



Kentucky Tourism, Arts and Heritage Cabinet Kentucky State Fair Board

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Kentucky State Fair Board Launches New Brand: Kentucky Venues

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Jason Rittenberry, President and CEO*



LOUISVILLE, Ky. (March 1, 2017) — The Kentucky State Fair Board has undergone a new rebranding for its facilities and in-house produced events. Kentucky Venues is the new identity for the Kentucky Exposition Center, Kentucky International Convention Center, Kentucky State Fair, National Farm Machinery Show, North American International Livestock Exposition and Kentucky Hoopfest.

"This new brand identification more clearly states who we are and what we are: venues, events, entertainment and agriculture," said President and CEO Jason Rittenberry. "Kentucky Venues plays a vital economic role in both the community and the Commonwealth. The rebranding includes the launch of a new name, logo and website: www.kyvenues.com."

The Kentucky State Fair Board will continue to serve as the governing entity. Since the board was established in 1938 to produce the Kentucky State Fair, its business has grown to encompass two major convention facilities and in-house produced events – including the Kentucky State Fair, National Farm Machinery Show, North American International Livestock Exposition, Championship Tractor Pull, World's Championship Horse Show, North American Championship Rodeo and Kentucky Hoopfest. These facilities are recognized as major economic drivers for the Commonwealth. An economic impact study from 2014 revealed that \$483 million in annual economic impact stemmed from activities and events at the Kentucky Exposition Center and Kentucky International Convention Center.

"The agency is already recognized in the convention and tradeshow industry for operating major venues," said Rittenberry. "But Kentucky Venues — and the renovation of the convention center — more strategically positions us to attract new business that wasn't previously possible. The new brand also eliminates confusion arising over whether facilities are solely for Kentucky State Fair use."

Rittenberry continued, "Kentucky Venues will remain true to the Kentucky State Fair Board's mission: to advance Kentucky's agriculture and tourism industries and economy while serving the entertainment, cultural and educational interests of the public. The new brand will enable us to achieve this more effectively and with more success, because Kentucky Venues clearly communicates who we are and what we do, and that's a powerful tool in this competitive marketplace."

For more information, visit www.kyvenues.com.

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Under the [Kentucky Venues](http://www.kyvenues.com) brand of venues, events, entertainment and agriculture, two major convention and exhibition facilities — the Kentucky Exposition Center and the Kentucky International Convention Center — serve regional, national and international clients. Its governing body, the Kentucky State Fair Board, also produces the Kentucky State Fair, National Farm Machinery Show, North American International Livestock Exposition, Championship Tractor Pull, World's Championship Horse Show, North American Championship Rodeo and Kentucky Hoopfest.