



DECEMBER 2nd & 3rd at the MCALLEN HOLIDAY PARADE PRESENTED BY LA PLAZA MALL

GENERAL INFORMATION

Texas Festivals and Events Association and the City of McAllen and McAllen Holiday Parade presented by La Plaza Mall are pleased to offer a “Behind the Scenes” tour of the largest Illuminated Holiday & Helium Balloon Parade in Texas. The 2016 parade themed “Entertainment on Parade” is featuring the Fightin’ Texas A & M Band, along with many entertainers , TV stars and more. Special announcements coming soon.

Tour highlights will include: Seeing the floats up close as they are positioned in the line-up, the float studio where they are built, watching the giant helium balloons come to life as they are filled, parade security briefing, behind the scenes at the Christmas in the Park Celebration, VIP Meet & Greet Reception at 4 pm before the parade, VIP seating to watch the parade and if you are interested a chance to help carry one of the balloons in the parade or ride on one of the floats.

Education Workshop on parade planning and execution from parade organizers including Erwin De Luna, President of the San Antonio Fiesta Commission, Steve Thomson from Fabulous Inflatables, and Joe Vera, Assistant City Manager, City of McAllen.

Networking, Education and Holiday Magic
all in one package!

LOCATION & SCHEDULE

Date: Friday & Saturday, December 2 & 3, 2016

Friday—1:00 to 5:00 pm

Saturday—9:00 am to 10:00 pm

Sessions & Tours will begin at the La Quinta Inn & Suites Meeting Room.

Where to Stay:

La Quinta Inn & Suites McAllen-Convention Center
801 S. Ware Road, McAllen, TX 78501

Special Room Rate—\$119.00

For Reservation Call: 956-682-6765 Reference TFEA

Deadline for discounted rate: November 24th.

Travel by car—

South out of San Antonio on Interstate 37 and merge onto US 83 South to McAllen.

From Houston take US 59 until it intersects with US 83 in George West. Then south to McAllen.

Airports: - McAllen—American and United Harlingen (45 minute drive to McAllen) SouthWest

Treat yourself to a wonderful “Holiday Event” and learn while you “experience the magic” of the McAllen Holiday Parade presented by La Plaza Mall and Christmas in the Park.

REGISTRATION

Sign me up! Cost \$50 each (TFEA Member Rate) or \$75 each (Non-Member Rate)-circle one.

Attendee Name _____

Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Payment Method: Check (Number _____) Credit Card (Visa, MC, Discover, AmEx)

Card Number _____ Exp Date _____ Security Code _____

Name on card (please print) _____ Billing Zip Code _____



Print, Complete & Return Form(s) via Mail: TFEA, PO Box 52478, McAllen, TX 78505

Email: kay@tfea.org

For questions call: 830-997-0741