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**IRVING, TEXAS RANKED IN TOP 50  
MEETINGS DESTINATIONS IN THE UNITED STATES**

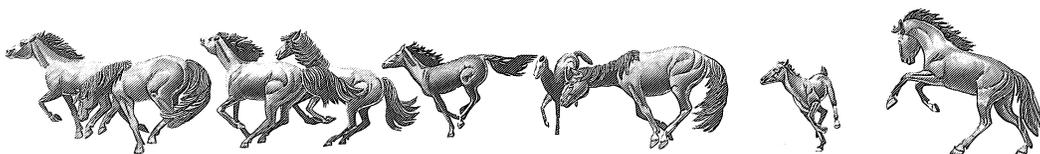
*Placement on Cvent List reflects the Irving Convention and Visitors Bureau's  
continued efforts and commitment to attracting corporate events in support of the local economy*

**IRVING, Texas (Aug. 13, 2014)**... The [Irving Convention and Visitors Bureau](#) (ICVB) announced today that Irving has been ranked number 37 on Cvent's 2014 list of **Top 50 Meetings Destinations in the U.S.** [Cvent](#), a leading cloud-based enterprise event management platform, developed the ranking based on meeting and event booking activity in the Cvent Supplier Network.

"I'm thrilled to see Irving make this coveted list again in 2014. We are honored to be ranked among the top meetings and events destination cities by Cvent, said Maura Allen Gast, ICVB executive director.

Earning a spot on this list validates the significant effort we put into making Irving an attractive and innovative choice for corporate meetings, a critical part of not just our local economy here in North Texas, but equally as beneficial to the economic health of Texas and the entire U.S."

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## **IRVING, TEXAS RANKED IN TOP 50 MEETINGS DESTINATIONS IN THE UNITED STATES / page two**

Irving welcomes more than 3 million visitors annually delivering \$1.8 billion in spending, supporting 16,420 jobs, generating \$47.6 million in tax revenues and \$567 in hard-to-replace tax base for every Irving household.

Since grand opening in January 2011, the LEED® Silver certified, eco-friendly, architecturally stunning [Irving Convention Center at Las Colinas](#) (ICCLC), hosted more than 1,000 events, welcoming nearly 1 million people to the city.

Later this month, Irving will break ground on a much-anticipated entertainment complex, the 500,000-square-foot, \$165 million [Irving Music Factory](#).

Situated in Las Colinas near the ICCLC, the future Irving Music Factory will be a multi-functional indoor/outdoor amphitheater featuring an 8,000-seat concert hall, large outdoor plaza for festivals and events, and 375,000 square feet of retail, restaurant, and entertainment space. Visit [musicfactory.com](#) to learn more.

Cvent evaluated more than 5,000 U.S. cities in featured on the Cvent Supplier Network to compile the third annual list. Activity was tracked from July 2013 – June 2014, and ranking was then determined by a set of qualifying criteria:

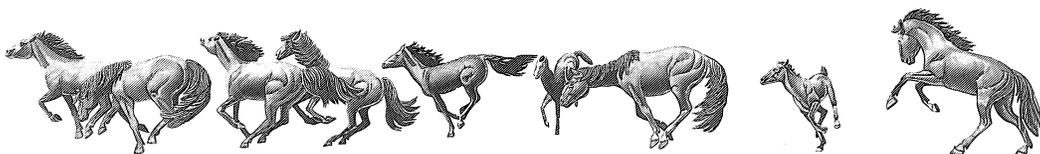
- Unique Request For Proposals Received
- Total Room Nights
- Awarded Request For Proposals
- Awarded Room Nights
- Percentage of Qualified Meeting Venues
- Number of Profile Views

See the complete list of the Top 50 Meeting Destinations [here](#).

### **About Irving, Texas**

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of five Fortune 500 companies. Visit [irvingtexas.com](#) or connect with the ICVB on [Facebook](#), [Twitter](#) and [Instagram](#) for latest news, upcoming events and more information.

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**About Cvent**

Cvent, Inc. is a leading cloud-based enterprise event management platform, with more than 1,450 employees and more than 12,650 customers worldwide. Cvent offers software solutions for online event registration, venue selection, event management, mobile apps for events, e-mail marketing and web surveys. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events. For more information, visit [cvent.com](http://cvent.com) or connect with Cvent on [Facebook](#), [Twitter](#), or [LinkedIn](#).

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