



## TRUCKING AHEAD: ONE OF NATION'S LARGEST SHOWS WILL STAY IN LOUISVILLE.

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Front & Center is a quarterly publication of the Kentucky State Fair Board, promoting the business and activities of the Kentucky Exposition Center and its interests.

**AT THE TICKET OFFICE:** Tickets for the following are on sale now!

**Tyler Perry's Madea's Big Happy Family Stage Play starring Tyler Perry**

Thursday, April 8  
Freedom Hall  
Tickets: \$67 & \$52, reserved

**David Crowder Band with special guests Natalie Grant, Britt Nicole and Phil Stacey**

Thursday, April 29  
Broadbent Arena  
Tickets: \$17, reserved

**Tom Petty and The Heartbreakers with special guest Joe Cocker**

Wednesday, May 12  
Freedom Hall  
Tickets: \$127, \$101, \$77 & \$51.50, reserved

**Kentucky Derby Festival Basketball Classic presented by papajohns.com**

Saturday, April 10  
Freedom Hall  
Tickets: \$17 & \$12, reserved

**AC/DC Black Ice Tour**

Tuesday, April 13  
Freedom Hall  
\*Tickets: \$91.50 & \$47, reserved

**(Tickets purchased for the postponed October 6 concert will be valid for the April 13 date.)**

\*This is a Paperless Event. Premium seating for this event will be paperless.

**Walking with Dinosaurs**  
Friday, May 14-Sunday, May 16  
Freedom Hall

**Ticket Information:**  
\$56.50, \$46.50 & \$33.50, reserved  
(Saturday, May 15 at 11:00am & 3:00pm and Sunday, May 16 at 1:00pm)

\$51.50, \$41.50 & \$28.50, reserved  
(Friday, May 14 at 7:00pm and Saturday, May 15 at 7:00pm)

\$44.50, \$34.50 & \$21.50, reserved  
(Sunday, May 16 at 5:00pm)

**Group discounts available!**

The Mid-America Trucking Show (MATS) has signed a new contract to remain a client at the Kentucky Exposition Center (KEC) for ten more years.

The internationally-renowned trade show – among the largest in the nation – will continue to utilize KEC's 1.2 million square feet of indoor exhibit space through 2020.

"This show was being heavily pursued by other centers across the United States," said Linda Edwards, Vice President of Sales for the Kentucky State Fair Board. "We couldn't be more pleased that they will remain here and bring with it an annual economic impact of \$14.2 million for the commonwealth."

The Mid-America Trucking Show, produced by Exhibit Management Associates, Inc., is a combined heavy-duty trucking seminar and trade show, featuring more than 930 manufacturers and suppliers, special education areas and outdoor demonstration space. MATS 2009 exhibitors represented 46 states and 10 foreign countries and attendees hailed from all 50 states and 51 foreign countries.

Since its establishment in 1972, the Mid-America Trucking Show has leaped over the industry competition to become the premier trucking show in the nation, as well as one of the largest trade shows of all industries. MATS has recently been named to the

Trade Show Week Fastest 50, celebrating the fastest-growing trade shows. To qualify, shows must have demonstrated growth from 2006 through 2008 with results calculated using a mathematical formula that takes into account both actual square footage increases and percentage of growth.

In September 2009, the March show was ranked No. 15 on the Executive Gold 100 list by the industry-standard Trade Show Executive magazine.

"Coupling the city's gracious hospitality, expansive convention facilities, and ample supply of hotel rooms makes the Kentucky Exposition Center the perfect location," said Toby Young, President of the Exhibit Management Associates, Inc. "The future of the show is bright and we'll [the Mid-America Trucking Show] get back on the path of growth."

Young often looks to the future as the show approaches its 40th anniversary. Young said that the next step for the Mid-America Trucking Show is, "expansion into Freedom Hall's arena space and continued expansion outdoors."

For more information on the Mid-America Trucking Show, visit [www.truckingshow.com](http://www.truckingshow.com) and for information on other events at the Kentucky Exposition Center, visit [www.kyexpo.org](http://www.kyexpo.org).



## MAIN STAGE CONCERT SERIES FEATURES BILLBOARD'S BEST

Three of the four Main Stage Series acts highlight the first round of concert announcements for the 2010 Kentucky State Fair. The 11-day fair, runs from Aug. 19-29, will feature performances by Sugarland, Jeff Dunham and Rascal Flatts.

Jennifer Nettles and Kristian Bush, better known as Sugarland, will perform on opening night of the Kentucky State Fair, Thursday, Aug. 19. After breaking onto the national music scene five years ago, the multiple award-winning duo has recorded hits like "Baby Girl," "All I Wanna Do" and "Stay."

The crowds will turn their cheers into laughs when Jeff Dunham takes the stage, Friday, Aug. 20. Dunham, former American Comedy award winner for Funniest Male Stand-Up Comic, takes on personalities of a

Hispanic pepper, a brash old man and a beer-drinking NASCAR fan, all in the name of comedy.

Rascal Flatts is set to close the Kentucky State Fair in Freedom Hall on Sunday, Aug. 29. In the band's nine-year career, the trio has released 24 singles on the Billboard Hot Country charts, including 11 No. Ones.

Ticketing information and supporting acts will be released at a later date. All tickets will be available at the Kentucky Exposition Center Ticket Office, Kentucky International Convention Center Ticket Office and all Ticketmaster outlets. Charge by phone at 1-800-745-3000, or purchase online at [www.ticketmaster.com](http://www.ticketmaster.com).

Visit [www.kystatefair.org](http://www.kystatefair.org) for more information and continued updates on the 2010 Kentucky State Fair.

## VOLUNTEER PROGRAM SPOTLIGHTS STUDENTS

With the nearing completion of the Louisville Arena, the Metro area will have more than entertainment opportunities than ever before. The growing entertainment industry will bring more than chart-topping artists, major sporting events and fun family shows, it will bring exciting employment opportunities as well. To support the future of the industry in the Metro area, the Kentucky State Fair Board is offering the first-ever Spotlight volunteer program.

Spotlight will provide volunteering opportunities to high school and college students, who will work with the Venue Services staff to assist and learn about the entertainment business and the people who support it.

The Venue Services Department of the Kentucky State Fair Board provides ticketing and guest relations for the Kentucky Exposition Center, Kentucky International Convention Center and the Louisville Arena. The Louisville Arena is slated to open November 2010.

"Our volunteers will grow with the ever-changing entertainment business from the ground up," said James Wade, Jr., who will coordinate the Spotlight program. "By working in all three settings, the students can learn all aspects of the business, possibly their future career."

Once chosen, Spotlight members will participate in a 12-week program that will include street team promotions, group sales strategies and guest relations. Members will work a minimum of two hours per week at the venues. Additional hours and opportunities will exist as the program advances.

Students can apply for consideration as a Venue Services Spotlight program volunteer at [www.kyexpo.org/ticketoffice/spotlight.html](http://www.kyexpo.org/ticketoffice/spotlight.html). Students may also have the opportunity to apply for a paid internship and/or a full-time position with Venue Services.

## KUDOS TO...

The Kentucky State Fair Board has garnered regional and national attention with award-winning submissions in various public relations and advertising competitions. For work completed throughout 2009, the agency received 27 awards, including top distinctions at the Advertising Federation of Louisville Louie Awards Gala, the Louisville Graphic Design Association 100Show, the IABC/PRSA Landmarks of Excellence Awards, the International Association of Fairs and Expositions Hall of Honor Communications Awards and the Kentucky Tourism Council Traverse Awards.



## ATTENTION SUBSCRIBERS!

If you want to continue to receive the Front & Center quarterly newsletter, please e-mail Ellen Anderson at [eanderson@ksfb.ky.gov](mailto:eanderson@ksfb.ky.gov) with the name and address as it appears on the mailing label.

**Otherwise, your name will be removed from the mailing list at the end of 2010.**

## SALES & MARKETING REPORT

The Kentucky Exposition Center's at-a-glance review of major conventions and trade shows signed in the last quarter.

EVENT INFORMATION	ANNUAL ECONOMIC IMPACT
<b>National Collegiate Volleyball Federation</b> Attendance: 9,000 April 1-4, 2010	<b>\$1.5 Million</b>
<b>Pentecostal Fire Youth Conference</b> Attendance: 3,000 April 3-9, 2010	<b>\$1 Million</b>
<b>Mid America Truck Show</b> Attendance: 65,000 each year March 31-April 2, 2011 March 22-24, 2012 March 21-24, 2013 March 27-29, 2014 March 26-28, 2015 March 31-April 2, 2016 March 23-25, 2017 March 22-24, 2018 March 28-30, 2019 March 26-28, 2020	<b>\$14 Million each year</b>

## SCHEDULE OF EVENTS

### APRIL

- 1-3 National Collegiate Volleyball Federation Club Championship Tournament
- 1-3 Kentucky National Dairy Show and Sale
- 3 Hank Williams, Jr. with Jamey Johnson and Eric Church
- 7 Eastern Kentucky Education Association Caucus Dinner\*
- 8 Tyler Perry's Madea's Big Happy Family Stage Play starring Tyler Perry
- 9-11 Kentucky Flea Market
- 9-11 Pentecostal Fire Youth Conference\*
- 10 Papajohns.com Kentucky Derby Festival Basketball Classic
- 10-11 Kentucky State Rabbit Breeders Association Mini Convention
- 13 AC/DC in Concert
- 16-17 NCEES Engineering & Land Surveying Examinations\*
- 16-18 Women of Joy
- 16-18 Junior Volleyball Association Youth Gala
- 22 The Spring Louisville Heavy Equipment Auction\*
- 22 University of Louisville All Sports Banquet\*

- 23-24 U.S. Bank Kentucky Derby Festival Great Balloon Rush Hour, Great Balloon Glow & Great Balloon Race
- 24-27 DECA International Career Development Conference (High School Division)\*
- 26 Stock Yards Bank Kentucky Derby Festival Great Bed Races
- 27 Republic Bank Kentucky Derby Festival Pegasus Parade Preview Party
- 29 David Crowder Band with special guests Natalie Grant, Britt Nicole and Phil Stacey

### MAY

- 4-7 JCPS Spring Testing Check In\*
- 7-8 National Archery in the Schools Tournament
- 8 University of Louisville Commencements
- 10-13 JCPS Norm-Reference Testing Check In\*
- 12 Tom Petty & The Heartbreakers with special guest Joe Cocker
- 14-16 Walking with Dinosaurs – The Arena Spectacular

- 16 St. Xavier High School Graduation
- 21-23 Team Nationals
- 24 JCPS Traditional Middle School Luncheon\*
- 24-Jun 5 Jefferson County Public Schools Graduations
- 28 National College Graduation
- 28-31 Kentucky Flea Market
- 29-30 National Day of the Black Jockey Celebration

### JUNE

- 8 Norton Healthcare Leadership Conference\*
- 10-13 ABGA National Show\*
- 12 Multiple Sclerosis Expo
- 12-13 National Gun Day
- 17 KMBC Business Opportunity Fair
- 18-20 World Basketball Festival: All Under One Roof
- 18-26 American Dairy Goat Association Annual Show\*
- 19 Louisville Feis
- 23-26 National Square Dance Convention
- 24-26 Brown Swiss National Convention
- 30-Jul 3 NSR Summer Type Conference and National Junior Summer Spectacular