

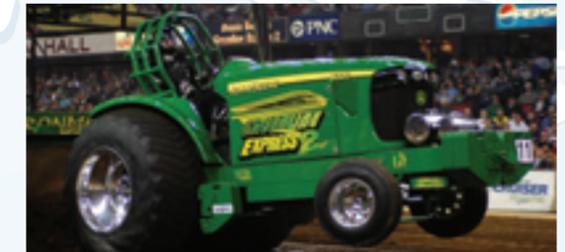
**Entertainment to Eliminate the Winter Blues!**

As winter continues to settle in around us, it is often tempting to curl up in a blanket with a bag of popcorn and watch reruns of last season's best television shows, but why do that when there is an alluring, action-packed event just around the corner that will have even the most seasoned couch potato trading slippers for dancing shoes? From concerts to comedians, elephants to tractors and more basketball action than you can handle, the Kentucky Exposition Center is selling tickets to some of the biggest events in town. Grab a jacket and some friends and make this a winter to remember.

a crowd and keep them entertained with an evening of unforgettable laughter and side-splitting antics.

**FAMILY FUN**

For some high flying action, visit Broadbent Arena February 8 through February 11 for the annual **Kosair Shrine Circus**. Spectators will enjoy the non-stop action as acrobats swing through the air and exotic animals perform amazing tricks to entertain kids of all ages. Just as the circus ends, one of the most popular events of the year begins. The **Championship Tractor Pull** will come roaring into Freedom Hall on February 14 and stay through February 17. Get ready for pulse-pounding excitement as these modified iron horses engage the crowds with hours of motorsports action.



**CONCERTS**

Get ready to "Shake Your Sillies Out" as **The Wiggles Live!** comes to Freedom Hall Wednesday, February 28. This concert encourages families to hop and strut in the aisles alongside their favorite Wiggles: Sam, Murray, Jeff and Anthony as they sing and dance to tunes about food, numbers and animals. There's no better way to get the kids off the couch and onto their feet than to let them enjoy the amusement of this high-energy event. For another unique experience, check out **Blue Man Group – How to be a Megastar 2.0** coming to Freedom Hall March 17. This one-of-a-kind concert combines rock-n-roll, comedy, magic and illusion with a splash of cobalt blue paint to deliver hypnotic entertainment for all ages. The three key performers, donning blue faces and unforgettable personalities, will keep the audience on their toes in anticipation of every upcoming scene.



**COMEDIANS**

Fans will pour into Freedom Hall by the pickup truck load on February 18 to catch a glimpse of the man who added the catchphrase "Git-R-Done" to the English language during his travels with the Blue Collar Comedy Tour. **Larry the Cable Guy** will draw

**BASKETBALL**

The basketball action heats up at Freedom Hall as some of the best high school ballers in the state share the court for an evening of explosive talent and skill. As one of the most highly anticipated high school sporting events of the year, the **McDonald's All-American High School Basketball Games** will bounce into town on March 28. If that isn't enough first-class high school basketball talent, hoops fans will enjoy the skills showcased at the 35th annual **Adidas Derby Festival Basketball Classic** that will be held April 28. Collegiate basketball stars will also take the court for several games as the **University of Louisville** men's and women's basketball teams continue Big East Conference play at Freedom Hall.



*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.*

**IN THIS ISSUE:**

- East Wing Construction Update
- Future NBA and WNBA Stars Will Help Kentuckiana Charity
- Equipping the Innovative Farmer

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

**Kosair Shrine Circus**  
February 8-11  
Broadbent Arena  
10:30 am & 7 pm Thursday & Friday  
10 am, 2 pm & 7 pm Saturday & Sunday  
Tickets: \$16 – Reserved  
\$14 – Reserved  
\$13 – Reserved

**National Farm Machinery Show  
Championship Tractor Pull**  
February 14-17  
Freedom Hall  
Tickets: \$31 – Reserved (Wednesday through Friday at 7:30 pm, Saturday 1 pm)  
\$36 – Reserved (Saturday 7:30 pm)

**Larry the Cable Guy**  
February 18  
Freedom Hall, 7:30 pm  
Tickets: \$43.75 – Reserved

**The Wiggles Live!**  
February 28  
Freedom Hall, 6:30 pm  
Tickets: \$36 – Reserved  
\$29 – Reserved  
\$24 – Reserved  
\$19 – Reserved

**Blue Man Group - How to be a  
Megastar Tour 2.0**  
March 17  
Freedom Hall, 8 pm  
Tickets: \$86 – Reserved  
\$50.50 – Reserved  
\$40.50 – Reserved

**McDonald's All American  
High School Jamfest**  
March 26  
Knights Hall at Bellarmine University, 7 pm  
Tickets: \$15 – General Admission

**McDonald's All American  
High School Basketball Games**  
March 28  
Freedom Hall  
5:30 pm – Girls Game  
8 pm – Boys Game  
Tickets: \$60 – Reserved  
\$38 – Reserved  
\$28 – Reserved  
\$15 – Reserved

**Adidas Derby Festival Basketball Classic**  
April 14  
Freedom Hall, 7 pm  
Tickets: \$16 – Reserved (lower level and upper level sides)  
\$11 – Reserved (upper level end zones)

**University of Louisville Basketball**  
Freedom Hall  
**Men's Games**  
February 7, 10, 21; March 4  
**Women's Games**  
February 3, 10, 20, 26  
Tickets: Call (502) 852-5151

All tickets subject to availability  
All prices include a \$1 facility charge

**To order tickets:**  
KEC Ticket Office (502) 367-5144  
Ticketmaster (502) 361-3100  
TDD (502) 367-5131

Order tickets online and print them from your personal computer using ticketFast at [www.ticketmaster.com](http://www.ticketmaster.com).



Tickets for all these events – and many more to come – are available at the Freedom Hall Ticket Office. Go to [www.kyexpo.org](http://www.kyexpo.org) for additional ticket information or call (502) 367-5144 to purchase a ticket and avoid those winter blues!

## EAST WING CONSTRUCTION UPDATE



Once completed this fall, the East Wing reconstruction project will make the Kentucky Exposition Center the place of innovation and marvel it was when it premiered in 1956. The structure was demolished last spring and is currently on target for completion in October 2007. When finished, the East Wing will include 216,000 square feet of Class "A" exhibit space boasting 27-foot tall ceilings and modern lighting. The previous structure's 96 interior columns will be reduced to eight, and the design and technology changes will help increase revenues as the exposition center continues to vie for a share of global tradeshow business.

Over 100 workers have shed hours of sweat to transform the raw materials into the beginnings of a phenomenal structure, and their work has led to many noticeable changes in past months. Construction has begun on a 3,900 square foot building that will lead to a pedway providing easy access from the southeast parking lot behind Cardinal Stadium to the new grand lobby in the East Wing. This will allow visitors to bypass the East Wing during events. A loading dock, which did not exist in the old East Wing, has also been added to facility.

### Other recently completed work includes:

- Completed front structural columns
- Installed underground water and air piping throughout the facility
- Installed escalator and elevator pits in grand lobby
- Installed 30 percent of the north and west walls
- Nearly completed metal decking and roof
- Started exterior framing

For continuous details on the East Wing's progress, visit [www.kyexpo.org](http://www.kyexpo.org).

## FUTURE NBA AND WNBA STARS WILL HELP KENTUCKIANA CHARITY

Tickets are going fast for the chance to catch a glimpse of future NBA and WNBA stars and Division I standouts in action at one of the most highly anticipated high school sporting events of the year. The 30th annual boys and girls **McDonald's All American Basketball Games** are making their first appearance in the Bluegrass state on March 28. An anticipated sell-out crowd will enjoy a night of stellar dunks and amazing jump shots as boys and girls from across the nation display their raw talent and skill at Freedom Hall.

"This is the premier high school basketball event that garners the best talent from across the United States and puts them in one place for college coaches and NBA and WNBA scouts," said Dave Patrone, senior sales manager for the Kentucky State Fair Board.

Aside from future professional athletes, Joe B. Hall, Rex Chapman and Laila Ali are some of the famous KY natives that have been invited to attend the events. According to Patrone, potential stars of the game could be Michael Jordan's son, Jeffrey Jordan, and former Ashland, Kentucky basketball standout and two-time Ohio Mr. Basketball, Ointon J'Anthony "O.J." Mayo, of Cincinnati. A complete list of athletes participating in the games will not be released until later in February.

Besides providing area residents with an evening of unrivaled high school basketball entertainment, all net proceeds from the event will provide much needed funding for the Ronald McDonald House Charities of Kentuckiana. According to the organization's executive director, Hal Hedley, the proceeds will be divided to pay off the building they currently occupy and to cover expenses in the 2007 operating budget. Depending on the games' success, some money could also be made available to expand the Kentuckiana Ronald McDonald House facility and provide additional accommodations for families seeking assistance from the charity.

For tickets to the game, call (502) 361-3100 or visit [www.ticketmaster.com](http://www.ticketmaster.com).



## EQUIPPING THE INNOVATIVE FARMER

The latest innovations in agricultural technology are coming to the Kentucky Exposition Center (KEC) February 14-17 for the 42nd annual **National Farm Machinery Show**, helping even the savviest farmer keep pace with 21st century farming. Not only is this massive show free and open to the public, but it also showcases nearly 800 exhibitors, offers aisle after aisle of brand name products and services, provides hands-on demonstrations of the latest advancements in farming technology and features a selection of free, informative seminars. Add in the crafts, gifts and accessories found in the Family Living Center, and mix it with the pulse-pounding action of the **Championship Tractor Pull**, sponsored by Syngenta, and the National Farm Machinery Show becomes a package complete with enough resources to lure attendees from every corner of the country.



The show will have a slightly new look this year due to the reconstruction of the East Wing at the KEC, but the exhibits previously housed there are not leaving; they will merely be relocated to other areas of the facility. Once complete, the renovated East Wing will provide an abundance of room to increase the size and number of the 2008 National Farm Machinery Show's exhibits with 216,000 additional square feet of Class "A" exhibit space.



After last year's attendance-shattering show, more than 300,000 people are expected to attend this year's event. The estimated \$19 million financial impact the show brings to Kentucky businesses makes it the most financially successful tradeshow held at the KEC.

For more information, visit [www.farmmachineryshow.org](http://www.farmmachineryshow.org).

## SCHEDULE OF EVENTS

### FEBRUARY

- 1/27-2/4 50th Annual Louisville Boat, RV and Sportshow
- 2-4 Kentucky Flea Market
- 3 UL vs. DePaul Women's Basketball
- 5 Greater Louisville Inc. Annual Dinner featuring Tom Jurich
- 7 UL vs. Georgetown Men's Basketball
- 8-11 Kosair Shrine Circus
- 10 The Caper to Benefit The Family Place: A Child Abuse Treatment Agency
- 10 UL vs. Syracuse Women's Basketball
- 10 UL vs. USF Men's Basketball
- 14-17 National Farm Machinery Show & Championship Tractor Pull
- 18 Larry the Cable Guy
- 20 UL vs. St. John's Women's Basketball
- 21 UL vs. St. John's Men's Basketball
- 22-24 Orders, Metals & Militaria Auction Preview
- 23-24 2007 Fifteenth Annual Show of Shows
- 23-25 Carl Casper's International Championship Car Show
- 24-25 National Gun Day
- 26 UL vs. West Virginia Women's Basketball
- 28 The Wiggles Live!

### MARCH

- 2 KAPHCC Convention and Expo\*
- 2-4 Kentucky Beef Expo
- 2-4 National Houseboat Expo
- 2-4 Mason-Dixon Track & Field Games
- 3 Two Headed Giants Champs Card Tournament
- 3-4 Kentucky Crafted: The Market
- 4 UL vs. Seton Hall Men's Basketball
- 7 Clark Food Show\*
- 9 Step Show & Expo
- 9-11 58th Metro Louisville Home, Garden & Remodeling Show
- 10-11 Kyana Region AACA Swap Meet
- 14-18 Kentuckiana Cluster All Breed Dog Show
- 15-18 GLTC Agility Trials
- 16 The Great American Model & Talent Search
- 17 Blue Man Group - How to be a Megastar Tour 2.0
- 22-24 Mid-America Trucking Show\*
- 28 McDonald's All-American Boys & Girls Basketball Games
- 30 Louisville Fire vs. Boise Burn
- 30-31 Kentucky Classic Alpaca Show
- 31 Children & Teens Casting Call
- 3/30-4/1 Kentucky Flea Market
- 3/30-4/1 AAA Travel and Marketplace Expo

\*Closed to the public  
THIS LIST IS SUBJECT TO CHANGE

For more information, contact:  
Kentucky Exposition Center  
P.O. Box 37130  
Louisville, KY 40233-7130

Event Hotline: (502) 367-5005  
KEC Main Number: (502) 367-5000  
Sales Department: (502) 367-5150  
[www.kyexpo.org](http://www.kyexpo.org)

## SALES & MARKETING REPORT

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

GROUP	EVENT DATES	ESTIMATED ATTENDANCE	ANNUAL ECONOMIC IMPACT
Historic Black Colleges and Universities	March 9, 2007	1,500	\$200,000
McDonald's High School Basketball Classic	March 28, 2007	20,000	\$1.5 million
Winters Motivation Spring Leadership Conference	April 27-29, 2007	16,000	\$4 million
Pumper Cleaner Environmental Expo International	February 28 - March 1, 2008 February 26-28, 2009	15,000-17,000 15,000-17,000	\$8.4 million \$8.4 million