



Kentucky Exposition Center

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Mid-America Trucking Show Celebrates 40-Years

LOUISVILLE, KY (March 31, 2011) – The Mid-America Trucking Show opened with a special ribbon cutting ceremony to mark the show's 40th anniversary at the Kentucky Exposition Center. This annual event, held each March, is a combined heavy-duty trucking seminar and trade show, featuring more than 1,000 international manufacturers and suppliers, education areas and outdoor demonstration spaces.

"We are so pleased to celebrate this monumental occasion with Exhibit Management Associates, Inc, producers of the Mid-America Trucking Show, and members of the Young family who began the show in 1972," said Harold Workman, president and CEO of the Kentucky State Fair Board, which manages the expo center. "We have built and maintained a wonderful working relationship with this show in its first 40 years and we look forward to sharing in the next 40 as well."

"We are honored to be part of this 40th anniversary celebration," said Jim Wood, president and CEO of the Louisville Convention & Visitors Bureau. "The Mid-America Trucking Show is one of the largest tradeshow in the country, and the fact that they began in Louisville and have remained here is an affirmation that Louisville is the destination of choice for meetings and conventions."

The Mid-America Trucking Show draws approximately 65,000 visitors each year and generates an estimated \$14.18 million in economic impact to the area.

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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 indoor space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 425,700 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. 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. For more information, go online to www.kyexpo.org.

