

Frequently Asked Questions about The Kentucky Experience

1. What is The Kentucky Experience?

Think of The Kentucky Experience as a “Mini World Fair ” focusing entirely on Kentucky. Visitors will be able to view—and experience -- attractions, products and entertainment from throughout Kentucky. Since attendees at the 2010 Alltech FEI World Equestrian Games may not be able to visit every area of Kentucky in person, we will have Kentucky on display for them to see – right on the grounds of the Kentucky Horse Park. They’ll be able to experience the sights, sounds and flavors of Kentucky, all while traveling through more than 25,000 feet of exhibit space.

2. Where will it be located?

The Kentucky Experience will be located on the ground of the Kentucky Horse Park, within walking distance of the competition at the 2010 Alltech FEI World Equestrian Games.

3. When will it be open?

September 25 – October 10, 2010, coinciding with the Alltech FEI World Equestrian Games.

4. Why is it important and unique?

Hundreds of thousands of people are expected to attend the Games. While they’re here, we want them to see the attractions and the products that make Kentucky unique. We want them to extend their stay and visit other parts of Kentucky, and then we want them to make a return visit to the Commonwealth for future vacations.

5. What will be included in the Kentucky Experience?

Visitors will start in the Welcome Center, where they’ll see the special offerings on display for the day.

Next, they’ll tour the Product Pavilion, where they can see—and sample – bourbon and wine being made. Also, they’ll be able to purchase limited Kentucky Proud products and arts and crafts made by Kentucky artisans.

Then, they’ll walk through the Exhibit Pavilion, where they’ll experience the attractions offered by each of Kentucky’s nine tourism regions. Finally, they’ll walk into the Entertainment Pavilion, where they’ll experience the music, dance and theater of Kentucky’s entertainers – whatever the art form. Nonstop entertainment will be on display.

6. What type of entertainment will be featured?
The Kentucky Experience will feature all types of artists...all from Kentucky! Performing, visual and hand-crafted artistry will be on display. All entertainment will be scheduled and a calendar of events will be on display in the Welcome Center daily and on the TheKentuckyExperience.com website.
7. Will items be for sale at The Kentucky Experience?
Yes. Limited Kentucky Proud items will be available, as well as artwork from artists chosen by the Kentucky Arts Council.
8. How will The Kentucky Experience be funded?
The Kentucky Experience will be funded through Corporate Sponsorships and public funds.
9. How will the tourism regions of Kentucky be involved?
Each of Kentucky's nine tourism regions will be shown on display in the Exhibit Pavilion. The main attractions and themes for visitors will be shown live or through a variety of multimedia options.
10. Can I go, even if I don't go to the 2010 Alltech FEI World Equestrian Games?
Alltech FEI World Equestrian Games will be offering a General Admission ticket each day during the games for those who would like to come see the event without paying for a competition seat. These tickets will be available for sales beginning September 25, 2009.
11. Are there still sponsorship opportunities available?
Yes. For information on sponsorship levels, contact Cheryl Hatcher, Chief Marketing Officer of the Kentucky Department of Travel, 502.564.4930 or Cheryl.Hatcher@ky.gov
12. How can I participate?
Contact Cheryl Hatcher, Chief Marketing Officer of the Kentucky Department of Travel, or Cheryl.Hatcher@ky.gov
(NOTE: There should be a generic mailbox on the Web site that is checked regularly, rather than have stuff go to Cheryl)
13. Where can I get more information about The Kentucky Experience?
Go to The Kentucky Experience Web Site: www.TheKentuckyExperience.com.