



MEETING PLANNER GUIDE



GREETINGS FROM LAREDO TEXAS!



Dear Meeting Executive,

Greetings from Laredo, Texas. Thank you for your interest in our destination. We are eager to show you what makes Laredo unique and why groups have chosen Laredo over and over again to be their host city.

Here you will experience a perfect mixture of border life culture, with all things American, flavored with a bit of Mexican influence. Laredo is located in South Texas at mile marker 1 of Interstate Highway 35.

The Laredo Convention and Visitors Bureau (LCVB) is your one-stop-shop for hosting guidance and assistance. We take pride in our destination and we ensure all our guests enjoy a memorable time while in Laredo.

We have had the pleasure of hosting several state and national association groups. Some of the services the LCVB has provided in the past include, but are not limited to:

- Site Visits
- Securing Hotel Room Blocks
- Registration Assistance
- Spousal Tours
- Welcome Receptions

From the very first phone call until the last conference attendee is packed up and ready to return home, the team at the Laredo CVB will be by your side making sure there are no hiccups along the way, think of us as your on-site concierge.

To begin familiarizing yourself with Laredo and all it has to offer, I invite you to log on to visitlaredo.com, listen to The Hola Laredo podcast and download our official app – Visit Laredo TX.

I look forward to working with you and answering any questions you may have. See you in Laredo!

Joel Vazquez

Sincerely,
Joel Vazquez
LCVB Assistant Director & Sales Manager

101 Salinas Avenue / Laredo, Texas 78040 / 800-361-3360
visitlaredo.com

LAREDO CONFERENCE SERVICES

The Laredo Convention and Visitors Bureau is ready to assist you with planning your next event. Below is an overview of the complimentary services we provide:

Site Visits

The LCVB team will assist with ideas for your special event and off-site meeting venues. Contact us to coordinate a site visit and guide you through the different venue options.

Welcome Reception

The Bureau will sponsor a welcome reception (ice breaker) to qualifying groups featuring Laredo's signature drinks. These unique cocktails are guaranteed to set the tone for the evening.

Welcome Bags

For qualifying groups, attendees will receive a gift bag with souvenirs and the Laredo Visitors Guide.

Meeting/Event Promotion

Our staff can supply images and copy for your event brochure and collateral. To generate the recognition you desire, the LCVB will assist in publicizing your event through local media.

Attendance-Building

Special promotional efforts and attendance building materials are also available to assist you in promoting your event.

Convention Companion Activities

Whether you're looking for activities for spouses, family members or VIP guests, we will customize an itinerary that best suits your needs. Your guests will feel right at home while you take care of business.

Registration Assistance

Our poised and knowledgeable staff can assist qualifying groups with on-site registration, name badges, and general information about Laredo.

Local Liaison

The LCVB works closely with local catering, venues, transportation, decorators and entertainment vendors that can make your event memorable. The Laredo CVB team will provide you with a list of contacts that can help you coordinate the services your event needs.

Opening Session Assistance

The LCVB will help you organize the welcome registration, presentation of colors, singer for the National Anthem, invocation and welcome letter for the conference agenda.

Groups Incentive and Service Program

Depending on the size of your conference, you may qualify for our incentive program to help minimize your expenses. Please contact the LCVB to apply.

The City of Laredo is ready to host your next event. The team at the Laredo Convention and Visitors Bureau excels in providing personalized service.

For any questions or clarifications, please contact Joel Vazquez at 956-794-1713.





WHERE BUSINESS MEETS PLEASURE

When they're not meeting, strategizing or planning their next big move, meeting attendees in Laredo will find plenty of other ways to have an enriching time. Just a few of the opportunities for rest and recreation include:



PLAY 18 AT "THE MAX"

Designed by the renowned Robert Trent Jones, Jr., the Max A. Mandel Municipal Golf Course lets attendees tee off along the Rio Grande as they challenge 270 acres of pure Texas landscape dotted with 100-year-old mesquite trees.

GO IMPORT SHOPPING

Located just steps from the banks of the Rio Grande, Laredo is home to a multitude of Mexican import shops. Attendees will find the majority of them along San Bernardo Ave., our original main street.

GET A TASTE OF FRONTERA FUSION

If you're looking for an unforgettable culinary experience for attendees, look no further than Frontera Fusion. This interactive one-on-one cooking session matches attendees with local chefs to create a delicious, authentic Mex-Tex meal.

TAKE A HISTORICAL TOUR

With multiple historic districts and a history that goes back 261 years, a stroll through Laredo is a walk through time. Let a knowledgeable guide lead your attendees through the rich blend of American and Mexican history here.





TRAVEL. MADE SIMPLE.

No matter how you travel, arrivals and departures are a breeze in Laredo. With daily flights to and from major cities at our international airport and convenient access to several major highways and interstates, visiting and exiting our beautiful city couldn't be any easier.



Driving times to Laredo

San Antonio - 156.5 mi (approx. 2 hrs, 23 mins)
Corpus Christi - 145.8 mi (approx. 2 hrs, 36 mins)
McAllen - 144.8 mi (approx. 2 hrs, 48 mins)
Austin - 235.3 mi (approx. 3 hrs, 34 mins)
Houston - 350.3 mi (approx. 5 hrs, 6 mins)
Dallas - 429.9 mi (approx. 6 hrs, 26 mins)
Odessa - 434.2 mi (approx. 7 hrs, 12 mins)
Lubbock - 542.7 mi (approx. 8 hrs, 21 mins)
El Paso - 607.1 mi (approx. 9 hrs, 37 mins)
Amarillo - 665.2 mi. (10 hrs, 6 mins)

Laredo is served by:

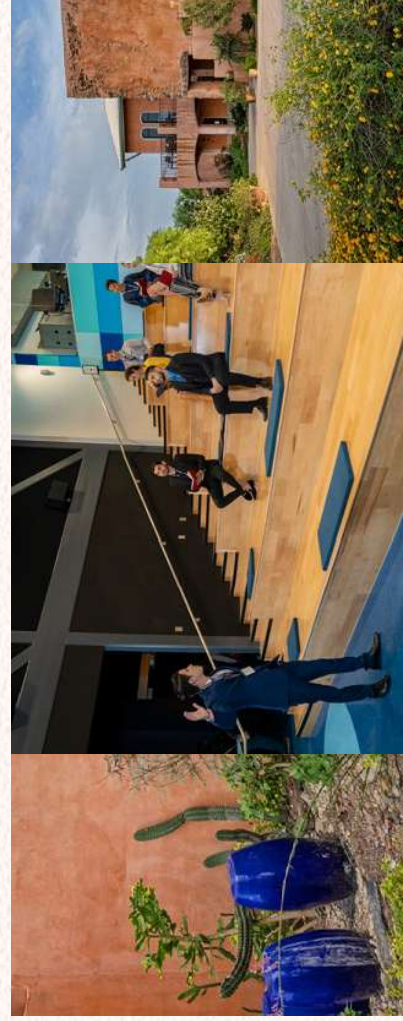
Interstate Highway 35 / US Highway 59
and 83 / Texas Highway 359

Laredo International Airport (LIA)

5210 Bob Bullock Loop Tel. 956-795-2000
laredointernationalairport.com

LIA proudly offers:

- Daily jet service to Dallas Fort Worth International Airport (DFW) and Houston's George Bush Intercontinental Airport (IAH)
- Service to Las Vegas





DOWN SOUTH HOSPITALITY.

In Laredo, our hotels and meeting spaces are as unique as our destination. With dozens of all-inclusive and select-service hotels, wonderful meeting spaces with awesome amenities and plenty of overflow locations, your guests are sure to enjoy every moment of their stay in our beautiful city.

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| 1 Americas Best Value Inn | 14 Springhill Suites |
| 2 Amerik Suites | 15 Staybridge Suites |
| 3 Best Western San Isidro | 16 Towne Place Suites By Marriott |
| 4 Courtyard By Marriott | 17 Tru By Hilton Laredo Airport |
| 5 Days Inn & Suites | 18 Alamo Drafthouse Cinema |
| 6 Embassy Suites | 19 Laredo Center For The Arts |
| 7 Fairfield Inn & Suites | 20 Laredo College |
| 8 Hampton Inn Hotel | 21 The Max Golf Course |
| 9 Holiday Inn Express | 22 Main Event |
| 10 Homewood Suites | 23 Sames Auto Arena |
| 11 La Posada Hotel | 24 Texas A&M International University |
| 12 La Quinta Inn | 25 Uni-Trade Stadium |
| 13 La Quinta Inn & Suites Airport | |





HOTELS WITH MEETING SPACE

See the map on page 11 for hotel and venue locations. Full list of hotels available at visitolaredo.com

1		AMERICAS BEST VALUE INN 5240 SAN BERNARDO AVE. 956.723.1510 Total Meeting Space: 1,782 sq.ft. Meeting Rooms: 2 No. of rooms: 150		
2		AMERIK SUITES 6551 Metro Court 956.725.5222 Total Meeting Space: 900 sq.ft. (private) 200 sq.ft. (semi-private) Meeting Rooms: 2 No. of rooms: 80		
3		BEST WESTERN SAN ISIDRO 1410 Hospitality Dr. 956.723.1600 Meeting Space: 1,722 sq.ft. Meeting Rooms: 1 No. of rooms: 80		
4		COURTYARD BY MARRIOTT 2410 Santa Ursula Ave. 956.725.5555 Total Meeting Space: 1,680 sq.ft. Meeting Rooms: 1 No. of rooms: 110		
5		DAYS INN & SUITES 7060 San Bernardo Ave. 956.724.8221 No. of rooms: 126		
6		EMBASSY SUITES 110 Calle del Norte 956.723.9100 Total Meeting Space: 5,796 sq.ft. Largest Ballroom: 4,455 sq.ft. No. of rooms: 154		



VENUES WITH MEETING SPACE

See the map on page 11 for hotel and venue locations. Full list of hotels available at visitolaredo.com

7		FAIRFIELD INN & SUITES 700 W. Hillside Rd. 956.722.4533 Total Meeting Space: 350 sq.ft. Meeting Rooms: 1 No. of rooms: 115		
8		HAMPTON INN HOTEL 7903 San Dario 956.717.8888 Total Meeting Space: 350 sq.ft. Meeting Rooms: 1 No. of rooms: 119		
9		HOLIDAY INN EXPRESS 7223 Bob Bullock Loop 20 956.218.8888 Total Meeting Space: 1152 sq. ft. Meeting Rooms: 2 No. of rooms: 105		
10		HOMEWOOD SUITES 98 Calle Del Norte 956.753.9200 Total Meeting Space: 486 sq.ft. Meeting Rooms: 1 No. of rooms: 105		
11		LA POSADA HOTEL 1000 Zaragoza 956.722.1701 Total Meeting Space: 12,075 sq.ft. Meeting Rooms: 9 No. of rooms: 206		
12		LA QUINTA INN 3610 Santa Ursula Ave. 956.722.0511 No. of rooms: 153		



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	LA QUINTA INN & SUITES AIRPORT 7220 Bob Bullock Loop 956.724.7222 Total Meeting Space: 1,960 sq.ft. Meeting Rooms: 1 No. of rooms: 101		
	SPRINGHILL SUITES 5940 San Bernardo Ave. 956.717.0800 Total Meeting Space: 1,273 sq. ft. Meeting Rooms: 2 No. of rooms: 108		
	STAYBRIDGE SUITES 7010 Bob Bullock Loop 956.722.0444 Total Meeting Space: 1,500 sq. ft. Meeting Rooms: 1 No. of rooms: 109		
	TOWNE PLACE SUITES BY MARRIOTT 6519 Arena Blvd. 956.717.5700 Meeting Space: 266 sq.ft. Meeting Rooms: 1 No. of rooms: 121		
	TRU BY HILTON LAREDO AIRPORT 7120 Rosson Rd. 956.615.1700 Total Meeting Space: 2,576 sq.ft. Meeting Rooms: 1 No. of rooms: 77		



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	ALAMO DRAFTHOUSE CINEMA 11210 East Point Dr. 956.242.6440 Screens: 7 Seats: 792		
	LAREDO CENTER FOR THE ARTS 500 San Agustín Ave. 956.725.1715 Mezzanine Ballroom: Banquet Style: 150 capacity Theatre Style: 200 capacity Main Floor: Banquet Style: 250 capacity Theatre Style: 200 capacity		
	LAREDO COLLEGE West End Washington St. 956.721.5330 Fine Arts Center: 752 capacity		
	THE MAX GOLF COURSE 27700 FM 1472 956.726.2000 Club House Ballroom: Banquet Style: 200 capacity Theatre Style: 300 capacity		
	MAIN EVENT 5300 San Dario Ave D1A 956.722.2695 The Laredo Room: 764 sq ft The Nuevo Laredo Room: 740 sq ft * Retractable divider; can become one big meeting room @ 1,500 sq ft to fit 100 ppl*		

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SAMES AUTO ARENA
6700 Arena Blvd. | 956.791.9192

Total Meeting Space:
6 meeting rooms: 1,360 sq. ft.

Largest Ballroom:
27,000 sq.ft. (Column free floor)



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TEXAS A&M INTERNATIONAL UNIVERSITY
5201 University Blvd. | 956.326.2001

Student Center Ballroom:
Banquet style: 500 capacity
Theatre style: 800 capacity
Auditorium room: 236 – 186 capacity
Additional meeting rooms:
2 rooms with 40 capacity each

Western Hemispheric Trade Center:
Auditorium room: 116 – 115 capacity
Room: 103 – 45 capacity
Room: 125 & 126 – 25 capacity each
Recital Hall: 817 capacity
Theatre: 400 estimated capacity

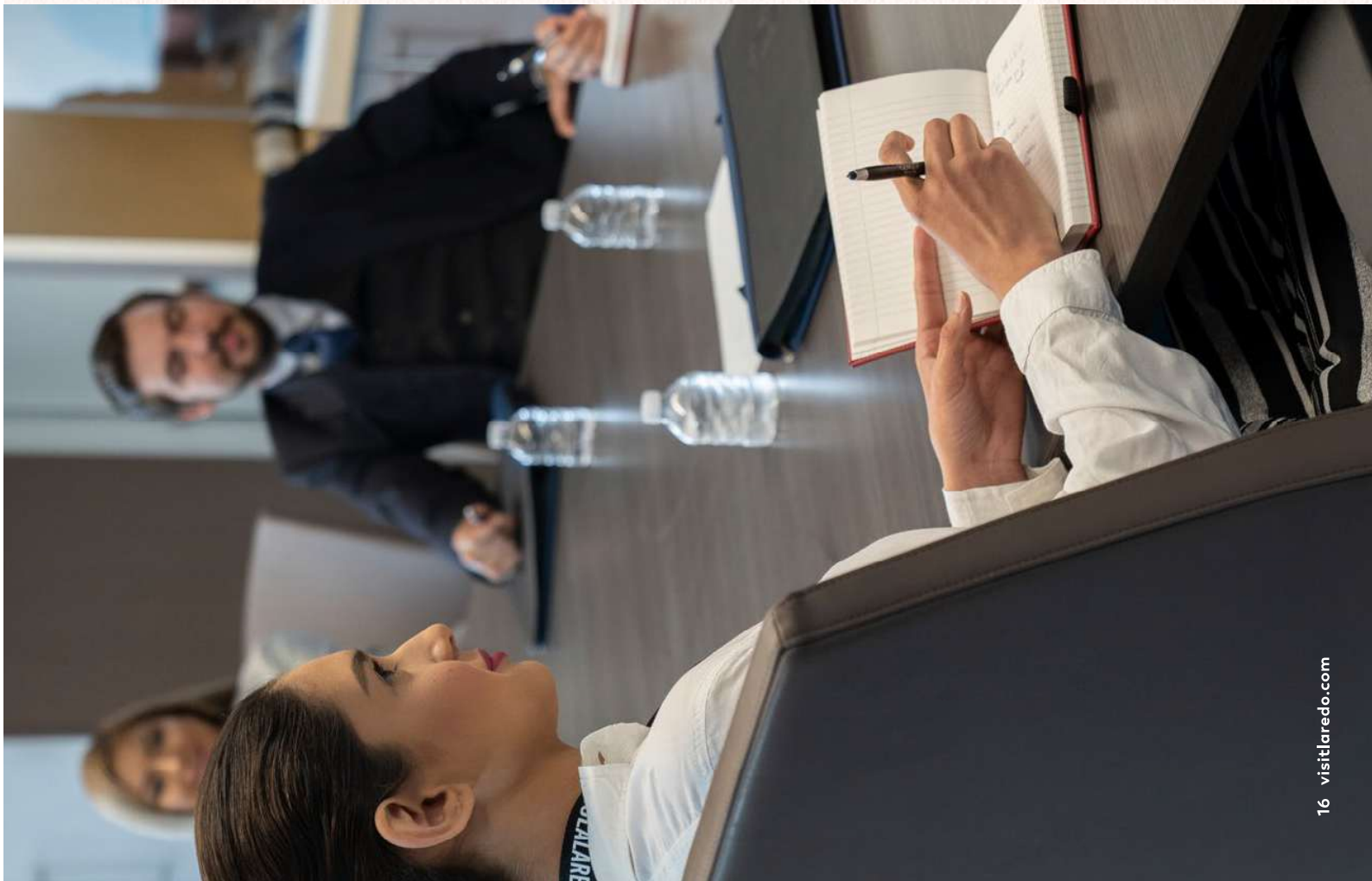


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UNI-TRADE STADIUM
6320 Sinatra Pkwy. | 956.717.5700

Stadium seating:
6000 capacity

Club level Ballroom:
459 capacity



#HolaLaredo

Download Podcast: The Hola Laredo Podcast
Download Official App: Visit Laredo TX



For more information on everything else Laredo has to offer your attendees, visit us at 101 Salinas Ave., Laredo, TX 78040, call 1.800.361.3360, follow US on social media or scan to visit our website.