GUIDE TO ONSITE MARKETING
AT KENTUCKY STATE FAIR BOARD FACILITIES

KENTUCKY STATE FAIR BOARD
MARKETING OPPORTUNITIES

Our venues have a lot to offer. And so do we.

The Kentucky State Fair Board owns and manages two of the largest facilities in the state, the Kentucky Exposition Center and the Kentucky International Convention Center. The Kentucky Exposition Center is a 1.2 million square foot facility that features Freedom Hall and Broadbent Arena and hosts many of the nation's largest conventions and tradeshows. The Kentucky International Convention Center, a 300,000 square foot downtown center, is located just steps away from entertainment corridors, Fourth Street Live!, Museum Row and the arena district. The Fair Board produces three shows annually: the Kentucky State Fair, the National Farm Machinery Show and the North American International Livestock Exposition.

Both of the Kentucky State Fair Board-managed properties attract millions of people to Louisville each year. Because of the prime location of these facilities and the many print and digital advertising opportunities offered, your event will gain unmatched exposure.

Please contact us with questions:

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INDOOR / PRINTED

COLUMN WRAPS

Located on columns throughout the upper and lower concourses in Freedom Hall, as well as columns throughout the heaviest-traveled corridors of the Kentucky International Convention Center, signs can be displayed from the date of shows on sale through the date of the show. Limited availability and price subject to change.

Kentucky Exposition Center*
Size: 39″ x 36″
Visible Image Area: 39″ x 36″
Bleed: None
Resolution: 75dpi
Color Mode: CMYK
Preferred File Format: PDF, PSD, TIFF, EPS
Prices start at $100.

Kentucky International Convention Center**
Size: Circumferences range 76.5″to 154″
Bleed: None
Resolution: 75dpi
Color Mode: CMYK
Preferred File Format: PDF, PSD, TIFF, EPS
Please contact us for availability, sizes and locations.
Prices start at $170.

*Two images per column.
**Three images per column.

WINDOW DECALS

Decals are located on multiple Kentucky International Convention Center windows facing some of the heaviest pedestrian and vehicular traffic areas in downtown Louisville – West Market, West Jefferson, Second, Third and Fourth Streets. Window Decals can be displayed from the show's on sale date through the date of the show. Limited availability and price subject to change. Installation fees are in addition to the cost of the decals.

Parkside Lobby (Corner of Fourth and Jefferson Streets – Facing Jefferson)
52″ x 78.5″ – two panels
46.25″ x 78.5″ – one panel
46.75″ x 78.5″ – one panel

Parkside Lobby (Corner of Fourth and Jefferson Streets – Facing Fourth)
51.0″ x 78.5″ – four panels

Parkside Lobby (Next to Ticket Office – Facing Fourth Street)
49.75″ x 78.5″ – three panels

Bridgeside Lobby (Facing Fourth Street)
102.25″ x 91.5″ – two center panels
64.25″ x 91.5″ – six panels

Cityside Lobby (Facing Fourth Street)
49.5″ x 78.5″ – two panels
50″ x 78.5″ – one center panel

Cityside Lobby (Facing Market Street)
67.25″ x 78.5″ – two panels
70.5″ x 78.5″ – one panel
80″ x 78.5″ – one panel

Interior Window (Next to Starbucks Entrance)
44.75″ x 105.25″ – one two-sided panel

Prices start at $300.
Contact 502-367-5184 for more information.

INDOOR / DIGITAL

FREEDOM HALL DIGITAL SIGNS

Located in the stands of Freedom Hall, screens will rotate promotional images before and/or during events held in the arena. Price includes production and installation and is subject to change.

End Wall LED Boards – Still Graphics
Size: 352px x 112px
Resolution: 300dpi (suggested)
Color Mode: RGB
File Format: JPEG
Price: $1,000

End Wall LED Boards – Video Graphics
Size: 352px x 112px
Resolution: standard definition 4:3
Color Mode: RGB
File Format: AVI, MP4, MPG, MPEG
Price: $1,250

Fascia LED Boards – Still Graphics
Size: 272px x 64px
Resolution: 300dpi (suggested)
Color Mode: RGB
File Format: JPEG
Price: $1,000

Fascia LED Boards – Video Graphics
Size: 272px x 64px
Resolution: standard definition 4:3
Color Mode: RGB
File Format: AVI, MP4, MPG, MPEG
Price: $1,250

Center Hung Digital Scoreboard – Still Graphics
Size: 740px x 555px
Resolution: standard definition 4:3
Color Mode: RGB
File Format: JPEG
Price: $1,000

Center Hung Digital Scoreboard – Video Graphics
Size: 740px x 555px
Resolution: standard definition 4:3
Color Mode: RGB
File Format: AVI, MP4, MPG, MPEG
Price: $1,250

OUTDOOR / PRINTED

BANNERS

The banner is located on the outside of the Kentucky International Convention Center at the busy downtown Louisville intersection of Second and Jefferson Streets. The location is visible to thousands of downtown commuters, shoppers and visitors daily. Limited availability and price subject to change. Price includes production and installation.

Actual Size
Size: 30ft X 12ft (no bleed – build artwork to the edge)
Live Image Area: 28.5ft x 10.5ft (keep text and logos within this area)
Resolution: 12-15dpi

1:10 Scale (Preferred by Printer)
1:10 Scale Size: 36" X 14.4" (no bleed – build artwork to edge)
Live Image Area: 34.2" x 12.6" (keep text and logos within this area)
1:10 Scale Resolution: 120-150dpi

Color Mode: CMYK
Preferred File Format: PDF
Price: $2,000

PHILLIPS LANE SIGN AT GATE ONE

Located on property across from the Kentucky Exposition Center's Main Entrance (Gate One), this billboard is visible to thousands of people exiting I-264, entering the facility or traveling down Phillips Lane. Limited availability and price subject to change. Price includes production and installation.

Actual Size
Billboard Size: 24ft x 10ft
Live Image Area: 22.5ft x 8.5ft
Bleed Size: 26ft x 11ft
Resolution: 12-15 dpi

1:10 Scale (Preferred by Printer)
Billboard Size: 28.8" x 12"
Live Image Area: 27" x 10.2"
Bleed: 31.2" x 13.2"
Resolution: 120-150 dpi

Color Mode: CMYK
Preferred File Format: PDF
Price: $2,000

OUTDOOR / DIGITAL

DIGITAL BILLBOARD

Located on I-65 at the Kentucky Exposition Center, the billboard is visible to roughly 500,000 drivers weekly. This board supports still graphics only. Limited availability and price subject to change.

Sign Size: 22ft X 14ft
File Size: 510px X 320px
Resolution: 600dpi
Color Mode: RGB
File Format: JPEG
Price: $1,000/month

KEC FRONT GATE DIGITAL BOARDS

Located at the main entrance (gate one) to the Kentucky Exposition Center, LED signage is visible to thousands of people exiting I-264, entering the exposition center or traveling down Phillips Lane. Your advertisement will be seen for 3 seconds, 2 times a minute, 24 hours a day.

File Size: 192px X 48px
Resolution: 300dpi
Color Mode: RGB
File Format: JPEG
Price: No Charge
Value: $500/month

KEC CENTER READER BOARD SIGNS

Located outside of Freedom Hall and at Gates 2, 4 and 6 to the Kentucky Exposition Center, the signs are visible to thousands of people entering the facility or traveling down Crittenden Drive or Preston Highway.

Price: No Charge
Value: $500/month

DIRECT EMAIL

ONBOARD E-NEWSLETTER

Event listings and feature articles will be sent to businesses and media outlets with a vested interest in Kentucky State Fair board owned.

PRICE: No Charge
Value: $2,000/featured e-blasts
Value: $500/event listing

KENTUCKY FUTURE EVENTS CLUB E-BLAST

Your message (presales, discounts, announcements, etc.) will be placed directly in the inbox of thousands of potential customers. There are currently 140,000 opt-in subscribers.

PRICE: No Charge
Value: $2,000/featured e-blasts
Value: $500/event listing

ONLINE

WEBSITE

Your presales, discounts, other announcements will be highlighted on the Kentucky Exposition Center and Kentucky International Convention Center websites.

FACEBOOK

Your messages, graphics and ticket information will be seen by more than 10,000 of our facilities' Facebook fans.

TWITTER

Your messages, graphics and ticket information will be seen by more than 4,000 of our facilities' Twitter fans.

ADDITIONAL MARKETING

STREET MARKETING

The Venue Services Street Marketing Team will paper the Louisville and Lexington markets with information for several big-name shows and events. The team can hang posters or flyers, distribute pamphlets, coupons or "goodies" to pick-up locations. They can also arrange ticket giveaways to hype your upcoming event. Price includes an additional nominal charge for creating artwork.

PRICE: $800 (Includes two days of two teams of street marketers.)

GROUP SALES

The Venue Services Group Sales Department will assist you in selling your event to many of the groups and corporate buyers in the metro Louisville community. The department has successfully sold thousands of group tickets for clients including USA BMX, Feld Entertainment, WWE and concerts. The majority of the facility's group contacts use email and phone, keeping your mailing costs extremely low. Group Sales has an email base of over 140,000 potential buyers.

KENTUCKY INTERNATIONAL
CONVENTION CENTER

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Kentucky Exposition Center

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