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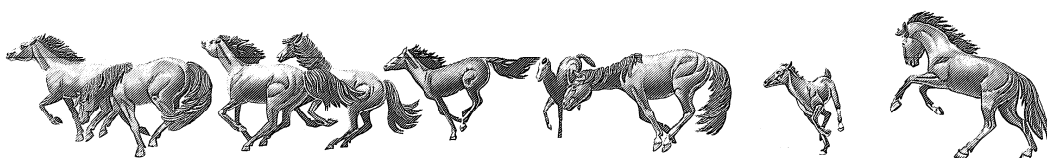
**Irving, Texas: Where Accessibility Meets Possibility**

In the center of the United States and in the heart of Dallas/Fort Worth, as well as immediately adjacent to Dallas/Fort Worth (DFW) International Airport, Irving, Texas, is a city where accessibility meets possibility, and where transportation meets transformation. With an at-your-service attitude for providing VIP treatment to groups large and small, Irving offers planners first-tier accessibility, accommodations and amenities without the big city hassle and distractions.

Centrally located in between the east and west coasts, Irving is less than a three-hour flight from either coast. Irving is also situated in between—and just minutes from—DFW International Airport and Love Field, and is intersected by five major interstates. Service aboard the Trinity Railway Express makes getting around the area simple with two rail stops in Irving connecting into downtown Dallas and downtown Fort Worth. In 2012, Dallas Area Rapid Transit (DART) light-rail expansion will connect Irving's Las Colinas area to downtown Dallas, and continue from Las Colinas to DFW International Airport by 2013.

With more than 75 hotels and 12,000 rooms, ranging from AAA five-diamond resort to all-suite extended stay to economy, Irving offers a diverse selection of rooming options to fit the needs of many meetings and conferences. The city's 14 full-service meeting hotels provide more than 235,000 square feet of meeting space.

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Modern and well quipped, these facilities include everything from private suites and state-of-the-art amphitheaters to magnificent ballrooms and formal boardrooms. Meeting facilities incorporate large, well-lit work areas wired for telecommunications and state-of-the-art audio-visual technology for multimedia presentations and teleconferencing.

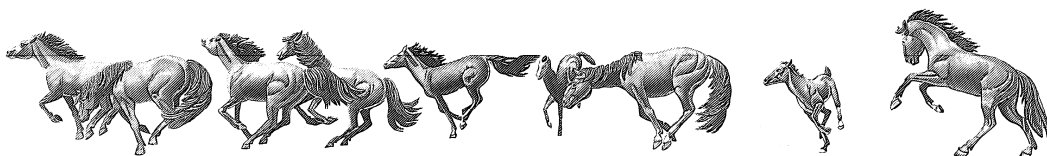
Newly-opened in January 2011, the Irving Convention Center at Las Colinas adds an additional 100,000 square feet of meeting space to the mix. With an iconic design and high-end finishes, the \$133 million, 275,000-square-foot center takes a bold new direction in a landscape of traditionally institutional facilities. Designed as a multi-functional building, the center includes a 50,000 square-foot, column-free exhibit hall, a 20,000-square-foot ballroom and 20,000 square feet in breakout meeting space. Proposed components for phase two of the project include an entertainment venue, restaurants, retail and cinema, and a full-service hotel.

Irving continues to be well known for the proliferation of professional sports it enjoys. The city serves as world headquarters to the NFL's Dallas Cowboys, host city to the PGA Tour's HP Byron Nelson Championship and houses the Las Colinas Equestrian Center and Polo Club as well as Campi3n Trails, a world-class greenbelt development along the shores of the Trinity River. Irving also boasts a variety of attractions, including the National Scouting Museum, Mustangs of Las Colinas Sculpture and Exhibit, and gondola cruises on the European-styled Mandalay Canal. In addition to providing an exciting ambiance to the city, these events and attractions are easily adapted as unique venues for meetings and special functions.

And, with Dallas 15 minutes east and Fort Worth a mere 20 minutes west, Irving offers an ideal location in the center of it all. Live music, world-class art museums, restaurants of every variety, and all manner of professional and recreational sports are just outside the door.

Information appropriate for all meeting planners and visitors, including a "Special Offers" section, is available on the bureau's website at [irvingtexas.com](http://irvingtexas.com). A variety of free publications are available for meeting planners, including a comprehensive Destination Guide for Meeting and Event Professionals, Irving Quick Reference Guide, Traveler's Guide to Irving, Texas, visitor maps, and attraction brochures encompassing Irving and the surrounding Dallas-Fort Worth area. For more information on Irving, Texas, call 800-2-IRVING, or visit [www.irvingtexas.com](http://www.irvingtexas.com).

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### Irving Quick Facts:

**Total number of guest rooms in Irving:** 75-plus hotels; 12,000 guest rooms

**Total Meeting Space:** 14 meeting hotels with a total of more than 235,000 square-feet; off-site venues provide an additional 100,000 square-feet of meeting space; plus 100,000 square feet of space in the new Irving Convention Center at Las Colinas.

**Airports:** Irving is immediately adjacent to DFW International Airport; Dallas Love Field, which serves Southwest Airlines, is a 15-minute drive from Irving.

**Location:** Downtown Dallas is 15 minutes, downtown Fort Worth is 20 minutes from Irving.

**Value Season:** December; July-August; weekends and holidays.

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