



ALSO IN THIS ISSUE:

- Leading Five in 2009

A fresh start in the new decade for Freedom Hall

After 54 memorable seasons playing basketball at Freedom Hall, the University of Louisville Cardinal Basketball teams will soon move into a new home at the Louisville Arena downtown. They will be leaving behind many memories of top notch, talented, red-clad players like Darrell Griffith, Milt Wagner and Samaki Walker and longtime coach, Denny Crum. The collective conscious of the Cardinal allegiance have considered Freedom Hall their second home for decades.

U of L's team spirit of game-winning hugs and three-point shot high-fives has continually dazzled fans. Yet, the cliché "out with the old, in with the new" now comes knocking as the University of Louisville Men's and Women's basketball teams leave Freedom Hall after the 2009/2010 NCAA season for a new arena with all of its built-in comfort and up-to-date amenities. Once completed in 2010, the Louisville arena will be the fifth largest college basketball arena in the nation.

Thus, the question arises – what will happen to Freedom Hall? Often reputed as a relic of college basketball lore, Freedom Hall will soon be "on the market" and looking for a profitable reincarnation sans its principle tenant. The Kentucky State Fair Board (KSFB) officials (Freedom Hall's governing board) exude confidence in maintaining the arena's local and regional reputation.

Linda Edwards, KSFB's Vice President of Sales and Marketing, is confident in the ability of her Sales staff to book the arena 12 months a year without the constraints of a five-month basketball season.

In addition to the conventions, trade and family shows booked by the Exposition Sales staff, entertainment giant AEG will continue to bring a minimum of 10 acts a year to Freedom Hall. AEG began booking acts Jan. 1, 2009 and will continue through June 30, 2012, with two additional five-year extensions possible. AEG has booked recent tour sensations such as Justin Timberlake, Tina Turner, the Eagles, Prince and Celine Dion to other facilities and Miley Cyrus and Daughtry to Freedom Hall.

The Hall has two considerable advantages over other similar collegiate facilities: the ability to fill nearly 19,000 seats, 365 days a year and the connection of more than 1.2 million square feet of meeting and exhibit space.

"We can now book Freedom Hall during the winter months in conjunction with the rest of the exposition center," Edwards said. "[Freedom Hall] is a very intimate arena and we are looking forward to selling it for both large and small shows, conventions, even food and beverage events."

The basketball schedule is typically made public in August or September, leaving KSFB staff to decline most sales in the NCAA season window. Edwards indicated that her staff has turned away numerous business opportunities due to the scheduling conflicts of games.

A FRESH START continued on inside.

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

WWE presents SMACKDOWN and ECW

January 5 in Freedom Hall
Tickets: \$62, \$42, \$32, \$22 & \$17, reserved

Professional Bull Riders

Louisville Invitational
January 8 and 9 in Broadbent Arena
Tickets: \$42, \$32, \$22, \$17 & \$12 (children 12 and under only), reserved
Note: All ticket prices increase \$2 day of the show.

Harlem Globetrotters

January 16 in Freedom Hall
Tickets: \$114, \$52, \$27 & \$21, reserved

Louisville Boat, RV and Sport Show

January 20-24 in South Wing A & B
Tickets: \$9, adult
\$7, senior citizens (62-years and older)
\$4, youth (13 to 15-years-old)
Note: Children 12 and under are free

Saint Xavier vs. Trinity Basketball Classic

January 22 in Freedom Hall
Tickets: \$10 & \$6, reserved

Hot Rod Motor Mania

January 30 in Freedom Hall
Tickets: \$20, \$18, \$16 & \$11 (for children 12 and under), reserved
Note: All ticket prices increase \$2 day of the show.

The American Carnage Tour: Megadeth and Slayer with special guest Testament

February 2 in Broadbent Arena
Tickets: \$49, general admission
\$39 & \$10, reserved seating

Kosair Shrine Circus

February 4-7 in Broadbent Arena
Tickets: \$20, \$16 & \$14, reserved

Championship Tractor Pull sponsored by Syngenta

February 10-13 in Freedom Hall
Tickets: \$32, adult (Wednesday & Thursday)
\$37, adult (Saturday at 1:00 p.m.)
\$42, adult (Friday & Saturday at 7:30 p.m.)

Styx and REO Speedwagon with special guest .38 Special

February 26 in Freedom Hall
Tickets: \$60, \$49.50 & \$35, reserved

John Mayer with special guest Michael Franti and Spearhead

March 13 in Freedom Hall
*Tickets: \$66, \$46 & \$30.50, reserved

Derby Festival Basketball Classic

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

AC/DC

April 13 in 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 will be paperless. Tickets are available through Ticketmaster charge by phone at 1-800-745-3000, online at ticketmaster.com and at the Freedom Hall Ticket Office.

TO ORDER TICKETS: KEC Ticket Office (502) 367-5144 • Ticketmaster 1 (800) 745-3000
Group discount tickets are available by calling 1-800-231-8085.

All tickets subject to availability. All prices include a facility charge. Order tickets online and print them from your personal computer using ticketFast at www.ticketmaster.com.





**Leading
Five in
2009!**



From continual facility upgrades to increased visibility in the national convention and trade show industry, the Kentucky Exposition Center (KEC) has found success in filling the 2009 calendar with top-notch, top-tier events. By even the highest of standards, 2009 has been a landmark year – one that demonstrated ability to transform the economic impact of the region and staking the city's place on the go-to globe.

"Every new year we wonder how to surpass the success of our bookings from the last year," said Linda Edwards, KEC's Vice President of Sales and Marketing. "We've learned that clients do not like being taken for granted and developing relationships is the key to booking business. Our facility is one of the best and largest in the country. We take great pride in selling this massive space."

AEG Partnership

This year, Freedom Hall boasted sold-out, enthusiastic concerts aided by the entertainment mogul, AEG. In October, the Los Angeles-based entertainment agency booked teen sensation Miley Cyrus who played to a near-capacity crowd. It was also the first event in the facility that used Ticketmaster Paperless Ticketing system. Merchandise sales were \$227,990 reflecting an average of nearly \$17 spent per concertgoer.

Kentucky State Fair

Despite a challenging economic climate for the recreation and tourism industry, the 2009 Kentucky State Fair proved to be one of the most successful ever, with remarkable increases over the previous year in attendance and revenue. The 105th Kentucky State Fair welcomed 621,795 visitors through the gates, the second highest total in five years and a six percent increase over 2008. Music enthusiasts increased concert attendance by 95 percent over 2008 and concert revenue by 100 percent.

ABC Kids Expo

IBEX isn't the only group moving real estate. The All Baby and Children (ABC) Kids Expo announced that it is trading the Vegas strip for the horse country of Louisville. The ABC Kids Expo is the primary trade show for the juvenile products industry in the nation, ranked by Trade Show Week magazine as the fastest growing trade in the nation each year since 2005. More than 900 exhibitors have attended the annual convention in Las Vegas since it began in 2003. The expo focuses on products for newborns through teens, predominantly in the areas of furniture, bedding, room décor, baby gear, gifts, toys and maternity.

The Louisville Convention & Visitors Bureau (CVB) estimates that the ABC Kids Expo, on Sept. 23-26, 2011 and Oct. 14-17, 2012, will provide a \$12 million economic impact to the area, making it the third-largest revenue-producing convention in the city.

IBEX

In October, the Professional Boatbuilder's Magazine announced it is moving its International Boatbuilder's Exhibition (IBEX) from Miami to KEC from 2010 through 2012, with options for renewal from 2013 through 2015. Launched in 1991, IBEX has become the world's largest technical trade event for the recreational boatbuilding industry; attracting professional boat builders, designers, repairers, surveyors and boatyard and marina managers.

International Educators Unite

With host cities such as Los Angeles, Kansas City and Ontario, Canada, Louisville is now among the elite as the NAFSA: Association of International Educators has picked the Derby City as the site of its NAFSA Annual Conference & Expo, May 26-31, 2013.

"NAFSA is a great fit for Louisville," said Jim Wood, Louisville CVB President and CEO, in a recent interview. "[Having] 8,000 delegates committed to educational advances and the international exchange of new ideas underscores what 'Possibility City' is all about."

The show is expected to attract international educators, and include speakers, workshops, educational sessions and seminars, networking opportunities and special events. Louisville CVB officials said the estimated 8,000 attendees represent \$11.2 million in economic impact for the city.

Other notable acquisitions and bookings to the Kentucky Exposition Center include:

- **National Bicycle League President's Cup and Christmas Classic** – December 27-29, 2009
- **National RV Rally** – July 22-25, 2010

To learn more about the business of the Kentucky Exposition Center, visit www.kyexpo.org.

A FRESH START continued from front page.



Freedom Hall has already seen an increase in usage and sales for other non-entertainment events. Corporations have rented the arena floor for meal functions, including a Greater Louisville Inc. dinner for 1,200 and a Mid-American Trucking Show dinner for 800 guests.

The venue's sales staff is already working on booking several events that would not have happened if Louisville Cardinal Basketball was not moving to the new arena in downtown Louisville after their current season ends.

For more information on Freedom Hall and the Kentucky Exposition Center, visit 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.

EVENT INFORMATION	ANNUAL ECONOMIC IMPACT
National Bicycle League December 26-29, 2009 Attendance: 3,000	\$1,000,000
National Houseboat Expo, LLD March 5-7, 2010 Attendance: 5,000	\$2,000,000
Team Summer Leadership Convention May 20-23, 2010 Attendance: 12,000	\$3,000,000
The RV Rally 2010 July 21-25, 2010 Attendance: 6,000	\$3,000,000
IBEX October 17-19, 2011 and October 2-4, 2012 Attendance: 2,000	\$2,000,000

SCHEDULE OF EVENTS

JANUARY

- 1-3 Kenny Woods Gun & Knife Show
- 3 Special Occasions Bridal Show
- 5 WWE Smackdown & ECW
- 8 Kentucky Society of CPA's Meeting*
- 8-9 PBR Louisville Invitational
- 8-10 Kentucky Golf Show
- 9 UL Men vs. St. John's
- 9 UL Women vs. Providence
- 11 UL Men vs. Villanova
- 12-13 Mid-States Horticultural Expo
- 13 E.ON U.S. Meeting*
- 15-17 Liquidation Expo
- 19 UL Women vs. Notre Dame
- 22 St. Xavier vs. Trinity High School Basketball
- 23 UL Women vs. Syracuse
- 20-24 53rd Annual Louisville Sport, Boat, RV & Vacation Show
- 24 UL Men vs. Cincinnati
- 26 UL Women vs. Villanova
- 29-31 Winter Blitz Youth Conference
- 29-31 Kentucky Flea Market
- 30 Hot Rod Motor Mania Freedom Hall

FEBRUARY

- 1 UL Men vs. Connecticut
- 2 Megadeth/Slayer in Concert Broadbent Arena

- 2 UL Women vs. Cincinnati
- 4-7 Kosair Shrine Circus
- 5 Republic Bank U of L Baseball Lead Off Dinner
- 6 The Caper to Benefit The Family and Children's Place
- 6 UL Men vs. Rutgers
- 7 UL Women vs. Connecticut
- 7 University of Louisville Donor Banquet
- 10-13 45th National Farm Machinery Show and Championship Tractor Pull
- 16 UL Women vs. Marquette
- 17 UL Men vs. Notre Dame
- 19-21 18th Annual Show of Shows Antique Military Show
- 19-21 Carl Casper Custom Auto Show and Louisville New Car Show
- 20-21 America's Best Cheer and Dance Broadbent Arena
- 21-22 National Gun Day
- 23 UL Men vs. Georgetown
- 24-27 Pumper and Cleaner Environmental Expo International*
- 26 Styx and REO Speedwagon in concert with 38 Special
- 26-27 Creating Keepsakes Scrapbook Convention*
- 26-28 Kentucky Flea Market
- 27 UL Women vs. USF

MARCH

- 4-7 Kentucky Crafted: The Market
- 5-6 KAPHCC Convention & Expo*
- 5-6 Mason-Dixon 50th Anniversary Games
- 5-7 National Houseboat Expo
- 5-7 Trend Appliances Home, Garden and Remodeling Show
- 5-7 Kentucky Beef Expo
- 6 UL Men vs. Syracuse
- 9 Norton Healthcare Leadership Conference*
- 12-13 JVA Presents the Active Ankle Bluegrass Pre-Qualifier
- 13 John Mayer in Concert
- 13-14 Kyanna Region AACA Swap Meet
- 17 Kentuckiana Cluster All Breed Dog Show
- 17-21 Greater Louisville Training Club Agility Trials
- 18 Kentuckiana Cluster All Breed Dog Show-Mid Kentucky Kennel Club
- 19 Kentuckiana Cluster All Breed Dog Show-Louisville Kennel Club
- 20 Kentuckiana Cluster All Breed Dog Show-Evansville Kennel Club
- 25-27 Mid-America Trucking Show*
- 28 The Winter Jam 2010
- 31-Apr 3 Kentucky National Dairy Show & Sale

Contact info: Kentucky Exposition Center / P.O. Box 37130 / Louisville, KY 40233-7130 / kyexpo.org
Event Hotline: (502) 367-5005 | KEC Main Number: (502) 367-5000 | Sales Dept: (502) 367-5150

* Closed to the public
The list is subject to change