

# **2024 KENTUCKY FARM BUREAU BEEF EXPO TRADE SHOW**

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**Dear Trade Show Exhibitor,**

**The 2024 Kentucky Beef Expo is scheduled for March 1-3, 2024. This year's Expo will be held in the West Wing, West Hall and Pavilion of the Kentucky Fair and Exposition Center (KFEC) in Louisville, Kentucky. Last year was one of the largest and most successful trade shows we have had, and we want this year to be no exception! I hope that you see the Kentucky Beef Expo as an opportunity for your company to reach some of the southeast's most progressive beef producers and agriculturists. The Beef Expo Junior Show also brings out large numbers of youth and farm families to the event.**

**Booths will be aligned in the West Wing display area on a first come, first serve basis with all booths being positioned in highly visible locations. Some displays may be located near the show ring in the West Hall while other larger booths will be placed near the Livestock Office. Show supply trailers will be located in similar locations as last year. Cattle handling equipment will mostly likely be located near the Livestock Office as well, if space is available. Additional space in the Pavilion area may be available. Please understand that we will make every effort to accommodate your request. Requests will be handled first come, first served based on when your contracts and payment is received.**

**Attached you will find additional information regarding set-up times, exhibit hours and other pertinent details. I encourage you to email me at [brandy.graves@ky.gov](mailto:brandy.graves@ky.gov) or call/text me at 502-229-2747 with any concerns or questions. While the livestock and youth are the focus of the Expo, we wish to make this a rewarding experience for all visitors and vendors.**

**If you need any assistance concerning your booth during set up, please let me know as soon as possible so I am able to address the matter promptly. I encourage you to check out the Expo website here [www.kybeefexpo.com](http://www.kybeefexpo.com) .**

**Thank you and we look forward to working with you for the Kentucky Beef Expo.**

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## EXHIBITOR INFORMATION, RULES, AND GUIDELINES

**Please read all rules and guidelines carefully.**

**STANDARD BOOTH INFORMATION:** Standard booths are 10' x 10' with an 8' backdrop, 3' side rails, 8' skirted table and 2 folding chairs. Larger booths will be set up according to size. We ask that no exhibit extend higher than the 8' backdrop. We also ask that no booth be designed so that it is obtrusive to others. A complete list of vendors will be posted on our social media sites prior to the event.

**ELECTRICITY/BOOTH ACCESSORIES:** For electrical services, check the box on the contract page. The fairgrounds Event Coordinator has assured me the pre-order floor rate will be guaranteed for the Trade Show, last-minute electrical requests will cost more. Minimum service is \$160 for 120 volts 20 amps. Payment will be taken on the day of set-up at Beef Expo by electrical staff.

**SHOW INFORMATION:** The Trade Show is scheduled to coincide with the events of the Beef Expo, as well as the highest traffic times for the event.

***Booths must be open at the below dates and timeframes (Eastern Standard Time):***

**Thursday, February 29th- 10:00 am-** you have the **option** to open and attract livestock exhibitors and visitors on Thursday. Being set up and open this day is up to the vendor.

**Friday, March 1st- 8:00 am to 5:00 pm**

**Saturday, March 2<sup>nd</sup>- 8:00 am-5:00 pm**

**Sunday, March 3<sup>rd</sup>- 9:00 am-1:00 pm-** load out after shows are complete

Exhibitors requiring a fork-lift to load must stay to the conclusion of the Junior Show on Sunday to load out. If you need to load out early or on Saturday evening, please let me know ahead of time as there is an additional cost to get some spots moved out before the end of the show.

**BOOTH SETUP:** Set-up will be Thursday, February 29<sup>th</sup>, starting at 8 am.

Exhibitors with large equipment or trailers will be allowed on the grounds as early as Wednesday, February 28<sup>th</sup>. Please contact me for setup times and location.

Exhibitors that need to drive in to unload in the West Wing need to be set up by noon on Thursday. Please make sure that these times are adequate to prepare your booth for the opening of the Trade Show. We ask that exhibitors be ready no later than 8:00 am Friday, March 1<sup>st</sup>.

Forklifts are available on Wednesday and Thursday during setup and on Sunday for tear down. If you need other times, please let me know as there is an additional charge each time they are used.

**EXHIBITORS / EQUIPMENT LOADOUT:** A Kentucky Junior Show is scheduled for Saturday, March 2<sup>nd</sup> at 4:30 pm and open market animals are being weighed Saturday at 2:00 pm. Load-out on Sunday is permitted after the conclusion of all shows.

**CONTRACT DEADLINE:** Contracts are to be returned no later than **February 9th**. Keep in mind space is limited and booths are being assigned on a first come, first served basis. Please contact me with any issues you may have in meeting this deadline. **Please send in the contract first via email to be reviewed and if you are accepted, then mail your contract along with your payment to me.**

**LIABILITY:** It is expressly understood and agreed between exhibitors and the Kentucky Beef Expo that the Expo and the FEC or its personnel be under no liability for loss of or damage to goods or property of exhibitors, or personal injury to exhibitors or representatives. Each exhibitor, upon signing the space contract, expressly releases the Kentucky Beef Expo and FEC from all liability for such losses. Security is provided at night by FEC from March 1st through March 3rd.

**PARKING PASSES:** Each booth entity is provided with one parking pass. Additional parking passes can be purchased for \$15.00 each. **Parking Passes will allow you unlimited access to the fairgrounds Wednesday through Sunday. If a pass is not purchased, you will be charged every time you enter/exit the grounds.**

***Trade Show Contract and payment are due February 9, 2024.  
Credit Cards are not accepted.***

***Do not send payment until vendor application has been reviewed and accepted to the trade show by Brandy Graves.***