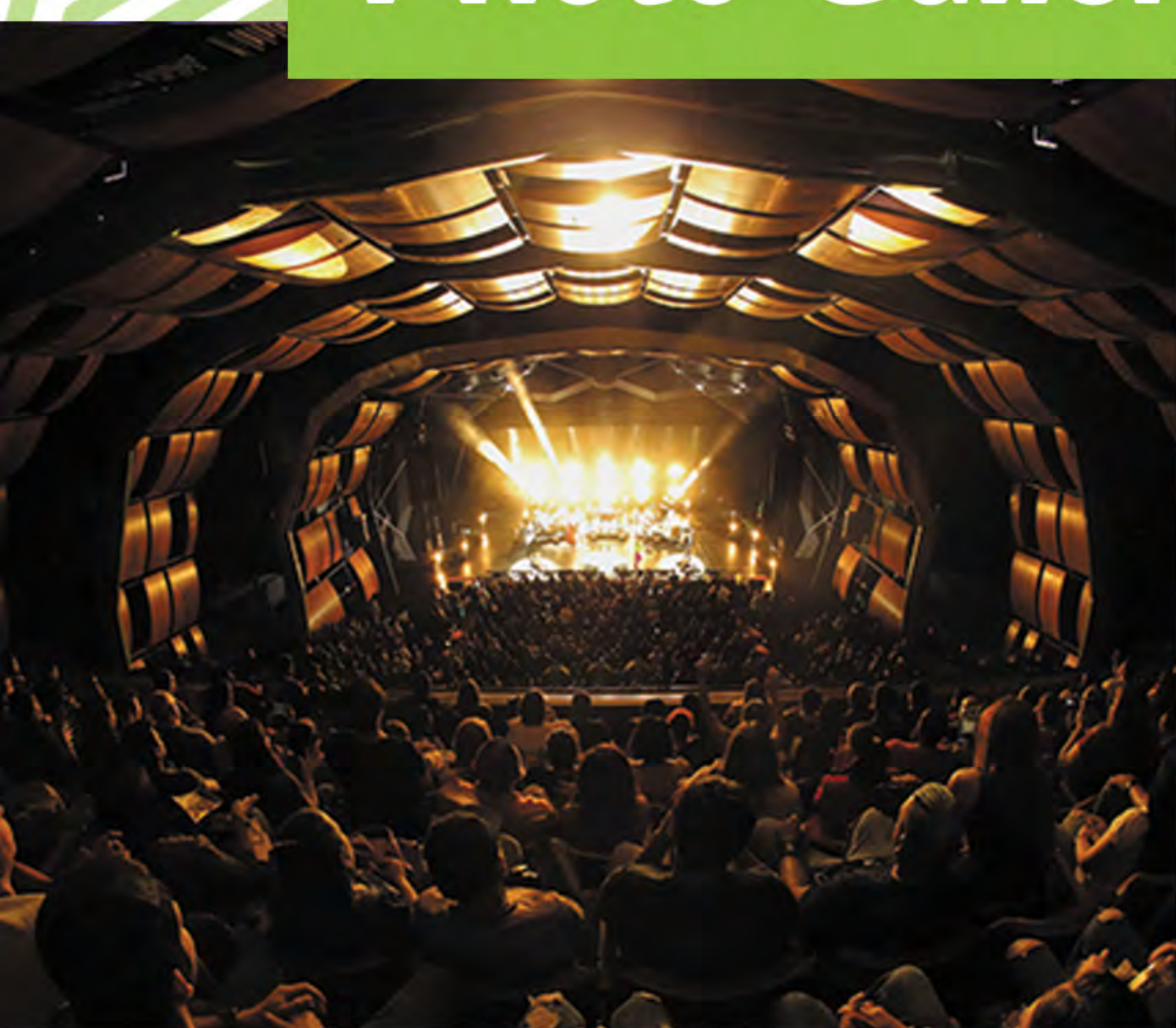


## December - McAllen Holiday Parade

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

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