



**SOUTH WING C
CONSTRUCTION UPDATE**

During the second quarter of 2005, the following South Wing C construction projects will be started or finalized:

- Construction of loading dock area to be started
- Installation of interior drywall to begin
- Completion of flat roof and metal roof
- Completion of the Exterior Finish Insulation System (EFIS) system
- Completion of interior masonry walls

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

Louisville Fire Arena Football
Freedom Hall, all games start at 7:30 p.m.
Game Dates: April 15 & 30, May 21 & 27,
June 18, July 9, 23 & 30
Tickets: \$44 – Reserved/front row
\$24 – Reserved/lower arena and loge
\$19 – Reserved/upper level sides
\$12 – Reserved/upper level endzones
\$9 – Reserved/upper level endzones,
upper rows

Adidas Derby Festival Basketball Classic
Saturday, April 16
Freedom Hall, 7:00 p.m.
Tickets: \$13.50 – Reserved/lower level and
upper level sides
\$9.00 – Reserved/upper level
endzones

John Mellencamp in Concert
Sunday, April 17
Freedom Hall, 8:00 p.m.
Tickets: \$45 – Gold Circle
\$35 – Reserved

Michael W. Smith in Concert
Thursday, April 28
Broadbent Arena, 7:30 p.m.
Tickets: \$32 – Reserved
\$27 – Reserved
\$19 – Reserved
Groups of 10 or more receive \$5 off \$27 tickets only.
Available only at KFEC ticket office.

Six Flags Kentucky Kingdom
April: 2-10, 16-17, 23-24, 30
May: 1, 6-8, 14-15, 21-22, 26-31
June: Every day
Ticket information: Call (502) 366-2231 or
(800) SCREAMS

Panasonic Open Dew Action Sports Tour
Thursday, June 9 - Sunday, June 12*
Cardinal Stadium, Freedom Hall, Broadbent
Arena and Lot J
Tickets: \$13 – Daily Ticket/General Admission
\$39 – Four-day pass
One daily ticket obtains access to all the day's events
*Event times vary. Schedule will be released
at later date.

Motley Crue in Concert
Tuesday, September 20
Freedom Hall, 7:30 p.m.
Tickets: \$65 – Reserved/lower level
\$45 – Reserved/upper level

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.



- Dew Action Sports
- Attendance Soars at NFMS
- Boers Take the Floor
- Horse Shows Fill Calendar
- Board Appointments
- Construction Update

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



**Kentucky Exposition Center First
Stop for Dew Action Sports Tour**

Kentucky is long-accustomed to hosting championship sporting events, but a new format of competition is headed for the Bluegrass State. The 2005 Dew Action Sports Tour recently named the Kentucky Exposition Center (KEC) the first stop of its five-city, nation-wide tour starting this summer. Rolling into Louisville June 9-12, the Dew Action Sports Tour is the first-ever, season-long, nationally televised professional tour for the sports of skateboarding, BMX and freestyle motocross. With venues playing a part in the decision-making process, the tour selected Louisville for the first leg of its schedule after completing a competitive bidding process involving more than 20 prospective sites throughout the United States.

“We are thrilled to have selected sites that distinguished themselves by offering strong cooperation among community and government organizations, commitments of significant marketing support for the Tour, favorable geographic fit, and superior venues,” said Wade Martin, General Manager of the Dew Action Sports Tour.

The four remaining tour cities are Denver, Colorado (July 6-10), Portland, Oregon (August 17-21), San Jose, California (September 7-11), and Orlando, Florida (October 12-16). The Dew Action Sports Tour has entered into multi-year agreements with all five venues, including a minimum two-year deal with KEC, and it estimates

attendance in each city at 100,000 with an annual economic impact of \$20-30 million.

“We are very excited that the Kentucky Exposition Center has been given the opportunity to partner with an event as groundbreaking as the Dew Action Sports Tour,” said Harold Workman, president and CEO of the Kentucky State Fair Board. “The tour’s agreement with the television networks and title sponsors will produce significant national coverage for our facility and the state of Kentucky.”

With two months to go before events kick off, the tour already owns top bragging rights in two action sport categories: the largest competitive purse (\$1 Million Bonus

Pool), and the largest combined network television and cable broadcasting commitment. Launched by NBC Sports last spring and joined by tour title sponsor Mountain Dew, the Dew Action Sports Tour is co-owned by NBC Sports and Clear Channel Entertainment - Motor Sports. In partnership with USA Network, NBC and USA will combine for 32 hours of exclusive coverage. The tour makes its television debut on USA on Friday, June 10, and its network debut on NBC on Saturday, June 11 – both from the Panasonic Open, in Louisville.

Tickets for the tour’s first stop at KEC are on sale now at the Freedom Hall Ticket Office and all Ticketmaster outlets. Prices are \$13 for a daily ticket and \$39 for a four-day pass. For more information on the tour and a future list of daily events, visit www.dewactionsportstour.com.





ATTENDANCE SOARS AT THE NATIONAL FARM MACHINERY SHOW



Big crowds, big exhibits and big tractor pull performances highlighted a big anniversary for the **National Farm Machinery Show (NFMS)** this past February. The 40th NFMS drew the second highest attendance total in its history as 302,116 people flooded the Kentucky Fair & Exposition Center during the four-day event. Experiencing an increase of almost 10,000 people over last year's attendance, the 2005 show marked just the third time the NFMS crowd topped the 300,000 plateau.

"This year's National Farm Machinery Show was a great success – probably one of the best we have produced to date," said Harold Workman, president & CEO of the Kentucky State Fair Board.

"Because this event is produced entirely in-house, we are especially proud of the show's results. Exhibit space was a sell out again, and, for the first time, the Championship Tractor Pull sold out all five performances."

The NFMS, produced every year by the Kentucky State Fair Board, is the largest indoor agricultural show in the United States and generates an annual economic impact of \$19 million. Approximately 800 exhibitors and several free seminars led by industry experts help draw ag enthusiasts from around the world. The 41st National Farm Machinery Show will be held February 15-18, 2006. For further details, visit www.farmmachineryshow.org.

BOERS TAKE THE FLOOR OF KENTUCKY EXPOSITION CENTER

The **American Boer Goat Association (ABGA)** will display the country's finest Boer goats at the Kentucky Exposition Center (KEC) when it holds its National Show in Louisville June 9-12. Breeders will compete for National Championship honors in this genetic showcase anticipated to draw over 1,500 Boer goats from across the nation. The event will also feature a trade show and seminars on industry related topics for all Boer goat enthusiasts.

Formed in 1993 after Boer goats were first imported into the United States from South Africa, the ABGA, headquartered in San Angelo, Texas, has taken its National Show on the road each year. Its four-day stop in Louis-

ville at the KEC is the northernmost location for the organization's annual event.

Boer goat breeding is one of the fastest growing agricultural segments in the nation, particularly in Kentucky, where their popularity is on the rise thanks in part to decreasing tobacco allotments each year. The Boer goat is often used in cross-breeding programs to improve other breeds, due to its high resistance to disease, its ability to adapt well to various climates, and its overall superior genetic characteristics. For more information on these goats and the show, visit www.abga.org.



SALES & MARKETING REPORT

The Kentucky Fair & 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
Kentucky Crafted: The Market	March 3-6, 2005	9,000	\$2 million
United Pentecostal Church International Conference	Oct. 12-16, 2011	15,000	\$4.9 million
U.S. Trampoline & Tumbling Association	June 22-25, 2006	12,000	\$1 million
Midwest Manufactured Housing Show	Jan. 18-20, 2006	6,000	\$2 million

KENTUCKY STATE FAIR BOARD APPOINTMENTS

In January, Governor Ernie Fletcher appointed **Hayward F. Spinks** to the Kentucky State Fair Board as an at-large state representative. Spinks replaced Joe Wright, whose term had expired. At the same time, the governor re-appointed **Jane Cave**, who is representing Kentucky's National Farmers Organization, for a fourth term. Both Spinks' and Cave's terms expire on December 12, 2008.

HORSE SHOWS FILL SPRING CALENDAR



In the weeks leading up to the first Saturday in May, Kentucky will again be teeming with Derby fever. Keeping all those horse enthusiasts in mind, the Kentucky Exposition Center will showcase a blend of equestrian events, competitions and seminars for fans, trainers and owners over the next three months.

• Parelli Natural Horsemanship Show, April 9-10

Live coaching sessions on how to train and communicate with your horse. Tickets are \$65 per adult, children 16 and under are free.

• Ranch Horse Classic, April 16

Produced by students in the University of Louisville's Equine Business Program, this show features western-style performance competitions in conformation, pleasure, working ranch horse, and ranch roping. Admission is free.

• District 3 Qualifying 4-H Horse Show, May 14-15

Over 100 4-H members competing for a chance to qualify for the Kentucky State 4-H Horse Show. Admission is free.

• Derby City Spring Fling Miniature Horse Show, May 21-22

Hackneys, three classes of Shetlands and two sizes in the miniature class (34" and under, and 34"-38") will compete in events such as driving and jumping. Admission is free.

• Kentucky Arabian Horse Show, June 4-5

Two-day show including Arabian Halter, Western, English and Hunter classes. Admission is free.

For a complete schedule of equine related events, visit www.kyfairexpo.org.

SIGN UP FOR THE FRONT & CENTER E-NEWSLETTER

Sign up now to receive the monthly Front & Center electronic newsletter delivered straight to your inbox. Simply send an e-mail to dsmaldone@ksfb.ky.gov with the word "SUBSCRIBE" in the subject line and the e-mail address you wish to use typed into the body of the message. The next issue will be sent out April 15, so don't delay!

SCHEDULE OF EVENTS

APRIL

2-3	U.S. Equestrian Games Association* Training Workshop
8-10	Kentucky National Dairy Show & Sale
8-10	Louisville New Car Show
9-10	Parelli Natural Horsemanship Show
12	SYSCO Spring Trade Show*
15	Louisville Fire vs. South Georgia Wildcats
15-17	Kentucky Flea Market
16	Ranch Horse Classic
16	Kentucky Derby Festival Basketball Classic
16-18	Rust Wholesale Variety Trade Show*
17	John Mellencamp Words & Music Tour
22-24	U.S. Quad Rugby Association National Championship
28	Michael W. Smith with special guests Selah and Watermark
29-30	Kentucky Derby Festival Balloon Glows
29-30	Kentucky Derby Festival Great Balloon Races
30	Louisville Fire vs. Birmingham Steeldogs

MAY

2	Kentucky Derby Festival Great Bed Races
5-6	T.D. Jakes Religious Service
7	Derby Day Parking
11	Clark Foodservice Food Show*
14	University of Louisville Commencements
14-15	District 3 Qualifying 4-H Horse Show
20-21	Derby City Square Dance Festival
21	Louisville Fire vs. Florida Firecats
21-22	PEAK Building Material Auction
21-22	Derby City Spring Fling Miniature Horse Show
27	Louisville Fire vs. Albany Conquest
27-29	Kentucky Flea Market

JUNE

4-5	Kentucky Arabian Horse Show
9-12	Panasonic Open Dew Action Sports Tour
9-12	American Boer Goat Association National Show*
11-12	The Great Eastern National Gun Day & JAG Military Show
18	Louisville Fire vs. Green Bay Blizzard
23-26	MillionManLan
June 30-July 3	USA Junior Olympic Girls Invitational Volleyball Championships

*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.kyfairexpo.org