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

**Kentucky Venues Overall March 2026 Forecast**

| Total Number of Events | Est. Attendance | Est. Economic Impact |
|---|---|---|
| 29 | 202,365 | $55,727,867 |

**Kentucky Exposition Center Forecast** (detailed information page 2)

| Number of Events | Est. Attendance | Est. Economic Impact |
|---|---|---|
| 12 | 178,900 | $47,899,312 |

**Kentucky International Convention Center Forecast** (detailed information page 5)

| Number of Events | Est. Attendance | Est. Economic Impact |
|---|---|---|
| 17 | 23,465 | $7,828,555 |

**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".

KENTUCKY
EXPOSITION CENTER

# EVENTS ADVISORY
## March 2026

| EVENTS | DATES |
|---|---|
| **Under Armour Bluegrass Tournament** | **March 6-8** |
| **Louisville Korean Festival and Showcase** | **March 7** |
| **Monster Jam** | **March 7-8** |
| **Greater Louisville Training Club Agility Trials** | **March 12-15** |
| **The Kentuckiana Cluster of Dog Shows** | **March 12-15** |
| **Kentucky National Archery in the Schools Program State Tournament** | **March 13-14** |
| **TobyMac's Hits Deep Tour** | **March 19** |
| **KYANA Swap Meet** | **March 21-22** |
| **Closed Shows* | |
| **Kentucky Educators Rising Conference*** | **March 5** |
| **Kentucky Farm Bureau Beef Expo*** | **March 6-8** |
| **LPX Group Meeting*** | **March 12** |
| **Mid-America Trucking Show*** | **March 26-28** |

***Event is closed to the general public.***

***Events confirmed as of February 15, 2026***
***All dates and times are subject to change***

**Prepared by:**
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| Under Armour Bluegrass Tournament | |
|---|---|
| **Est. Attendance** | 50,000 |
| **Est. Economic Impact** | $13,969,922 |
| **Location** | South Wing, North Wing, East Hall |
| **Dates & Times** | March 6-8 |
| **Details** | Over 146 full-size courts welcome thousands of volleyball teams in a tournament to be named champions. |
| **Website** | https://threestep.com |

| Louisville Korean Festival and Showcase | |
|---|---|
| **Est. Attendance** | 1,100 |
| **Est. Economic Impact** | $85,524 |
| **Location** | West Hall |
| **Dates & Times** | March 7 |
| **Admission** | Free Admission |
| **Details** | Enjoy live performances, incredible food, and unforgettable experiences and celebrate Korean culture. |
| **Website** | http://jhlf.org/spring-event/ |

| Monster Jam | |
|---|---|
| **Est. Attendance** | 11,000 |
| **Est. Economic Impact** | $519,952 |
| **Location** | Freedom Hall |
| **Dates & Times** | March 7-8 |
| **Admission** | Tickets start at $29.90 |
| **Details** | The most action-packed motorsports event on four wheels. At the event, you will witness world-class driver athletes and the most recognizable trucks tear up the dirt and compete in intense competitions of speed and skill. |
| **Website** | https://www.monsterjam.com/en-us/ |

| Greater Louisville Training Club Agility Trials | |
|---|---|
| **Est. Attendance** | 10,000 |
| **Est. Economic Impact** | $129,238 |
| **Location** | C Lot |
| **Dates & Times** | March 11-15 |
| **Details** | Dogs compete in agility and other tests to be named the champs. |
| **Website** | https://www.greaterlouisvilletrainingclub.com |

| The Kentuckiana Cluster of Dog Shows | |
|---|---|
| **Est. Attendance** | 10,000 |
| **Est. Economic Impact** | $1,575,592 |
| **Location** | Broadbent Arena, West Hall, Pavilion |
| **Dates & Times** | March 11-15 |
| **Admission** | Admission varies, check website for admission prices. |
| **Details** | Dogs compete to be named the best in show in various competitions. |
| **Website** | https://kentuckianaclusterofdogshows.org |

| Kentucky National Archery in the Schools Program State Tournament | |
|---|---|
| **Est. Attendance** | 20,000 |
| **Est. Economic Impact** | $1,658,694 |
| **Location** | South Wing, North Wing, East Hall, |
| **Dates & Times** | March 13-14 |
| **Details** | Kids enrolled in the Kentucky National Archery in the Schools Program will compete in the state tournament. |
| **Website** | https://nasptournaments.org |

| TobyMac's Hits Deep Tour |
|---|

| | |
|---|---|
| **Est. Attendance** | 7,000 |
| **Est. Economic Impact** | $73,597 |
| **Location** | Freedom Hall |
| **Dates & Times** | March 19 |
| **Admission** | Tickets start at $22.05 |
| **Details** | Experience TobyMac and other top Christian artists LIVE at the TobyMac's Hits Deep Tour! |
| **Website** | https://www.awakeningevents.com/hitsdeep |

| **KYANA Swap Meet** | |
|---|---|
| **Est. Attendance** | 13,000 |
| **Est. Economic Impact** | $1,332,142 |
| **Location** | Broadbent Arena, Pavilion, West Hall, West Wing |
| **Dates & Times** | March 21-22 |
| **Admission** | Admission starts at $10 |
| **Details** | The largest indoor automobile swap meet in the U.S. with 300,000 square feet of vendor space. |
| **Website** | https://www.kyanaswapmeet.com |

**Closed Shows*

| **Kentucky Educators Rising Conference*** | |
|---|---|
| **Est. Attendance** | 1,000 |
| **Est. Economic Impact** | $82,350 |
| **Location** | South Wing |
| **Dates & Times** | March 5 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Educators gather to partake in sessions, view exhibitor booths, participate in competitions, and more. |
| **Website** | https://goteachky.com/resources/grow-your-own/educators-rising/educators-rising-competitions-and-conferences/ |

| **Kentucky Farm Bureau Beef Expo*** |
|---|

| | |
|---|---|
| **Est. Attendance** | 1,200 |
| **Est. Economic Impact** | $211,236 |
| **Location** | K Lot, V Lot, Pavilion, West Wing |
| **Dates & Times** | March 6-8 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Purebred cows will be shown and sold, along with a trade show aspect. |
| **Website** | https://kybeefexpo.com |

| **LPX Group Meeting*** | |
|---|---|
| **Est. Attendance** | 600 |
| **Est. Economic Impact** | $55,109 |
| **Location** | Freedom Hall |
| **Dates & Times** | March 12 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Louisville Paving and Construction Company will meet for training and other business discussions. |
| **Website** | https://loupaving.com/lpx-group/ |

| **Mid-America Trucking Show*** | |
|---|---|
| **Est. Attendance** | 54,000 |
| **Est. Economic Impact** | $28,205,955 |
| **Location** | North Wing, South Wing, East Hall, Freedom Hall, Broadbent Arena, Parking Lots |
| **Dates & Times** | March 26-28 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Trucking industry professionals and exhibitors gather and connect through exhibits, education, entertainment, and networking. |
| **Website** | https://truckingshow.com |

# EVENTS ADVISORY
## March 2026

| EVENTS | DATES |
|---|---|
| **Precision Arts Challenge** | **March 6-8** |
| **Under Armour Bluegrass Tournament** | **March 7-8** |
| **Crown Super Nationals 2026** | **March 14-15** |
| **2026 GLI Annual Meeting presented by Baird** | **March 18** |
| **Showstopper Dance Competition** | **March 20-22** |
| **Kids Artistic Revue Regional Dance Competition** | **March 20-22** |
| **Kentucky Cannabis Conference** | **March 20-21** |
| **2026 American Grappling Federation Louisville Championships** | **March 21** |
| **Tattoo Fest** | **March 27-29** |
| **Believe National Talent Competition** | **March 27-29** |
| **Stage 8 Dance Competition** | **March 28-29** |
| **Closed Shows* | |
| **2026 GAMA Expo*** | **March 1-5** |
| **Kentucky DECA 2026*** | **March 1-3** |
| **Alpha Mechanical Training*** | **March 9-11** |
| **KAST Conference 2026*** | **March 11-13** |
| **KYTSA Annual Conference 2026*** | **March 16-18** |
| **ANPD 2026 Aspire Convention*** | **March 24-27** |

***Event is closed to the general public.***

***Events confirmed as of February 15, 2026***
***All dates and times are subject to change***

**Prepared by:**
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| Precision Arts Challenge | |
|---|---|
| **Est. Attendance** | 1,200 |
| **Est. Economic Impact** | $569,165 |
| **Location** | Ballroom, Boardroom |
| **Dates & Times** | March 6-8 |
| **Details** | Kids' dance competition where children learn as competitors, find inspiration as dancers, and are applauded as artists. |
| **Website** | https://www.precisionartschallenge.com |

| Under Armour Bluegrass Tournament | |
|---|---|
| **Est. Attendance** | 3,200 |
| **Est. Economic Impact** | Included in KEC portion of the tournament |
| **Location** | North Hall, South Hall, Meeting Rooms |
| **Dates & Times** | March 7-8 |
| **Details** | Over 146 full-size courts welcome thousands of volleyball teams in a tournament to be named champions. |
| **Website** | https://threestep.com |

| Crown Super Nationals 2026 | |
|---|---|
| **Est. Attendance** | 2,500 |
| **Est. Economic Impact** | $1,149,589 |
| **Location** | North Hall, Meeting Rooms |
| **Dates & Times** | March 14-15 |
| **Details** | Cheer teams compete to be scored the highest in their division. |
| **Website** | https://5678royal.com |

| 2026 GLI Annual Meeting presented by Baird |
|---|

| | |
|---|---|
| **Est. Attendance** | 1,000 |
| **Est. Economic Impact** | $64,097 |
| **Location** | Ballroom |
| **Dates & Times** | March 18, 4:00 p.m. – 7:30 p.m. |
| **Admission** | Tickets start at $225 |
| **Details** | Business and community leaders gather for a night of celebration, connection, and forward momentum. Speakers include Chris Ratterman, Founder & CEO of Shady Rays, Dan Ratterman, COO of Shady Rays, and Russell F. Cox, President & CEO of Norton Healthcare. |
| **Website** | https://members.greaterlouisville.com/eventcalendar/details/2026-annual-meeting-presented-by-baird-1452453 |

| **Showstopper Dance Competition** | |
|---|---|
| **Est. Attendance** | 900 |
| **Est. Economic Impact** | $85,707 |
| **Location** | South Hall |
| **Dates & Times** | March 20-22 |
| **Details** | Dancers compete to be named the best. |
| **Website** | https://www.goshowstopper.com/competitions/regionals/ |

| **Kids Artistic Revue Regional Dance Competition** | |
|---|---|
| **Est. Attendance** | 800 |
| **Est. Economic Impact** | $71,118 |
| **Location** | Ballroom |
| **Dates & Times** | March 20-22 |
| **Details** | Dancers compete to be named the best. |
| **Website** | https://dancekar.com/competition/schedule/2026/1929 |

| **Kentucky Cannabis Conference** |
|---|

| | |
|---|---|
| **Est. Attendance** | 700 |
| **Est. Economic Impact** | $116,368 |
| **Location** | South Hall, Meeting Rooms |
| **Dates & Times** | March 20, 11:00 a.m. – 6:00 p.m.<br>March 21, 10:00 a.m. – 4:00 p.m. |
| **Admission** | Registration required, view pricing here. |
| **Details** | Medical professionals, businesses, advocates, patients, and community members from across the Commonwealth gather for education, networking, exhibitors and more! |
| **Website** | https://www.kynorml.org/events/kycannacon2026 |

| **2026 American Grappling Federation Louisville Championships** | |
|---|---|
| **Est. Attendance** | 600 |
| **Est. Economic Impact** | $37,095 |
| **Location** | North Hall |
| **Dates & Times** | March 21 |
| **Details** | Athletes compete in this Brazilian Jiu-Jitsu tournament. |
| **Website** | https://www.americangrapplingfederation.com |

| **Tattoo Fest** | |
|---|---|
| **Est. Attendance** | 3,000 |
| **Est. Economic Impact** | $538,896 |
| **Location** | North Hall |
| **Dates & Times** | March 27-29 |
| **Admission** | Tickets start at $25.00 |
| **Details** | Tattoo Fest offers attendees the opportunity to get a tattoo, see live tattooing, view live art, enter contests, see competitions, shopping, and more. |
| **Website** | https://louisvilletattoofestival.com |

| Believe National Talent Competition | |
|---|---|
| **Est. Attendance** | 800 |
| **Est. Economic Impact** | $71,118 |
| **Location** | South Hall |
| **Dates & Times** | March 27-29 |
| **Details** | Dancers compete to be named the best. |
| **Website** | https://www.believetalent.com |

| Stage 8 Dance Competition | |
|---|---|
| **Est. Attendance** | 1,500 |
| **Est. Economic Impact** | $156,929 |
| **Location** | Ballroom |
| **Dates & Times** | March 28-29 |
| **Details** | Dancers compete to be named the best. |
| **Website** | https://www.stage8dancebrands.com/events |

**Closed Shows*

| 2026 GAMA Expo* | |
|---|---|
| **Est. Attendance** | 2,500 |
| **Est. Economic Impact** | $1,631,901 |
| **Location** | North Hall, South Hall, Ballroom, Boardroom, Conference Theatre, Meeting Rooms |
| **Dates & Times** | March 1-5 |
| **Admission** | *This event is closed to the public.* |
| **Details** | GAMA Expo is the premier professional trade show where over 300 exhibitors, game creators, and industry experts come together to connect and collaborate. |
| **Website** | https://www.gama.org |

| Kentucky DECA 2026* | |
|---|---|
| **Est. Attendance** | 700 |
| **Est. Economic Impact** | $330,248 |
| **Location** | South Hall |
| **Dates & Times** | March 1-3 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Marketing-based competition to win Kentucky DECA awards. |
| **Website** | https://www.ky-deca.org |

| Alpha Mechanical Training* | |
|---|---|
| **Est. Attendance** | 15 |
| **Est. Economic Impact** | $1,656 |
| **Location** | Meeting Room |
| **Dates & Times** | March 9-11 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Alpha Energy Solutions employees will partake in annual training. |
| **Website** | https://alphamechanicalservice.com |

| KAST Conference 2026* | |
|---|---|
| **Est. Attendance** | 1,850 |
| **Est. Economic Impact** | $1,255,836 |
| **Location** | North Hall, South Hall, Ballroom, Boardroom, Conference Theatre, Meeting Rooms |
| **Dates & Times** | March 11-13 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Kentucky Association for School Technology is a nonprofit organization dedicated to advancing education through the power of technology. KAST Conference includes education, networking, speakers, and more. |

| | |
|---|---|
| **Website** | https://www.kastk12.org |

| **KYTSA Annual Conference 2026*** | |
|---|---|
| **Est. Attendance** | 1,000 |
| **Est. Economic Impact** | $483,494 |
| **Location** | North Hall, South Hall |
| **Dates & Times** | March 16-18 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Students engaged in STEM will meet at the Kentucky TSA 2026 State Conference. |
| **Website** | https://kentuckytsa.org |

| **ANPD 2026 Aspire Convention*** | |
|---|---|
| **Est. Attendance** | 1,200 |
| **Est. Economic Impact** | $1,265,337 |
| **Location** | North Hall, South Hall, Ballroom, Boardroom, Conference Theatre, Meeting Rooms |
| **Dates & Times** | March 24-27 |
| **Admission** | *This event is closed to the public.* |
| **Details** | Aspire Convention hosts an electric, collaborative community of nursing professionals for an immersive experience that inspires attendees to innovate, incorporate, and develop best practices. |
| **Website** | https://www.anpd.org/aspire |