



KENTUCKY  
EXPOSITION  
CENTER

# KENTUCKY EXPOSITION CENTER

MEETING &  
EXHIBIT SPACE



# THE KENTUCKY EXPOSITION CENTER



The award-winning Kentucky Exposition Center (KEC) boasts indoor and outdoor exhibit space unmatched in the event industry. With 1.2 million square feet of climate-controlled event space, the largest expositions fill our exhibit halls. Our outdoor space features 356 acres of outdoor and 25,000 surface-level parking spaces.

Louisville's unique brand of Southern hospitality, one-of-a-kind attractions, Urban Bourbon Experience, rich culinary scene, convenience and affordability make it a world-class destination for any meeting or event. Your attendees will love our foodie scene, the thrill of visiting Churchill Downs, Museum Row (with the likes of the Louisville Slugger Museum & Factory and Muhammad Ali Center) and distillery tours. In no other city will you find the welcome you'll receive in Louisville.

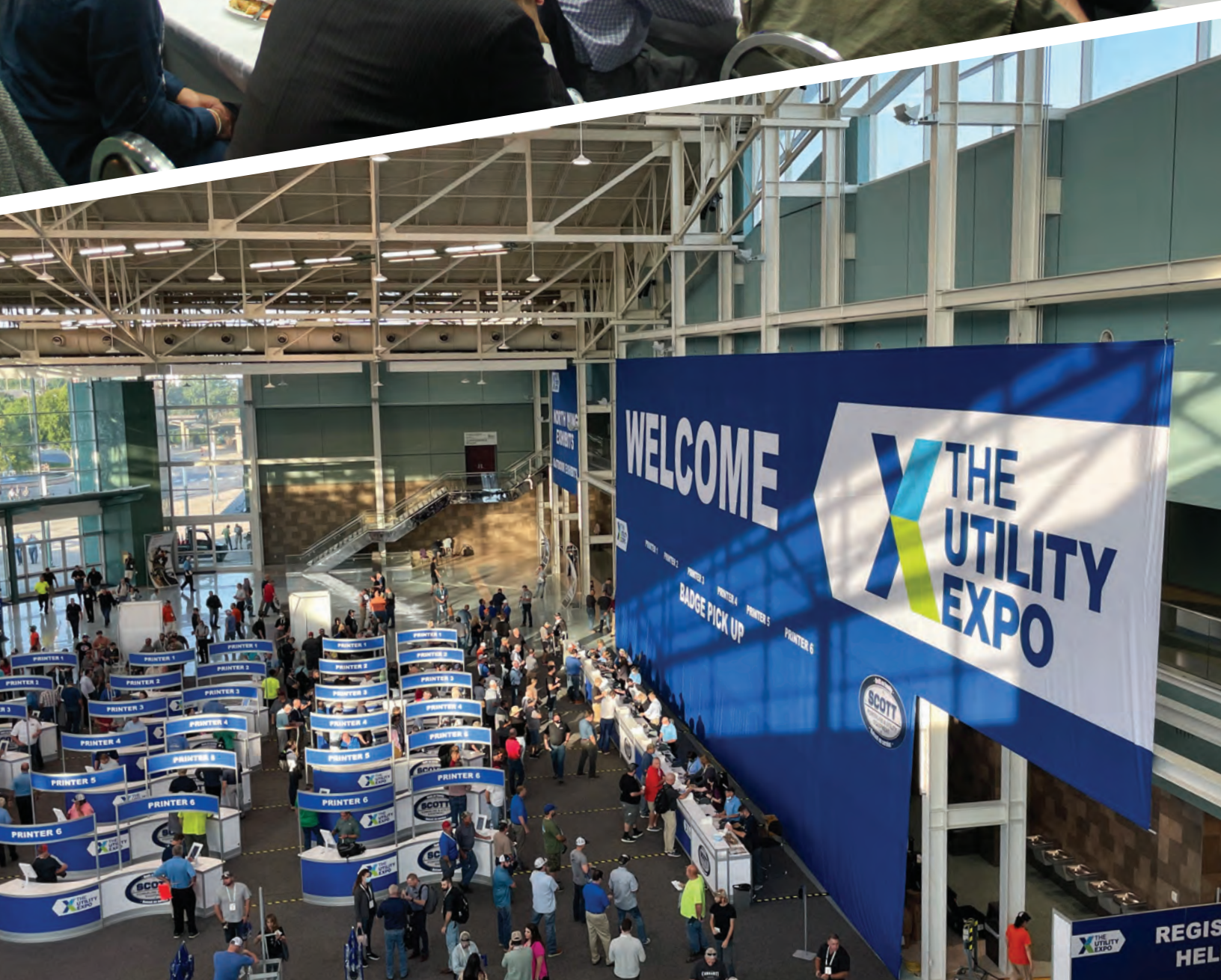
## HIGHLIGHTS:

- 1.2 million square feet of contiguous space including 2 arenas
- 56 meeting rooms
- 356 acres of outdoor exhibit and demonstration space
- 700,000+ square feet of Class A exhibit space
- Accessible to three major interstates
- Adjacent to the Muhammad Ali International Airport
- More than 20,900 Hotel Rooms with 4,500+ neighboring KEC and 6,000+ downtown
- The Urban Bourbon Experience
- 2,500 Restaurants with 130 downtown
- Within driving distance for 60% of the U.S. Population

## VISIT OUR SPACE VIRTUALLY

Want to see more? Using Threshold 360, clients can walk through our facility, explore different spaces and set-ups, no travel required. Our virtual tour walks through all of our space, showing a 360-degree view of our exhibit halls, lobbies, arenas, and meeting rooms.

Visit [kyexpo.org/floor-plans](https://kyexpo.org/floor-plans) today!





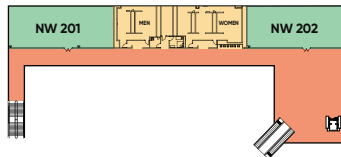
# EASTERN EXHIBIT SPACE

North Wing, East Hall, South Wing,  
Ballroom and Boardrooms

The North Wing, East Hall and South Wing feature more than 674,000 square feet of flexible Class "A" exhibit space. The modern airy lobbies invite you into the spacious interconnected exhibit halls. Adjacent meeting rooms provide opportunities for break-out sessions, seminars and luncheons within steps of the show floor. From youth sporting events to large equipment expositions our space transforms for any event you are planning!

## FEATURES:

- 34 meeting rooms
- Two boardrooms
- LED lighting
- Modern lobbies filled with natural light
- 20,482+ square feet flexible ballroom
- In-house electric, plumbing, technical services, IT, compressed air, natural gas
- Internet, AV and telecommunications services
- 40 loading docks
- Five large-vehicle entrances
- 25,000 parking spots on site



NORTH WING LOBBY  
SECOND FLOOR

<b>NORTH WING</b>	Total Square Feet	Ceiling Height	Theater	Classroom	Banquet	10' x 10' Booths
North Wing	218,286	15' to 28'	5,400	NA	NA	1,205
NW 201	1,680	X'	240	104	X	X
NW 202	1,890	X'	270	120	X	X

<b>EAST HALL</b>	Total Square Feet	Ceiling Height	Theater	Classroom	Banquet	10' x 10' Booths
East Hall 1	3,552	16'	428	200	160	20
East Hall 2	1,632	16'	163	76	64	10
East Hall 3	2,964	16'	306	160	112	14
East Hall 4	2,964	16'	233	120	112	14
East Hall 1-2	5,184	16'	670	308	248	30
East Hall 3-4	5,928	16'	631	304	272	28
East Hall A	20,736	23'	3042	1,280	1,232	98
East Hall B	14,256	23'	2106	1,232	784	75
East Hall A-B	34,992	23'	5304	2,304	2,128	75

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CRESTLINER

BENNINGTON

**Bass Cat**

ARRAAL

CHAPARRAL

LAND FLO

GODFREY

RINKER

2000  
3000

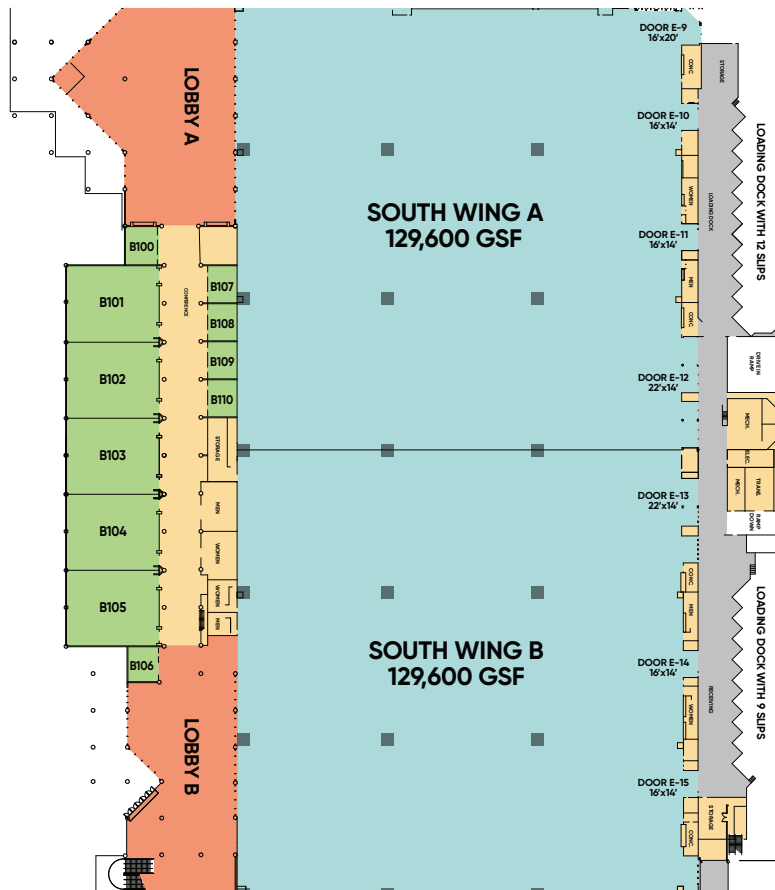
CRESTLINER  
**REEL DEAL**  
SALES EVENT

SX20

MERCURY  
**115**

EX5

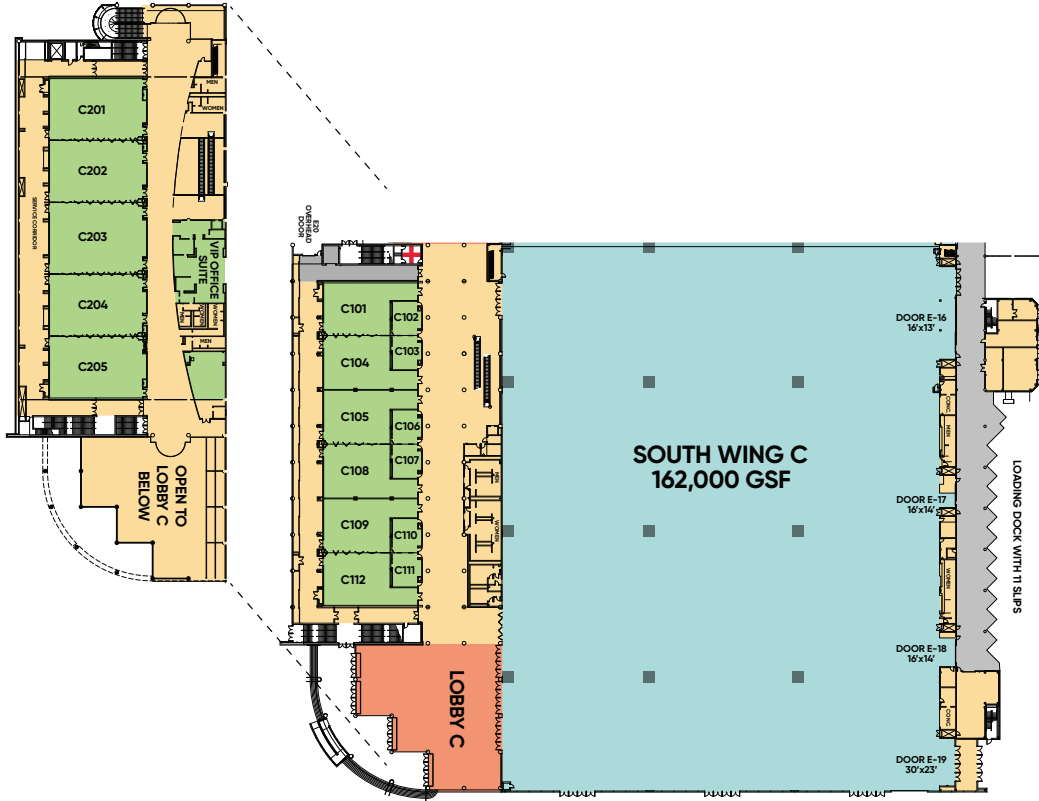




<b>SOUTH WING A &amp; B</b>	<b>Total Square Feet</b>	<b>Ceiling Height</b>	<b>Theater</b>	<b>Classroom</b>	<b>Banquet</b>	<b>10' x 10' Booths</b>
SW A	129,600	27'	— Contact KEC for details —	—	700	
SW B	129,600	27'	— Contact KEC for details —	—	700	
SW A-B	259,200	27'	— Contact KEC for details —	—	1,400	
SW A Lobby	23,800	64' max	— Contact KEC for details —	—	NA	
SW B Lobby	13,500	52' max	— Contact KEC for details —	—	NA	
SW B 100	696	14'	55	24	32	NA
SW B 101	5,040	21'	650	252	264	NA
SW B 102	5,040	21'	650	252	264	NA
SW B 103	5,040	21'	650	252	264	NA
SW B 104	5,040	21'	650	252	264	NA
SW B 105	5,040	21'	650	252	264	NA
SW B 106	696	14'	60	24	32	NA
SW B 107	625	9'4"	45	24	32	NA
SW B 108	750	9'4"	60	24	32	NA
SW B 109	750	9'4"	60	24	32	NA
SW B 110	750	9'4"	60	24	32	NA
SW B 101-105	25,200	21'	3250	1,604	1,432	NA
SW B 107-108	1,375	9'4"	105	72	72	NA
SW B 107-110	2,875	9'4"	225	144	168	NA
SW B 109-110	1,500	9'4"	120	72	72	NA



**SOUTH WING C  
MEZZANINE**



<b>SOUTH WING C</b>	Total Square Feet	Ceiling Height	Theater	Classroom	Banquet	10' x 10' Booths
SW C	162,000	27'	— Contact KEC for details —			875
SW C Lobby	13,423	58' max	— Contact KEC for details —			NA
SW A-B-C	421,200	27'	— Contact KEC for details —			2,275
SWC 101	2,420	16'	280	128	112	NA
SWC 102	560	12'	42	16	24	NA
SWC 103	560	12'	42	16	24	NA
SWC 104	2,420	16'	280	128	112	NA
SWC 105	2,420	16'	280	128	112	NA
SWC 106	560	12'	42	16	24	NA
SWC 107	560	12'	42	16	24	NA
SWC 108	2,420	16'	280	128	112	NA
SWC 109	2,420	16'	280	128	112	NA
SWC 110	560	12'	42	16	24	NA
SWC 111	560	12'	42	16	24	NA
SWC 112	2,365	16'	280	128	112	NA
SWC 101-104	4,840	16'	546	252	224	NA
SWC 102-103	1,120	12'	124	56	56	NA
SWC 105-108	4,840	16'	546	252	224	NA
SWC 106-107	1,120	12'	124	48	56	NA
SWC 109-112	4,840	16'	546	252	224	NA
SWC 110-111	1,120	12'	124	48	56	NA
SWC 201	3,927	21'	575	252	192	NA
SWC 202	4,004	21'	575	252	192	NA
SWC 203	4,620	21'	598	280	240	NA
SWC 204	4,004	21'	575	252	192	NA
SWC 205	3,927	21'	575	252	192	NA
SWC 201-205	20,482	21'	3109	1,344	1,152	NA





# ARENAS

## Freedom Hall and Broadbent Arena

### FREEDOM HALL

Freedom Hall is modernly equipped and home to cutting-edge and historic events alike. Many attendees love the fact that there really isn't a bad seat in the house. The arena hosts numerous sporting events, conferences and concerts requiring seating up to 18,255. Freedom Hall has undergone numerous upgrades that enhance the attendee experience, making for an arena with both a strong legacy and modern conveniences.

#### FEATURES:

- 30 suites
- Eight event rooms (including two VIP rooms and a boardroom)
- 39,000 square feet of floor space
- 15,587 permanent seats
- 100% new energy-efficient LED lighting
- Color-changing event lighting
- Digital signage, including new state-of-the-art center-hung display
- 16 concourse TVs
- Digital board

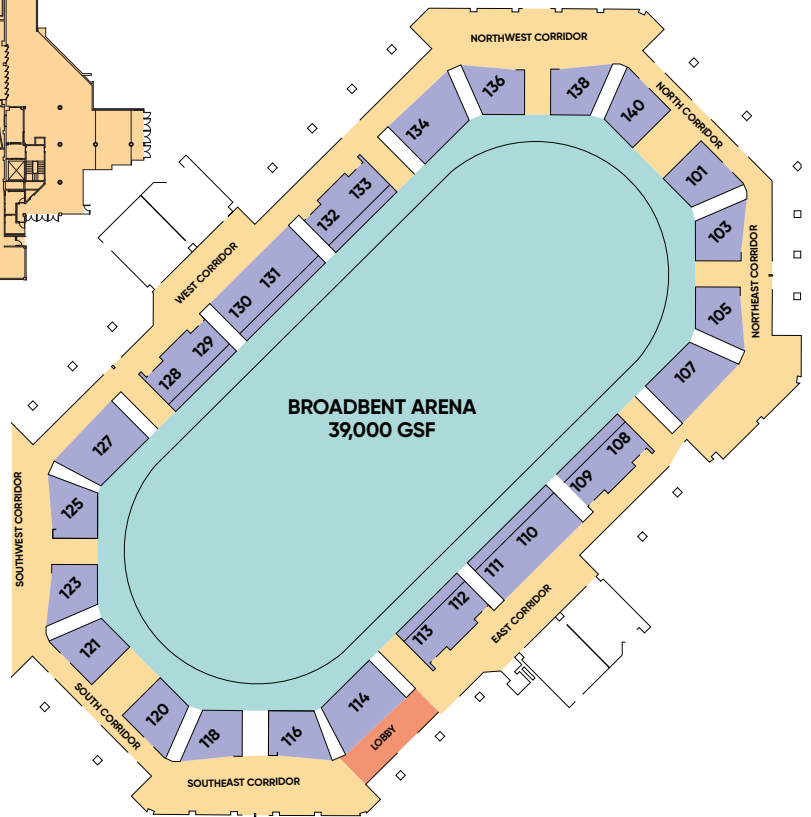
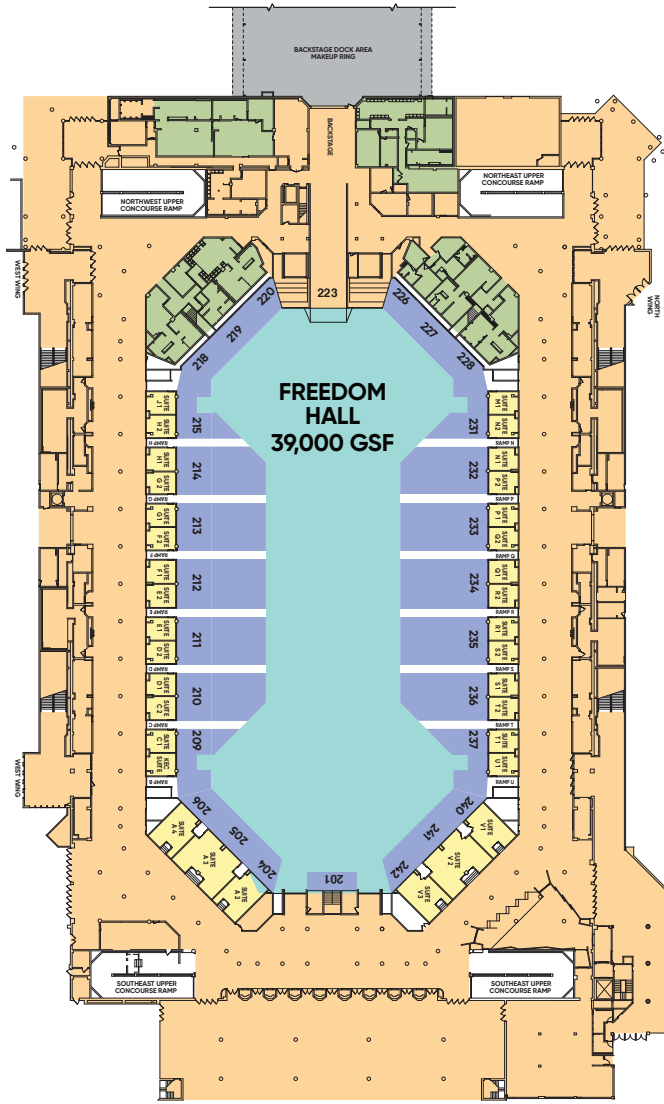
### BROADBENT ARENA

For smaller shows, the 6,580-seat Broadbent Arena offers a more intimate setting. Originally opened in 1977 for livestock shows, this arena has hosted concerts, sporting events, graduations and more.

Located on the West side of the Kentucky Exposition Center, it connects directly with the Pavilion, offering planners and visitors the ability to stay within the 1.2 million square feet of climate-controlled space. The South Concourse entrance enables access to our largest parking area.

#### FEATURES:

- 3,546 permanent seats
- 39,000 square foot floor space
- 42' ceiling height
- Five offices for production, media and green rooms
- Two team locker rooms



ARENAS	Total Square Feet	Maximum Seating	Permanent Seating	Concert	Seminar	Basketball	Motorsport
Freedom Hall	39,000	18,255	15,587	14,189	14,189	17,357	11,819
Broadbent	39,000	6,580	3,546	6,580	4,597	6,592	3,546







# WEST SIDE EVENT SPACE

West Hall, West Wing,  
Pavilion and Newmarket Hall

The West Hall, West Wing and Pavilion are spaces of incredible value for event planners desiring flexible space with open exhibit halls and meeting rooms.

These areas are positioned on the West Side of the property and are interconnected via Freedom Hall to the remainder of the facility. Clients love the flexibility and versatility of this area as it's a blank canvas for events of varying sizes. These areas are proven flexible spaces for a variety of shows.

The West Hall was created to expand the usable exhibit space at the Kentucky Exposition Center. This 32,400 square foot hall has 10 meeting rooms and large auditorium, proving an ideal space to host smaller events and conferences.

## FEATURES:

- 10 meeting rooms
- Livestock showers and milking parlors
- 600 seat auditorium
- In-house electric, plumbing, technical services, IT, compressed air, natural gas
- Internet, AV and telecommunications services



WEST SIDE EVENT SPACE	Total Square Feet	Ceiling Height	Theater	Classroom	Banquet	10' x 10' Booths
West Wing	175,715	15' to 16'	--- Contact KEC for details ---			1,050
Pavilion	75,344	14' to 21'	--- Contact KEC for details ---			381
West Hall 1	3,552	16'	418	200	192	20
West Hall 2	1,632	16'	174	76	64	10
West Hall 3	2,964	16'	372	144	144	14
West Hall 4	2,964	16'	372	144	144	14
West Hall 5	900	14'	87	32	32	NA
West Hall 6	900	14'	90	40	40	NA
West Hall 7	900	14'	87	32	32	NA
West Hall 8	900	14'	87	32	32	NA
West Hall 9	900	14'	90	40	40	NA
West Hall 10	900	14'	87	32	32	NA
West Hall 1-2	5,184	16'	630	308	280	30
West Hall 3-4	5,928	16'	712	328	320	28
West Hall 5-8	1,800	14'	180	72	88	NA
West Hall 5-10	5,400	14'	774	232	248	NA
West Hall 6-9	1,800	14'	236	96	80	NA
West Hall 7-10	1,800	14'	175	64	80	NA
West Hall A	18,144	23'	2400	1,296	1,016	98
West Hall B	14,256	23'	1840	864	792	75
West Hall AB	32,400	23'	4117	1,920	1,872	173

WEST SIDE EVENT SPACE	Total Square Feet	Maximum Seating	Permanent Seating	Concert	Seminar	Basketball	Motorsport
Newmarket Hall	NA	600	600	NA	600	NA	NA







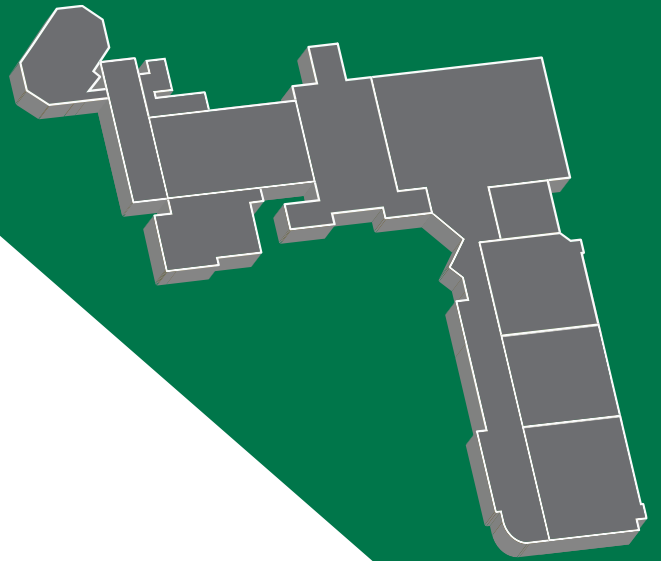
# OUTDOOR SPACE

The Kentucky Exposition Center is home to 356 acres of outdoor event space including one of the largest green spaces in the industry. Our property boasts more than a million square feet of contiguous paved space, green space for equipment demonstrations, along with the Highland Festival Grounds, which have hosted the largest rock festival in the world and the largest construction show in North America. True to Kentucky's equine heritage we have 21 horse barns with stabling for 1,100 horses, a make-up ring and an outdoor covered show ring. Capabilities of the property don't stop there with RV hookups available for hundreds of vehicles, 25,000 parking spaces, a helipad and an around-the-clock security presence.

With five entrances, including our recently expanded main gate, accessing our venue couldn't be easier.

## HIGHLIGHTS:

- 356 acres of outdoor event space
- More than two million square feet of green space
- 25,000 parking spaces
- 21 barns with 1,100 permanent stalls
- Outdoor covered arena and large pavilion
- RV hookups
- Four dedicated entrances to the property including direct access from the interstate and airport
- 900,000 square feet of green space adjacent to Class A exhibit space







**KENTUCKY**  
V E N U E S

# ABOUT KENTUCKY VENUES

**Kentucky Venues** owns and operates two world-class facilities – **the Kentucky Exposition Center** and the **Kentucky International Convention Center** located in **Louisville, Kentucky**. With over **300 events** annually, our facilities welcome millions of visitors each year. We're dedicated to creating exceptional event experiences and supporting success for every event. From trade shows to sporting events, **our mission is clear: to produce shows of public importance and empower every client to have a successful event.**

## **WE PRODUCE EVENTS, SO WE GET EVENTS**

Unlike most facility operators, we organize six of Kentucky's largest and longest-running events, showcasing our deep expertise in day-to-day event planning for hundreds of thousands of guests. For instance, the National Farm Machinery Show features over 900 exhibitors, the Kentucky State Fair activates over 3 million square feet of space, and the North American International Livestock Exposition brings in 27,000 head of livestock. These events not only highlight the pride and progress of the agricultural industry but also affirm our agency's commitment to events in Kentucky.

## **WORLD-CLASS FACILITIES**

The Kentucky International Convention Center and the Kentucky Exposition Center, along with its two arenas, offer expansive, transformative, and flexible space to accommodate events as small as board meetings to as large as major music festivals.



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502-367-5150 • [kyexpo.org](http://kyexpo.org)