



Kentucky Venues manages and operates the Kentucky Exposition Center and the Kentucky International Convention Center. Each month we plan to provide you details about the events that are at our properties.

Kentucky Venues Overall January 2024 Forecast

Total Number of Events	Est. Attendance	Est. Economic Impact
26	121,340	\$21,685,344

Kentucky Exposition Center Forecast (detailed information page 2)

Number of Events	Est. Attendance	Est. Economic Impact
19	90,800	\$9,671,104

Kentucky International Convention Center Forecast (detailed information page 10)

Number of Events	Est. Attendance	Est. Economic Impact
7	30,540	\$12,014,240

Please Note: Events that are booked as a public event and ones booked by the Kentucky Venues staff may not have an estimated economic impact. Estimated attendance is provided by the show organizer and estimated economic impact is calculated by Louisville Tourism. Louisville Tourism utilizes the Destinations International Event Impact Calculator (EIC) which is the official industry standard for measuring the Estimated Economic Impact (EEI) of an event. Once event specific data is entered into the system (dates, attendance, room nights, number of exhibits, etc.), the calculator uses eight different sources of industry data (including city-specific data such as average room rate) to compile a complete event impact analysis. Some events may use different study models with varying numbers for total “Economic Impact”.



EVENTS ADVISORY

January 2024

EVENTS	DATES
Bellarmino Men's Basketball vs Austin Peay	January 4
North American Honey Bee Expo	January 5-6
Bellarmino Men's Basketball vs Lipscomb	January 6
Louisville Bridal and Wedding Expo	January 7
Jurassic Quest	January 5-7, 12-16
Bellarmino Women's Basketball vs Eastern Kentucky	January 13
International Field Hockey Club of Kentucky Tournament	January 13-14
Bellarmino Women's Basketball vs North Alabama	January 18
The Derby City Crown	January 20
Bellarmino Women's Basketball vs Central Arkansas	January 20
Bluegrass World of Wheels Custom Car Show	January 20-21
Discover Boating Louisville Boat, RV & Sportshow	January 24-28
Bellarmino Men's Basketball vs North Florida	January 25
Kosair Circus	January 26-28
Bellarmino Men's Basketball vs Jacksonville	January 27
India Fest	January 27
Bellarmino Women's Basketball vs Florida Gulf Coast	January 31
<i>Closed Shows*</i>	
Midwest Manufactured Housing Show*	January 17-19
National Pigeon Association*	January 18-20

**Event is closed to the general public.*

Events confirmed as of December 15, 2023

All dates and times are subject to change

Prepared by:

Communications Department
Kentucky Exposition Center
937 Phillips Lane
Louisville, KY 40209
(502) 367-5155

communications@kyvenues.com

www.kyexpo.org

Facebook: www.facebook.com/kyexpocenter

Twitter: twitter.com/kyexpocenter

Bellarmino Men's Basketball vs Austin Peay	
Est. Attendance	1,000
Est. Economic Impact	\$48,674
Location	Freedom Hall
Dates & Times	January 4, 6:30 p.m.
Admission	Purchase tickets here .
Website	https://athletics.bellarmino.edu/sports/mens-basketball

North American Honey Bee Expo	
Est. Attendance	3,000
Est. Economic Impact	\$1,109,008
Location	East Hall, South Wing A, South Wing B Meeting Rooms
Dates & Times	January 4 – January 6
Details	Experience - the best opportunity to share and network with thousands of beekeepers, industry leaders, and some of the biggest YouTube creators in beekeeping.
Admission	Admission starts at \$185 through event website
Website	https://www.nahbexpo.com/

Bellarmino Men's Basketball vs Lipscomb	
Est. Attendance	1,000
Est. Economic Impact	\$48,674
Location	Freedom Hall
Dates & Times	January 6, 1 p.m.
Admission	Purchase tickets here .
Website	https://athletics.bellarmino.edu/sports/mens-basketball

Louisville Bridal and Wedding Expo	
Est. Attendance	2,000
Est. Economic Impact	\$17,986
Location	West Hall
Dates & Times	January 7, 1 p.m. – 5 p.m.
Details	Turn your dream wedding into a reality. Find the perfect gown, DJ, photographer, venue, and so much more all in one spot!
Admission	\$10 at the door or free online for brides and their guests
Website	https://www.bridalshowsky-ke.com/

Jurassic Quest	
Est. Attendance	22,500
Est. Economic Impact	\$1,032,196
Location	North Wing
Dates & Times	January 5, 1 p.m. – 8 p.m. January 6, 9 a.m. – 8 p.m. January 7, 9 a.m. – 7 p.m. January 12, 1 p.m. -8 p.m. January 13 & 14, 9 a.m. – 8 p.m. January 15, 9 a.m. – 5 p.m.
Details	World-famous, life-size dinosaurs are meticulously painted and animated to be realer-than-real. Whether you're 3 or 103, this is a one-of-a-kind experience you'll never forget.
Admission	General admission starts at \$22.
Website	https://www.jurassicquest.com/

Bellarmino Women's Basketball vs Eastern Kentucky	
Est. Attendance	500
Est. Economic Impact	\$38,731
Location	Freedom Hall
Dates & Times	January 13, 1 p.m.

Admission	Purchase tickets here.
Website	https://athletics.bellarmino.edu/sports/womens-basketball

International Field Hockey Club of Kentucky Tournament	
Est. Attendance	2,000
Est. Economic Impact	\$217,577
Location	West Hall
Dates & Times	January 13-14
Details	The Field Hockey Club offers competitive playing and training opportunities virtually year-round for U10, U12, U14, U16 and U19 athletes.
Website	https://www.ifhckfieldhockey.com/

Bellarmino Women's Basketball vs North Alabama	
Est. Attendance	500
Est. Economic Impact	\$38,731
Location	Freedom Hall
Dates & Times	January 18, 6:30 p.m.
Admission	Purchase tickets here.
Website	https://athletics.bellarmino.edu/sports/womens-basketball

The Derby City Crown	
Est. Attendance	2,500
Est. Economic Impact	\$511,691
Location	Broadbent Arena
Dates & Times	January 20
Details	Watch as cheer and dance teams compete for the Derby City Crown.
Admission	Adults: \$22, Kids 5 and under: Free

Website	https://5678crown.com/
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Bellarmino Women's Basketball vs Central Arkansas	
Est. Attendance	500
Est. Economic Impact	\$38,731
Location	Freedom Hall
Dates & Times	January 20, 1 p.m.
Admission	Purchase tickets here .
Website	https://athletics.bellarmino.edu/sports/womens-basketball

Bluegrass World of Wheels Custom Car Show	
Est. Attendance	6,500
Est. Economic Impact	\$1,304,402
Location	North Wing, East Hall
Dates & Times	January 20: 10 a.m. – 9 p.m. January 21: 10 a.m. – 6 p.m.
Details	Bluegrass World of Wheels is the premiere custom car show in Louisville, KY. Once a year, classic cars come from all over the country to compete for the coveted Bourbon Barrel Select trophy. There will be hundreds of cars, trucks, motorcycles, go-carts, and just about anything with wheels on display for the public to enjoy.
Admission	General Admission: \$21, Children 6-12: \$7, 5 and under: Free
Website	https://bluegrassworldofwheels.com/

Discover Boating Louisville Boat, RV & Sportshow	
Est. Attendance	33,000
Est. Economic Impact	\$4,193,541
Location	East Hall, South Wing
Dates & Times	January 24: 5pm - 9pm January 25: 12pm - 9pm January 26: 12pm - 9pm

	January 27: 10am - 9pm January 28: 10am - 5pm
Details	The 2023 Discover Boating Louisville Boat, RV & Sportshow has a wide selection of boats and RVs, an abundance of must-see attractions, and fun features for all ages.
Admission	Adults: \$12 (when purchased online), \$14 at the door; Children 12 and under: Free
Website	https://www.louisvilleboatshow.com/

Bellarmino Men's Basketball vs North Florida	
Est. Attendance	1,000
Est. Economic Impact	\$48,674
Location	Freedom Hall
Dates & Times	January 25, 6:30 p.m.
Admission	Purchase tickets here .
Website	https://athletics.bellarmino.edu/sports/mens-basketball

Kosair Circus	
Est. Attendance	10,000
Est. Economic Impact	\$101,378
Location	Broadbent Arena
Dates & Times	January 26: 10am, 7pm January 27-28: 10am, 2pm, 7pm
Details	The Kosair Shrine Circus presents a beautiful three-ring production, which is fascinating to children of all ages!
Admission	Tickets start at \$10 here
Website	https://www.kosaircircus.com/

Bellarmino Men's Basketball vs Jacksonville	
Est. Attendance	1,000

Est. Economic Impact	\$48,674
Location	Freedom Hall
Dates & Times	January 27, 4 p.m.
Admission	Purchase tickets here .
Website	https://athletics.bellarmino.edu/sports/mens-basketball

India Fest	
Est. Attendance	1,000
Est. Economic Impact	\$52,592
Location	West Hall
Dates & Times	January 27
Details	A grand celebration showcasing the vibrant colors, rich traditions, and diverse cultures of India, bringing people together.
Admission	Starts at \$7. Tickets sold on Event Brite.

Bellarmino Women's Basketball vs Florida Gulf Coast	
Est. Attendance	500
Est. Economic Impact	\$38,731
Location	Freedom Hall
Dates & Times	January 31, 6:30 p.m.
Admission	Purchase tickets here .
Website	https://athletics.bellarmino.edu/sports/womens-basketball

Closed Shows*

Midwest Manufactured Housing Show*	
Est. Attendance	2,000
Est. Economic Impact	\$619,445

Location	South Wing B/C
Dates & Times	January 17-19
Details	<i>Event is closed to the public</i>

National Pigeon Association*	
Est. Attendance	300
Est. Economic Impact	\$161,668
Location	West Wing
Dates & Times	January 18-20
Details	<i>Event is closed to the public</i>
Website	https://www.npaua.com/



EVENTS ADVISORY

January 2024

EVENTS	DATES
7th Annual Wheelchair Rugby Invitational	January 11-14
2024 Louisville Build, Renovate, Landscape Show	January 12-14
American Grappling Federation Louisville	January 20
<i>Closed Shows*</i>	
Cross Con 2024*	January 3-5
GLI Annual Meeting 2024*	January 15-17
2024 NVP Product Expo*	January 18-21
Imaging USA 2024*	January 24-31

**Event is closed to the general public.*

Events confirmed as of December 15, 2023

All dates and times are subject to change

Prepared by:

Communications Department
 Kentucky International Convention Center
 221 S 4th Street
 Louisville, KY 40202
 (502) 367-5155

communications@kyvenues.com

www.kyconvention.org

Facebook: <https://www.facebook.com/KentuckyInternationalConventionCenter>

Twitter: <https://twitter.com/KYConvention>

Instagram: <https://www.instagram.com/kyconvention>

7th Annual Wheelchair Rugby Invitational	
Est. Attendance	240
Est. Economic Impact	\$236,476
Location	South Hall
Dates & Times	January 11-14
Details	18 Teams will compete in 3 Divisions in a round-robin style competition. The winner of each division will be awarded The Code of Honor Cup.
Website	https://pva.org/adaptive-sports/wheelchair-rugby/

2024 Louisville Build, Renovate & Landscape Expo	
Est. Attendance	2,000
Est. Economic Impact	\$360,751
Location	North Hall
Dates & Times	January 12: 2 p.m. – 7 p.m. January 13: 10 a.m. – 7 p.m. January 14: 11 a.m. – 5 p.m.
Details	This comprehensive home show brings together homeowners and many of the most knowledgeable and experienced remodeling and building experts.
Admission	Adults: \$4; Children 18 and under: Free
Website	https://www.homeshowcenter.com/overview/louisvillehome2

American Grappling Federation Louisville	
Est. Attendance	600
Est. Economic Impact	\$66,744
Location	North Hall CE
Dates & Times	January 20: Doors open at 7:30 a.m.

Details	The Louisville Jiu Jitsu Championships take over KICC as kids and adults compete.
Admission	\$10 in advance, \$15 at the door
Website	https://www.americangrapplingfederation.com/tournaments/545

Closed Shows*

Cross Con 2024*	
Est. Attendance	15,000
Est. Economic Impact	\$3,908,530
Location	Ballroom, North Hall, South Hall
Dates & Times	January 3-5
Details	CROSS is a Gospel Projects faith-based conference for students, young adults and their leaders. <i>This event is closed to the public.</i>
Website	https://www.crosscon.com/

GLI Meeting 2024	
Est. Attendance	1,000
Est. Economic Impact	\$61,532
Location	Ballroom
Dates & Times	January 16, 4 p.m. – 7:30 p.m.
Details	<i>This event is closed to the public.</i>
Website	https://web.greaterlouisville.com/eventreg/events/2024-Annual-Meeting-presented-by-Baird-5090/details

2024 NVP Product Expo	
Est. Attendance	1,700

Est. Economic Impact	\$1,132,584
Location	North Hall D, South Hall B, Ballroom, Conference Theater
Dates & Times	January 16, 4 p.m. – 7:30 p.m.
Details	<i>This event is closed to the public.</i>
Website	https://www.parts-unlimited.com/

Imaging USA 2024	
Est. Attendance	10,000
Est. Economic Impact	\$6,247,623
Location	North Hall CDE, South Hall AB, Ballroom, Conference Theater, Boardroom, Meeting Rooms
Dates & Times	January 24-31
Details	<i>This event is closed to the public.</i>
Website	https://www.ppa.com/