



KENTUCKY EXPOSITION CENTER

FOR IMMEDIATE RELEASE

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GIE+EXPO BRINGS HARDSCAPING AND LANDSCAPING PROFESSIONALS TO LOUISVILLE

LOUISVILLE, KY (October 15, 2015) – GIE + EXPO returns to Louisville Wednesday, October 21 – Friday, October 23 to celebrate its 32nd year at the Kentucky Exposition Center. Held in conjunction with Hardscape North America, this industry-only tradeshow brings 18,000 attendees and generates \$9.8 million of economic impact.

As the country's largest showcase of outdoor power equipment, light construction equipment and lawn and garden products, this event brings manufacturers, retailers, lawn and landscape professionals and distributors together to see the latest technology that the landscape industry has to offer. The expo features more than 750 exhibits in 500,000 square feet of the Kentucky Exposition Center and a 19-acre outdoor demonstration area.

Attendees will also have a variety of educational opportunities at the 2015 expo. New York Times bestselling author Steve McClatchy, author of "Decide: Work Smarter, Reduce Your Stress & Lead by Example," will keynote the opening lunch on Dealer's Day. In addition, the Dealer Resource Pavilion will provide educational materials for owners and managers and training for technicians. Educational workshops throughout the event will cover topics including hardscaping, sales process and marketing. The outdoor demonstration area will allow attendees to test drive new products and learn about how specific equipment works.

In 2013, GIE + Expo Ranked No. 16 in Trade Show Executive's Top 100,

For more information, visit <http://gie-expo.com/gieexpo>.

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ABOUT THE KENTUCKY EXPOSITION CENTER

One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of contiguous exhibit space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 677,000 square feet and accommodates an amazing spectrum of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. For more information, go online to www.kyexpo.org.

ABOUT PARKING

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. The spacious grounds have 19,000 parking spaces and is accessible from six gates surrounding the facility. Gates are located off of Phillips Lane, Crittenden Drive and Preston Highway. Parking at the Kentucky Exposition Center is \$8 per vehicle and \$20 per bus.