



☎ Office: 502-782-4109
Cell: 502-229-2747
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📍 111 Corporate Drive
Frankfort, KY 40601

Dear Trade Show Exhibitor,

The 2025 Kentucky Beef Expo is scheduled for February 28-March 2nd, 2025. 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. 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.

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 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.

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



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2025 KENTUCKY FARM BUREAU BEEF EXPO TRADE SHOW

EXHIBITOR INFORMATION, RULES, AND GUIDELINES

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. 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.

BOOTH SETUP: Set-up will be Thursday, February 27th, starting at 8 am.

Exhibitors with large equipment or trailers will be allowed on the grounds as early as Wednesday, February 27th. Please contact me for setup times and location.

Booths must be open at the below dates and timeframes (EST):

- **Thursday, February 27th-** 1:00pm- 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, February 29th-** 8:00 am to 5:00 pm
- **Saturday, March 1st-** 8:00 am-5:00 pm
- **Sunday, March 2nd-** 9:00 am-1:00 pm- load/teardown 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.



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EXHIBITORS / EQUIPMENT LOAD-OUT/FORK LIFTS: 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. Load-out on Sunday is permitted after the conclusion of all shows.

CONTRACT DEADLINE: Contracts are to be returned no later than February 10th. Keep in mind space is limited and booths are being assigned on a first come, first served basis. 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 February 28th through March 2nd.

PARKING PASSES:- Each booth entity is provided with one parking pass. Additional parking pass information to purchase will be out at a later date. 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 10, 2025 cash or check only.
Do not send payment until vendor application has been reviewed and accepted to the trade show by Brandy Graves.***