



# The Kentucky Experience

When hundreds of thousands of visitors converge on the Kentucky Horse Park for the Alltech FEI World Equestrian Games in 2010, the Commonwealth will be on display for the world to see.

While our guests are here, we want them to experience Kentucky. However, with regularly scheduled equestrian events planned for each day, our guests might not have time to travel throughout Kentucky to experience all we have to offer. So what's the solution?

## THE KENTUCKY EXPERIENCE

We are assembling on the grounds of the Kentucky Horse Park an all-encompassing sample of the experiences Kentucky has to offer. Our guests will see, hear, taste and interact with all of the special experiences one can enjoy – all in one place.

### CONTACT INFORMATION

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They'll be able to visit Daniel Boone Country, the Western Waterlands, the Bluegrass, Blues and Barbecue offerings as well as enjoy the Southern Lakes. They'll tour the Caves, Lakes and Corvettes region of Kentucky as well as the Appalachian Mountains. They'll be able to experience the attractions in the state's metropolitan areas of Louisville, Lexington and Northern Kentucky – all of it contained within a compact and highly structured environment that appeals to all the senses.

The Kentucky Experience will allow world travelers to explore the length and breadth of Kentucky – without having to leave the Kentucky Horse Park. This interactive experience will be a cherished memory for those attending the Alltech FEI World Equestrian Games, and will position Kentucky as a prime location for a return visit.

### CAPTIONS

1. Aerial view of the The Kentucky Experience.
2. Section of Caves, Lakes and Corvettes region exhibit concept within the Exhibits Pavilion.
3. Display concept within the Products Pavilion.

