



For Immediate Release

**Contact: Vicki Glass
(502) 367-5102**

Mid-America Trucking Show to Remain in Louisville

LOUISVILLE, KY (March 23, 2010) – At a press conference today, officials announced that the Mid-America Trucking Show (MATS) has signed a new contract to remain at the Kentucky Exposition Center (KEC) for ten more years. This internationally-renowned trade show will continue to utilize KEC’s 1.2 million square feet through 2020.

“This affiliation began when Paul Young brought the first Mid-America Trucking Show to the Kentucky Exposition Center in 1972,” said Harold Workman, President and CEO of the Kentucky State Fair Board. “We have maintained a relationship with the Young family and are proud to work today with Paul’s grandson, Toby Young.”

“Given its location on major trade routes and its proximity to other major cities, Louisville represents an ideal geographic location for a transportation-related event,” said Toby Young, President of Exhibit Management Associates, Inc., producers of the Mid-America Trucking Show. “Couple that with the city’s gracious hospitality, expansive convention facilities, and ample supply of hotel rooms, the Kentucky Exposition Center is the perfect location for the largest annual heavy-duty trucking tradeshow in the world.”

The Mid-American Trucking Show, held annually in March, is a combined heavy-duty trucking seminar and trade show, featuring more than 930 manufacturers and suppliers, education areas and outdoor demonstration space. MATS 2009 exhibitors represented 46 states and 10 foreign countries and attendees arrived from all 50 states and 51 foreign countries.

“The Mid-America Trucking Show is locally owned and we are very pleased they are keeping their business and resources in Louisville,” said Mayor Jerry Abramson. “Due to the expansion of the Kentucky Exposition Center in recent years, we can offer the space necessary for a show of this magnitude that grows year by year.”

“Louisville is fortunate to have this world renowned event call Possibility City home for 10 more years, said Jim Wood, President and CEO of the Louisville Convention & Visitors Bureau. “The show’s economic impact of more than \$14 million is vital to the city’s tourism industry.”

Since its establishment in 1972, the Mid-America Trucking Show has leaped over the industry competition to become the premier trucking show in the nation, as well as one of the largest trade shows of all industries. The MATS has recently been named to the Trade Show Week Fastest 50, celebrating the fastest growing trade shows. To qualify, shows must have demonstrated growth from 2006 through 2008 with results calculated using a mathematical formula that takes into account both actual square footage increases and percentage of growth.

In September 2009, the Show was ranked No. 15 on the Executive Gold 100 list by the industry standard Trade Show Executive magazine.

“We worked very hard to maintain Mid-America’s business,” said Linda Edwards, Vice President of Sales for the Kentucky State Fair Board. “It’s rare in sales of this nature to sign a ten-year contract with a company or group. We have earned their confidence which we find very rewarding.”

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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 885,000 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. 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.

