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## When Markets and FIFA Collide

*Ellen C. Wells*

Planning on attending the June 2026 Dallas markets? If so, Dallas Market Center wants you to make your hotel reservations sooner than you think you'd need to.

It just so happens that you'll be competing for rooms with rabid soccer fans from the world over. Turns out that the FIFA World Cup dates in nearby Arlington, Texas, will be coinciding with Dallas Market Center dates.

Good for you, then, that Dallas Market Center has secured hotel room blocks with its preferred hotel partners at rates consistent with usual June markets. No surge pricing! As a reminder, the markets happening in Dallas in June are the Apparel & Accessories Market (June 16-19) and the Total Home & Gift Market (June 24-30).

Folks at the Dallas Market Center can help you book at any of their partner hotels with rates beginning at \$135 per night. Buyers may book through Market Travel online or by calling (214) 744-7444. **GP**