



Calendar of Events

2015



Calendar of Events 2015

Other events are available upon request.

For more information call Strategic Events, Rafael Luna at 214-824-7495 or visit our website, www.strategiceventspr.com

March 2015

Dallas, Texas

Sunday, March 1, 2015
Automobile Bldg, Fair Park
Dallas, Texas
Noon – 5 pm

Latino Bridal & Quince Girl Expo

www.quincegirlexpos.com

An energetic bridal and quinceañera expo that highlights products and services designed to make the wedding and quinceañera celebration a success. The Expo is highlighted by fashion shows that present the latest styles of gowns, tuxedos and accessories. Additionally, professional consultants, event professionals, quinceañera planners and service providers conduct workshops to outline the new and traditional styles and approaches to the wedding and quinceañera experience.

Expected attendance is 4500. Sponsorships and booths are available.

March 2015

Dallas, Texas

Sunday, March 15, 2015
AT&T Plaza
American Airlines Center
Dallas, Texas
10 am – 3 pm

Festival De Los Mavs

Booth Activation for AL Dia Newspaper, Telemundo 39 and La Grande 107.5 where Latino Maverick fans can come to celebrate and experience their Mavericks Team with autograph signing sessions, live music and entertainment, food and drinks, sponsor giveaways and interactive areas.

Expected attendance is 5000.

March 2015

Dallas, Texas

Sunday, March 29, 2015
Automobile Bldg, Fair Park
Dallas, Texas
Noon – 6 pm

Mi Familia, Mi Hogar Expo

Come enjoy the Mi Familia, Mi Hogar Expo by Univision Dallas for this family friendly event where you will participate in some of the city's largest and finest cultural celebration. Strategic Events will handle activation for this event.

Expected attendance is 6000.

April 2015

Arlington, Texas

2 Days in April
Sat & Sun, April 18 & 19
Arlington, Texas
10:00 am – 10:00 pm

FESTIVAL LATINO at SIX FLAGS

Come & experience FESTIVAL LATINO at Six Flags, a celebration of the food, music, dance and cultural activities of the rich Latino culture throughout the SIX FLAGS Park. This festival brings together the energetic spirit of the Latino community together with the fun and exciting activities found within the park designed for family fun. FESTIVAL LATINO features Latin music, dance, 5 stages, a Selena Show and plenty of art, food and cultural presentations from the rich Latino community.

Expected attendance is 22,000 per day. Sponsorships and booths are available.

July 2015

Dallas, Texas

July 23, 2015
Sterling Hotel
1055 Regal Row
Dallas, Texas
10:00 am – 4:00 pm

Al Dia Diversity Job Fair

Come & experience AL DIA's Diversity Job Fair. This is your opportunity to meet with top quality employers seeking diversity in bilingual and professional candidates like you - so bring plenty of copies of your resume and dress to impress, because our employers are looking for hires! Strategic Events will handle activation for this event.

September 2015

Dallas, Texas

**Sunday, September 6
Dallas Market Hall
Dallas, TX
Noon – 5 pm**

Quince Girl Expo

www.quincegirlexpos.com

An energetic prom and quinceañera expo that highlights products and services designed to make the wedding and quinceañera celebration a success. The Expo is highlighted by fashion shows that present the latest styles of gowns, tuxedos and accessories. Additionally, professional consultants, event professionals, quinceañera planners and service providers conduct workshops to outline the new and traditional styles and approaches to the wedding and quinceañera experience.

Expected attendance is 3000. Sponsorships and booths are available.

September 2015

Dallas, Texas

**Thursday, Sept 17
Flight Museum
Dallas, Texas
6pm – 9 pm**

Mi Escuelita Annual Gala

Cena de la Mariposa

www.miesquelita.org

Dine with Mi Escuelita is an annual dinner which uses a social dinner setting to recognize students for scholarship programs and achievement. A special keynote speaker focuses on education and recognizes Mi Escuelita Preschool for 32 years of quality education to disadvantaged children. Proceeds from this event help continue the good work of the preschools and provide funding for its full-day, year-round programs. Videos, awards, a balloon burst and a silent and live auction make this event fun, interactive and memorable.

Expected attendance is 300. Sponsorships and scholarships are available.

September/October 2015

Dallas, Texas

**Friday, September 25 thru
Sunday, October 18
Women's Museum Building
@ STATE FAIR OF TEXAS
Fair Park
Dallas, Texas
10 am – 7 pm daily**

MUNDO LATINO
*GITARRAS: Mexico's Most Valued
Workmanship*
www.mundolatinoevents.com

"GITARRAS: Mexico's Most Valued Workmanship", the exhibit features the history of the Workmanship of Guitar making from Michoacan and items made from wood crafting. Mundo Latino will feature craftsmen and businesses from Michoacan, Mexico. Also featured inside the Women's Museum Building are daily attractions of the exhibit, great shopping of Mexican jewelry, clothes, purses and textiles from Latin America and lively presentations of Latin music and dance. Come enjoy the art, culture & demonstrations, food and product sampling, recipe book and information distribution will make this exhibit fun and interactive. Featured events include a bodega and exhibit of Little Mexico. Open daily from 10:00 am - 7:00 pm. Entrance is FREE.

Expected attendance is 175,000.

Sponsorships and booths are available.

October 2015

Dallas, Texas

**Saturday, October 24
Sunday, October 25
Enfield Complex
700 Legacy
Plano, Texas
9 am – 6 pm**

COPA AL DIA 2015

www.aldiatx.com/copa

Al Dia hosts two days of tackles, kicks and goals, 100 teams, 1400 players and 300 hard-fought battles for COPA AL DIA bragging rights. For the eighth year, Dallas-Fort Worth's premiere local youth soccer tournament gave co-ed teams in seven age categories (U5, U6, U7, U8, &10, U12 and U14) the opportunity to show off their skills. The success of COPA AL DIA was the result of countless people. Strategic Events will handle activation for this event.

Expected attendance is 12,000.

Sponsorships and booths are available.

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