



58th Annual Convention Schedule of Events

November 7th-9th, 2024

Embassy Suites by Hilton McAllen Convention Center
 800 Convention Center Blvd.
 McAllen, Texas, 78501

Thursday, November 7th, 2024

3:00-5:00PM	<u>Booth Set-Up & Registration Opens (Embassy Pre-function Area)</u>
6:00-10:00PM	<u>President's Reception: Denim & Diamonds Casino Night @ University Drafthouse McAllen 100 Hwy 83, McAllen, TX 78501</u>

Friday, November 8th, 2024

8:00 AM	<u>Registration & Exhibits Open</u>
8:15-9:15 AM	<u>Breakfast Served & Invocation (Jefferson, Hamilton & Adams Ballrooms)</u>
9:30AM-12:30PM	<u>Grower Seminar & Speakers (Jefferson, Hamilton & Adams Ballrooms)</u>
Lunch on your own	
3:00 PM	<u>Queen Contestants Meeting</u>
5:00 PM	<u>Seed Spit Contest & Hosted Bar (Embassy Pre-function Area)</u>
6:00-7:30 PM	<u>Welcome & Dinner (Jefferson, Hamilton, & Adams Ballrooms)</u>
7:30PM	<u>Auction, Open Bar & Desert Bar (Jefferson, Hamilton, & Adams Ballrooms)</u>

Saturday, November 9th, 2024

8:00 AM-12:00 PM	<u>Exhibits Open, Clean Up to Follow (Embassy Pre-function Area)</u>
Breakfast on your own, Free of Charge for Hotel Guests	
9:30-11:00 AM	<u>Queen Contestant Competition & Speakers (Jefferson, Hamilton, & Adams Ballrooms)</u>
11:00 AM-12:00 PM	<u>Queen Contestants Interviews</u>
11:30 AM	<u>Past President's Meeting, Brunch Available for Working Lunch</u>
12:00 PM	<u>Judges Lunch with Queen Contestants</u>
1:00 PM	<u>Texas Watermelon Association Board Meeting (Chavez Room)</u>
5:00-6:00 PM	<u>Cocktail Hour (Embassy Pre-function Area)</u>
6:00 PM	<u>Dinner, Awards & Queen Crowning (Jefferson, Hamilton, & Adams Ballrooms)</u>