

FRONT & CENTER

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FRONT & CENTER

Kentucky Exposition Center

SUMMER 2005

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Street Rod Nationals COLORED The Bluegrass State

The biggest street rod and automotive participation event in the world returned to Louisville this summer as the National Street Rod Association's 36th Annual Street Rod Nationals was held at the Kentucky Exposition Center August 4-7.

Over 11,000 pre-'49 street rods painted every imaginable color filled the facility's parking lots during the four-day event. The show featured nearly 350 commercial exhibitors in an indoor and outdoor trade show, a display of New Street Rod Products, a vintage auto parts Swap Meet, the Women's World arts and crafts show, games, live entertainment, competitions, awards and a whole lot of cruising. A 29 Below Rodder Show was also held to give exposure to enthusiastic street rodders age 29 and under. The biggest draw for spectators and enthusiasts alike continued to be the thousands of Roadsters, Coupes, Sedans, Cabriolets and other classic cars showcasing the top car manufacturers' designs in street rods.

For more information on the NSRA or the Street Rod Nationals, visit www.nsra-usa.com.

AT THE TICKET OFFICE

Tickets for the following events are on sale now:

Chevy Presents Gretchen Wilson and Big & Rich "The American Revolution Tour"

Thurs., August 18
Freedom Hall, 8:00 p.m.
Tickets: \$41 (includes State Fair admission)

Hilary Duff "Still Most Wanted Tour 2005"

Fri., August 19
Freedom Hall, 8:00 p.m.
Tickets: \$41 (includes State Fair admission)

Alan Jackson's "What I Do Tour" with very special guest The Wrights

Sat., August 20
Freedom Hall, 8:00 p.m.
Tickets: \$41 (includes State Fair admission)

World's Championship Horse Show

Freedom Hall
Sun., August 21 - Thurs., August 25, 6:30 p.m.
Tickets: \$7 (\$11 after August 17)
Fri., August 26 - Sat., August 27, 7:00 p.m.
Tickets: \$11 (\$16 after August 17)

* Ticket price does NOT include admission to the Kentucky State Fair, however, admission is required.

Cruzan Rum Presents: Kenny Chesney's "Somewhere In The Sun Tour 2005" with special guest Pat Green - SOLD OUT!

Sun., August 28
Freedom Hall, 8:00 p.m.
Tickets: \$49 (includes State Fair Admission)

Six Flags Kentucky Kingdom

August: 1-15, 18-28 (Kentucky State Fair)
September: 3-5, 10-11, 17-18, 24-25, 30
Ticket information: Call (502) 366-2231 or (800) SCREAMS

Equine Affaire-Fantasia

Fri., September 16 - Sat., September 17
Broadbent Arena, 8:00 p.m.
Tickets: \$24 / \$20 / \$16 - Reserved

Order tickets online and print them from your personal computer using ticketFast at www.ticketmaster.com.

Motley Crue

Tues., September 20
Freedom Hall, 7:30 p.m.
Tickets: \$65 Reserved/lower level
\$45 Reserved/upper level

NBA Exhibition Game: New Orleans Hornets vs Atlanta Hawks

Tues., October 18
Freedom Hall, 7:30 p.m.
Tickets: \$91 Reserved/floor-sides
\$61 Reserved/floor-endzones
\$41 Reserved/lower level-sides
\$26 Reserved/lower level-endzones
\$16 Reserved/upper level-sides
\$11 Reserved/upper level-corners
\$6 Reserved/upper level-endzones

North American Championship Rodeo

Thurs., November 10 - Sat., November 12
Freedom Hall, 7:30 p.m.
*Tickets: Thurs. & Fri. - \$21 Reserved
Sat. - \$26 Reserved
* Internet presale starting Mon., August 1 at 10 a.m. through Wed., August 17 at 10 p.m.

Arenacross

Fri., January 27 - Sun., January 29
Broadbent Arena
7:30 p.m. - Fri. & Sat. / 12 p.m. - Sun.
Tickets: Fri. & Sat. - \$21 Reserved
\$6 Children (2-12)
Sun. - \$21 General Admission
\$6 Children (2-12)

All tickets subject to availability, and all prices include a \$1 facility charge.

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



Featured in this issue:

- New Educational Exhibit Debuts at Fair
- Discount Kentucky State Fair Admission Tickets
- World's Championship Horse Show
- Equine Affaire
- Street Rod Nationals

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.



kentuckyunbridledspirit.com

The Kentucky State Fair Returns August 18-28, 2005

Kentucky's calendar is dotted every year by a handful of events that distinguish one season from the next, but for the past one hundred years the summer has belonged to a certain 11-day festival known as the Kentucky State Fair. This year's Fair is again complete with traditional Thrillway rides, games, food, fun, competitions and music that delight young and old alike.

When it comes to summertime entertainment, it's hard to beat the Fair's star-studded concerts that feature some of the biggest names in country, rock, hip-hop and Christian music. Award winning performers, up-and-coming artists and proven industry veterans will hit the stages of the Kentucky Fair & Exposition Center.

Thursday, August 18



Chevy Presents Gretchen Wilson and Big & Rich "The American Revolution Tour"

Freedom Hall
8 p.m. - \$41



Cheap Trick

Cardinal Stadium, 3 p.m. - FREE

Friday, August 19



Hilary Duff
"Still Most Wanted Tour 2005"
Freedom Hall, 8 p.m. - \$41



Twista with special guest Nappy Roots
Cardinal Stadium
8 p.m. - FREE

Saturday, August 20



Alan Jackson's "What I Do Tour" with very special guest The Wrights
Freedom Hall, 8 p.m. - \$41

Seether and Crossfade with special guest Dark New Day
Cardinal Stadium
8 p.m. - FREE

Sunday, August 21

An Evening With The Oak Ridge Boys
Cardinal Stadium, 8 p.m. - FREE



Monday, August 22



An Evening With Steven Curtis Chapman with special guest The Crabb Family
Cardinal Stadium
8 p.m. - FREE

Tuesday, August 23

Gary Allan and Dierks Bentley
Cardinal Stadium
8 p.m. - FREE



Wednesday, August 24

Bobby Vee & The Vees, Fabian and Brian Hyland
Cardinal Stadium, 8 p.m. - FREE



Thursday, August 25



In Concert - George Jones with The Kentucky Sisters
Cardinal Stadium
8 p.m. - FREE

Friday, August 26



Bill Medley - Tribute to The Righteous Brothers
Cardinal Stadium, 8 p.m. - FREE

Saturday, August 27



An Evening With Trace Adkins
Cardinal Stadium, 8 p.m. - FREE

Sunday, August 28

Cruzan Rum Presents: Kenny Chesney's "Somewhere In The Sun Tour 2005" with special guest Pat Green
Freedom Hall, 8 p.m. - \$49 - SOLD OUT!



Concert fans can purchase tickets by calling (502) 367-5144, by going online and using ticketFast at www.ticketmaster.com or by visiting the official Fair website at www.kystatefair.org. All free concerts are sponsored by Fifth Third Bank.

Kentucky State Fair's New Exhibit Explores Cultures from the Bluegrass and Around the Globe

With 2005 marking the beginning of the Kentucky State Fair's second century of existence, a look at what lies ahead is certainly in order. Ushering in the next 100 years of the Fair requires broad vision and the ability to adapt to fairgoers' changing wants and needs. So what better way to view such exciting innovations than through a kaleidoscope? Accordingly, this year's Kentucky State Fair will introduce the **Kaleidoscope Discovery Zone**, an interactive learning center that will house new exhibits and activities every year.



Three main learning exhibits will highlight this year's Kaleidoscope Discovery Zone, providing an array of opportunities for local students to participate in this special section of the Fair. The first area, **Project Global**, will examine the geography and culture of one continent each year, beginning this year with Asia. The **SQI Lab** (where Science Questions are Investigated) is an interactive laboratory that will explore the secrets behind tsunamis, plate tectonics and earthquakes. Completing the exhibit is **Kentucky by the Book**, filled with original works by student authors and their reviews of books set in Kentucky or by Kentucky authors.

For further details on the Kaleidoscope Discovery Zone, information on student curriculum or booking a field trip, visit www.kystatefair.org.

Advance Discount Admission Tickets to the Kentucky State Fair Available Now at Kentuckiana Kroger Stores

The Kentucky State Fair is only a few weeks away, but now is the time to save money! Advance discount admission and Thrillway ride tickets are available for purchase at the checkout lanes of Kentucky and Southern Indiana Kroger stores by using a Kroger Plus Card.

| Ticket Type | Advance Purchase Discount | Admission After August 17 |
|---------------------------|---------------------------|---------------------------|
| Adult | \$5 | \$7 |
| Child (3-12 yrs.) | \$2 | \$3 |
| Senior (55 yrs. and over) | \$2 | \$3 |

Additionally, a set of 30 Thrillway ride tickets is only \$15 when purchased at Kroger – a 33% discount off the regular price. Thrillway ride tickets allow fairgoers to enjoy the wide assortment of games and carnival rides found on the Cumberland Valley Shows midway as well as some of the towering attractions at the adjacent Six Flags Kentucky Kingdom amusement park.

For those who would prefer to order tickets without leaving the comfort of home, discount tickets are also available online now through August 11 by visiting the Kentucky State Fair's website, www.kystatefair.org.



World's Championship Titles at Stake During the Kentucky State Fair

A long-standing tradition of grace and showmanship is sure to entertain equine enthusiasts when the **World's Championship Horse Show (WCHS)** returns to Freedom Hall August 21-27 during the Kentucky State Fair. With more than 2,000 horses entered in over 200 classes and total awards exceeding \$1.2 million, the WCHS is considered the richest and most prestigious competition for American Saddlebreds, Harness-Hackney Ponies and Standardbred Road Horses.

At the conclusion of the award-filled week, grand champions will be named in the Fine Harness and Three- and Five-Gaited divisions. Two of the reigning WCHS champions – CH Callaway's Copyright (Fine Harness) and CH Boucheron (Five-Gaited) – will compete in the 2005 show to defend their titles.



CH Boucheron
2005 Five-Gaited World's Grand Champion

Tickets are on sale now at the Freedom Hall Ticket Office:

| Show Dates | Advance Purchase | After August 17 |
|-------------------------|------------------|-----------------|
| August 21-25, 6:30 p.m. | \$7* | \$11* |
| August 26-27, 7:00 p.m. | \$11* | \$16* |

* Kentucky State Fair gate admission is required for the World's Championship Horse Show, but not included in the ticket price. All prices include a \$1 facility fee. Groups of four or more can download a half-price ticket voucher from www.kystatefair.org.

Free morning performances are offered at 9:00 a.m. on Monday, August 22 through Saturday, August 27 with paid gate admission to the Kentucky State Fair. Public seating will be available in the upper level of Freedom Hall. For more information on the World's Championship Horse Show, visit www.kystatefair.org.

An Equine Affaire to Remember

One of the most well-known equine conventions in the industry certainly wouldn't complete its season without visiting the horse capital of the country. **Equine Affaire** will make the Bluegrass one of its four nation-wide stops this September 16-18 when it visits the Kentucky Exposition Center. For three days the facility will host the renowned horse exposition that over its 12-year existence has drawn exhibitors and horse enthusiasts from all 50 states and countries around the world.

Equine Affaire appeals to everyone from the serious horse professional to those just getting started by blending a mix of educational programs with an expansive showcase of horse breeds and equine disciplines. The event has hosted as many as 50 breeds of horses in previous shows, and every year each breed is given the chance to present one demonstration during the convention's clinics. Visitors will also find sessions that teach methods for improving horse management, training and riding skills.

The programs begin each day at 9 a.m. and go to 7:30 p.m. Friday and Saturday, and 5 p.m. on Sunday. General admission tickets are good for all clinics, seminars and demonstrations. Daily admission for adults is \$13 (\$34 for a three-day pass), \$7.50 for kids 7-12 (or \$20 for a three-day pass), and free for kids six and under. For more information on the Equine Affaire, including how to purchase tickets online, visit www.equineaffaire.com.

Schedule of Events

AUGUST

- 4-7 Street Rod Nationals
- 8-13 Kentucky State Fair Quarter Horse Show
- 15-16 Kentucky State Fair Morgan Horse Show
- 18-28 Kentucky State Fair
- 18 Chevy Presents Gretchen Wilson and Big & Rich "The American Revolution Tour"
- 19 Hilary Duff "Still Most Wanted Tour 2005"
- 20 Alan Jackson's "What I Do Tour" with very special guest The Wrights
- 21-27 World's Championship Horse Show
- 28 Cruzan Rum Presents: Kenny Chesney's "Somewhere In The Sun Tour 2005" with special guest Pat Green

SEPTEMBER

- 2-4 Kentucky Flea Market
- 3-4 Kentuckiana Cat Club Championship Cat Show
- 10-11 The Great Eastern National Gun Day & JAG Military Show
- 12-17 National Quartet Convention
- 16-18 Equine Affaire
- 20 Motley Crue
- 20-23 National Mine Rescue, First Aid, EMT and Bench Contest*
- 21 Clark Foodservice Food Show*
- 24-25 Marketpro Computer Show & Sale
- 24-25 The Woman's Life Expo
- 27-29 International Construction & Utility Equipment Expo*
- 30-Oct. 2 Kentucky Flea Market

* 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

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 |
|--|-----------------------------------|----------------------|------------------------|
| Winters Marketing Spring Leadership Conference | April 7-9, 2006 | 19,000 | \$3 million |
| Dew Action Sports Tour | June 6-9, 2005 June 8-11, 2006 | 75,000 | \$1.1 million |
| Ohio Valley Military Society 15th Annual Show of Shows | February 23-25, 2007 | 2,000 | \$1 million |
| National Kidney Foundation 2006 U.S. Transplant Games | June 17, 2006 | 7,000 | \$2.1 million |
| 2007 National Quartet Convention | September 10-15, 2007 | 30,000 | \$10.7 million |