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 July 2026 Forecast

Number of Events	Est. Attendance	Est. Economic Impact
16	**389,178**	**$60,724,968***

Kentucky Exposition Center Forecast

(detailed information page 2)

Number of Events	Est. Attendance	Est. Economic Impact
9	**378,000**	**$50,539,760***

Kentucky International Convention Center Forecast

(detailed information page 7)

Number of Events	Est. Attendance	Est. Economic Impact
7	**11,178**	**$10,185,208**

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.

**Estimated Economic Impact for Grassroots Championship/Under Armour Finals, TBT, and Select Events Summer Championship/P24 S40 is TBD and excluded from totals.*

EVENTS ADVISORY

July 2026

Kentucky Exposition Center

EVENTS	DATES
Roses Rising / Run 4 the Roses Classic	July 7-11
Girls GUAA and UA Rise Session II	July 10-13
Run 4 the Roses Championship	July 12-14
National Junior Angus Show	July 12-18
Grassroots Championship/Under Armour Finals	July 16-19
TBT (The Basketball Tournament)	July 17–August 2
Hoof KY	July 18
Select Events Summer Championship / P24 S40	July 24-27
Hometown Barrel Squad	July 31–August 1

Events confirmed as of June 15, 2026

All dates and times are subject to change

www.kyexpo.org | Facebook | X | Instagram

ROSES RISING / RUN 4 THE ROSES CLASSIC	
Est. Attendance	85,000
Est. Economic Impact	Included in Run 4 Roses Championship
Location	East Halls, Freedom Hall, North Wing, South Wing A-C, Meeting Rooms
Dates & Times	July 7-11, 2026
Details	Hosted by 3 Step Sports, the Roses Rising and Run 4 the Roses Classic is a large-scale youth girls basketball tournament that kicks off the summer tournament series at the Kentucky Exposition Center. With 90% of attendees traveling from out of town, the event brings thousands of players, coaches, and families from across the country to Louisville.
Website	https://threestep.com/

GIRLS GUAA AND UA RISE SESSION II	
Est. Attendance	60,000
Est. Economic Impact	Included in Run 4 Roses Championship
Location	East Halls, Freedom Hall, North Wing, South Wing
Dates & Times	July 10-13, 2026
Details	The Girls Under Armour Association (GUAA) and UA Rise Session II is a premier youth basketball and sports event hosted by 3 Step Sports, drawing top athletes and their families from across the country.

RUN 4 THE ROSES CHAMPIONSHIP	
Est. Attendance	150,000
Est. Economic Impact	$48,359,611
Location	East Halls, Freedom Hall, North Wing, South Wing A-C, Meeting Rooms
Dates & Times	July 12-14, 2026

Details	One of the premier youth basketball tournaments in the country, the Run 4 the Roses Championship hosted by 3 Step Sports draws 150,000 attendees to Louisville, with 90% traveling from out of state. The event fills the Kentucky Exposition Center with hundreds of teams competing across all age groups and skill levels.
Website	https://threestep.com/

NATIONAL JUNIOR ANGUS SHOW	
Est. Attendance	2,000
Est. Economic Impact	$2,068,335
Location	Broadbent Arena, Pavilion, West Halls, West Wing
Dates & Times	July 12-18, 2026
Details	The National Junior Angus Association hosts its National Junior Angus Show, the premier competition for junior exhibitors showcasing top-quality Angus cattle. Young cattle producers from across the country compete in showmanship, fitting, judging, and breed classes at this prestigious weeklong event.
Website	https://www.angus.org/njaa/get-involved/njaa-shows/national-junior-angus-show

GRASSROOTS CHAMPIONSHIP / UNDER ARMOUR FINALS	
Est. Attendance	50,000
Est. Economic Impact	TBD
Location	East Halls, North Wing, South Wing A-C, Meeting Rooms
Dates & Times	July 16-19, 2026
Details	The 3 Step Sports Grassroots Championship and Under Armour The 3 Step Sports Grassroots Championship and Under Armour Finals brings together elite youth basketball players for a four-day competitive event.
Website	https://threestep.com/

TBT (THE BASKETBALL TOURNAMENT)

Est. Attendance	8,000
Est. Economic Impact	TBD
Location	Freedom Hall
Dates & Times	July 17–August 2, 2026 | Louisville Regional: July 19-23
Details	The Basketball Tournament (TBT) returns to Freedom Hall with a revamped 16-team format and a winner-take-all $2 million prize. The Louisville Regional features The Ville (University of Louisville alumni) competing against other collegiate alumni teams.
Website	https://tbthoops.com

HOOF KY	
Est. Attendance	500
Est. Economic Impact	$48,243
Location	Covered Arena
Dates & Times	July 18, 2026
Details	Hoof KY is a charity horse show bringing together at-risk disadvantaged youth with horses. This show is a culmination of the work between the kids and their horses.
Website	https://www.hoofky.org/charity-horse-show

SELECT EVENTS SUMMER CHAMPIONSHIP / P24 S40	
Est. Attendance	22,000
Est. Economic Impact	TBD
Location	East Halls, South Wing A-C, Meeting Rooms
Dates & Times	July 24-27, 2026
Details	3 Step Sports hosts the Select Events Summer Championship and Power 24/Select 40 youth basketball tournament at the Kentucky Exposition Center.
Website	https://threestep.com/

HOMETOWN BARREL SQUAD	
Est. Attendance	500
Est. Economic Impact	$63,571
Location	Covered Arena
Dates & Times	July 31–August 1, 2026
Details	The Hometown Barrel Squad hosts a two-day horse show at the Kentucky Exposition Center's Covered Arena, featuring barrel racing competition for equestrian athletes.

EVENTS ADVISORY

July 2026

Kentucky International Convention Center

EVENTS	DATES
HomeGymCon 2026	**July 30–August 1**
***Closed Shows**	
ACS – 2026 Annual Conference*	**July 8-10**
NACCHO 360*	**July 14-17**
InstructureCon 2026*	**July 21-23**
IJO Summer Conference 2026*	**July 25-28**
U.S. Army Corps of Engineers AE Partnering Event*	**July 28**
German American Bank Meeting*	**July 30-31**

**Event is closed to the general public.*

Events confirmed as of June 15, 2026

All dates and times are subject to change

www.kyconvention.org | Facebook | X | Instagram

HOMEGYMCON 2026	
Est. Attendance	2,500
Est. Economic Impact	$566,038
Location	Meeting Rooms, North Halls C-E, South Halls A & B
Dates & Times	Thursday, July 30 | 4PM–8PM; Friday, July 31 | 10AM–5PM; Saturday, August 1 | 9AM–4PM
Admission	See website for ticket information. VIP passes include all 3 days plus exclusive benefits.
Details	HomeGymCon is a three-day trade show and competition event dedicated to the home gym and garage gym community, featuring 140+ brands showcasing the latest fitness equipment, apparel, and accessories. The event also includes Strongman throwdowns, Olympic weightlifting, powerlifting, grip-strength challenges, and hybrid competitions, drawing fitness enthusiasts, equipment makers, and industry professionals from across the country.
Website	https://homegymcon.com/

ACS – 2026 ANNUAL CONFERENCE*	
Est. Attendance	1,400
Est. Economic Impact	$1,260,921
Location	Ballrooms A–E, Boardrooms, Meeting Rooms, North Hall C, South Hall A
Dates & Times	July 8-10, 2026
Details	The American Cheese Society's 2026 Annual Conference, themed "Stitched Together by Cheese," gathers cheese makers, mongers, producers, retailers, and enthusiasts for the largest educational and networking event dedicated to American-made cheeses. The multi-day program features educational seminars, hands-on tastings, the prestigious Judging & Competition Awards, the Cheese Crawl, and the signature Meet the Cheesemaker event.
Website	https://www.cheesesociety.org/conference

NACCHO 360*	
Est. Attendance	3,000
Est. Economic Impact	$2,842,676
Location	Ballrooms A–E, Boardrooms, Conference Theatre, Meeting Rooms, South Halls A & B
Dates & Times	July 14-17, 2026
Details	The largest annual convening of local health department leaders and public health professionals in the United States, the 2026 NACCHO360 Conference gathers in Louisville with the theme "Racing Forward, Swinging Big: United for Public Health's Future." The event features 300+ educational sessions covering emergency management, health equity, cybersecurity, and more.
Website	https://www.nacchoannual.org/home

INSTRUCTURECON 2026*	
Est. Attendance	3,000
Est. Economic Impact	$3,950,908
Location	All Ballrooms, Boardrooms, Conference Theatre, Meeting Rooms, North & South Halls
Dates & Times	July 21-23, 2026
Details	InstructureCon is Instructure's annual conference for educators, instructional designers, and edtech professionals, themed "Education in the Making" for 2026. The event brings together thousands for keynote sessions, breakout workshops, networking opportunities, and hands-on exploration of the latest tools and features in the Instructure ecosystem.
Website	https://www.instructure.com/instructurecon

IJO SUMMER CONFERENCE 2026*	
Est. Attendance	1,100
Est. Economic Impact	$1,548,731
Location	Ballrooms C–E, Boardroom A, Meeting Rooms, North Halls C–E

Dates & Times	July 25-28, 2026
Details	The Independent Jewelers Organization (IJO) hosts its Summer Conference exclusively for Master IJO Members, bringing together elite independent jewelry retailers with top vendors for several days of buying, education, and networking. The event features vendor buying floors, educational seminars, social activities, golf and tennis tournaments, receptions, jewelry design contests, and a formal banquet.
Website	https://www.ijo.com/events/conferences

U.S. ARMY CORPS OF ENGINEERS AE PARTNERING EVENT*	
Est. Attendance	150
Est. Economic Impact	$13,778
Location	Conference Theatre, Meeting Room M111
Dates & Times	July 28, 2026
Details	The U.S. Army Corps of Engineers hosts its Architect/Engineer (AE) Partnering Event, bringing together engineering and architecture professionals for a one-day collaborative meeting and partnership-building session.
Website	https://www.usace.army.mil/

GERMAN AMERICAN BANK MEETING*	
Est. Attendance	28
Est. Economic Impact	$2,156
Location	Meeting Rooms M105 & M106
Dates & Times	July 30-31, 2026
Details	German American Bank hosts an internal meeting at the Kentucky International Convention Center.