



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 August 2026 Forecast

Number of Events	Est. Attendance	Est. Economic Impact
9	669,411	\$36,805,384

Kentucky Exposition Center Forecast

(detailed information page 2)

Number of Events	Est. Attendance	Est. Economic Impact
3	654,211	\$22,952,247

Kentucky International Convention Center Forecast

(detailed information page 5)

Number of Events	Est. Attendance	Est. Economic Impact
6	15,200	\$13,853,137

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
August 2026
Kentucky Exposition Center

EVENTS	DATES
Street Rod Nationals	August 6-9
2026 Kentucky State Fair	August 20-30
2026 World's Championship Horse Show	August 22-29

**Event is closed to the general public.*

Events confirmed as of July 15, 2026

All dates and times are subject to change

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STREET ROD NATIONALS	
Est. Attendance	54,211
Est. Economic Impact	\$7,749,930
Location	All Areas – Kentucky Exposition Center
Dates & Times	August 6-9, 2026 Hours: Thursday 8AM-5PM; Friday 8AM-7PM; Saturday 8AM-7PM; Sunday 8AM-12:30PM
Admission	\$20 per adult (13+); \$6 for children ages 6–12; free for children under 5; \$45 family ticket (2 adults and 3 children); Discounted tickets available at gates for military (with Military ID)/NSRA members/seniors 60+
Details	The world's largest annual street rod show returns to Louisville for the 57th year. More than 10,000 classic cars, hot rods, and custom vehicles are on display across the Kentucky Exposition Center, along with a trade show featuring vendors, autocross, awards, and live entertainment.
Website	https://nsra-usa.com/

2026 KENTUCKY STATE FAIR	
Est. Attendance	600,000
Est. Economic Impact	\$9,173,165
Location	All Areas – Kentucky Exposition Center
Dates & Times	August 20-30, 2026 Daily admission begins at gate opening
Admission	\$12 online and at ticket office; online tickets include parking.
Details	The 2026 Kentucky State Fair celebrates America's 250th birthday with the theme "County Traditions, Country Celebration." The 11-day event features agricultural exhibits, livestock competitions, carnival rides, free live entertainment including the Texas Roadhouse Concert Series, food vendors, craft displays, 4-H showcases, and the World's Championship Horse Show in Freedom Hall.
Website	https://kystatefair.org

2026 WORLD'S CHAMPIONSHIP HORSE SHOW*

Est. Attendance	Included in Kentucky State Fair attendance
Est. Economic Impact	\$6,029,151
Location	Freedom Hall
Dates & Times	August 22-29, 2026
Admission	General admission starts at \$8
Details	The World's Championship Horse Show showcases American Saddlebred, Hackney pony, and Standardbred breeds competing for the coveted World's Championship and World's Grand Championship titles. Held annually as a signature event of the Kentucky State Fair, this prestigious show draws competitors and spectators from across the country.
Website	http://wchorseshow.com/



EVENTS ADVISORY

August 2026

Kentucky International Convention Center

EVENTS	DATES
University of Louisville School of Medicine White Coat Ceremony	August 2
2026 Leadership Louisville Luncheon	August 18
Time Travelers Vintage Expo	August 22
*Closed Shows	
National Homeland Security Conference (NHSA)*	August 10-13
Catch the Wave 2026*	August 24-25
American Legion 2026 National Convention*	August 28– September 3

**Event is closed to the general public.*

Events confirmed as of July 15, 2026

All dates and times are subject to change

www.kyconvention.org | [Facebook](#) | [Twitter](#) | [Instagram](#)

UNIVERSITY OF LOUISVILLE SCHOOL OF MEDICINE WHITE COAT CEREMONY	
Est. Attendance	1,500
Est. Economic Impact	\$123,725
Location	Ballroom C & E, Main Concourse
Dates & Times	August 2, 2026
Details	The University of Louisville School of Medicine formally welcomes its incoming class of first-year medical students (M1s) with the annual White Coat Ceremony. Faculty, staff, and school leaders present each student with their first white coat, marking the official start of their medical education journey. Students also receive their first stethoscope and recite the Declaration of Geneva.
Website	https://louisville.edu/medicine/studentaffairs/student-services/white-coat-ceremony

NATIONAL HOMELAND SECURITY CONFERENCE (NHSA)*	
Est. Attendance	1,600
Est. Economic Impact	\$1,386,200
Location	Ballrooms A–E, Boardrooms, Conference Theatre, Meeting Rooms, South Hall
Dates & Times	August 10-13, 2026
Admission	This event is closed to the public.
Details	The National Homeland Security Association’s annual conference brings together professionals from the homeland security and emergency management community, including representatives from local, state, and federal government, the military, and the private sector. The 2026 event features 100+ sessions across multiple tracks covering cybersecurity, law enforcement, disaster recovery, and the full spectrum of homeland security subjects.
Website	https://www.nationalhomelandsecurity.org/

2026 LEADERSHIP LOUISVILLE LUNCHEON

Est. Attendance	1,200
Est. Economic Impact	\$69,042
Location	Ballrooms A–E, Boardrooms, Main Concourse
Dates & Times	August 18, 2026
Admission	Individual tickets start at \$145
Details	The annual Leadership Louisville Luncheon brings together the region's most influential leaders from business, government, and nonprofits to build connections and address the major issues of our time. For over 35 years, the Leadership Louisville Center has hosted this signature event in partnership with the Office of the Mayor.
Website	https://www.leadershiplouisville.org/

TIME TRAVELERS VINTAGE EXPO

Est. Attendance	2,500
Est. Economic Impact	\$23,425
Location	North Hall D, Upper Concourse
Dates & Times	Saturday, August 22, 2026 10AM – 5PM
Admission	\$10 advance / \$12 day of. Kids 12 and under free.
Details	The most diverse traveling vintage market in the United States visits Louisville for one day only. Attendees will explore 70-120 carefully curated vendors offering vintage clothing, retro home goods, handmade items, vinyl records, and more. The event also features experiential activations including palmistry, tarot readings, tintype portraits, and free photo opportunities.
Website	https://www.timetravelersexpo.com/

CATCH THE WAVE 2026*

Est. Attendance	400
Est. Economic Impact	\$43,737
Location	Ballrooms A, B, D & E, Boardrooms, Meeting Rooms
Dates & Times	August 24-25, 2026
Admission	*This event is closed to the public.
Details	The Women's Business Enterprise Council Ohio River Valley (WBEC ORV) hosts its annual Catch the Wave Regional Conference, providing certified and non-certified women business owners access to networking, training, and corporate members. The multi-day event includes an opening reception, pitch breakfast, keynote luncheon, awards dinner, WBE Showcase, and Meet the Buyer event.
Website	https://www.wbecorv.org/

AMERICAN LEGION 2026 NATIONAL CONVENTION*

Est. Attendance	8,000
Est. Economic Impact	\$12,207,008
Location	All Ballrooms, Boardrooms, Conference Theatre, Meeting Rooms, North & South Halls, 4th Street Pre-Function
Dates & Times	August 28–September 3, 2026
Admission	*This event is closed to the public.
Details	The American Legion hosts its 107th National Convention in Louisville, bringing together approximately 9,000 members of The American Legion Family, including The American Legion, American Legion Auxiliary, and Sons of The American Legion. Delegates convene to approve changes to the Legion's constitution, elect a new national commander, and shape the future of the nation's largest veterans service organization. The convention also features commission meetings, workshops, training sessions, and award presentations.
Website	https://www.legion.org/convention/future