



2025 Move-in Procedures

First Digit of Booth#	Location	Begin Carpet & Lights Installation	Begin Booth Set-Up	Vehicle Move-In
1	North Wing	8AM Sunday March 23	Locate Booth on the color-coded Move-In Schedule.	All equipment must be positioned in booth by the end of your move-in window. See Move-In Schedule
2	East Hall		Set-up may begin at the start of your move-in window.	
3	South Wing			
4	North/South Lobby			
9	Outdoors	N/A		

BOOTH SET-UP

The color-coded move-in schedule details move-in times for all booths. To determine your move-in window, locate your booth on the floor plan and reference the color-coded move-in time in the legend. You may begin set-up according to the schedule, but should maintain a path through your booth until the end of your move-in window to accommodate any vehicles with your same move-in timing.

All booths, regardless of location must be completely installed by Thursday morning at 9 AM. There is a very small window for last minute booth touch-ups 8 AM-9 AM on Thursday morning. Only exhibitors with badge credentials will be allowed onto the show floor prior to the show opening at 10 AM.

North Wing Lobby exhibitors may only bring materials through marked exterior doors. Items requiring the use of a dolly or hand cart must be brought in through an overhead door in the South Wing or East Hall.

Exhibitors with smaller booths and no equipment may delay their set-up, provided the booth set-up is completed on time.



QUESTIONS: Move-in procedures or start times, please contact Genesis Exposition Services (502) 266-5101

Marshalling Yard info call KEC hotline (502) 367-5009



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VEHICLE MOVE-IN

Any exhibitors displaying large equipment (truck, trailer, etc.) must adhere to the color-coded move-in schedule. Any equipment that cannot be moved in by the end of your move-in window will delay your installation or potentially be left out of the show, as well delaying other exhibitors which may subject you to additional expense. Please have all equipment cleaned and ready for move-in by your designated time.

When your equipment is ready to be positioned, please have your on-site coordinator check in as follows:

BOOTH LOCATION

North Wing, East Hall, South Wing

CHECK-IN LOCATION

East Hall Genesis Service Desk

SHIPPING FREIGHT

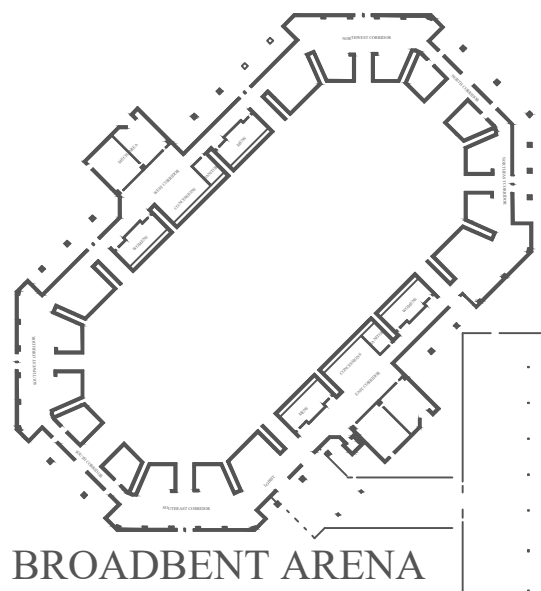
All shipments should be delivered to KEC several days prior to your scheduled move-in time to ensure that your shipment is received and delivered to your booth on-time. Please instruct your carrier/driver to report to the **Marshalling Yard in Lot H** (Address: [937 Phillips Lane, Louisville, KY 40209](https://www.kec.com/locations/937-Phillips-Lane-Louisville-KY-40209)). They will then be directed to the appropriate open dock to be unloaded.

For additional info on shipping/freight handling, please reference the [Freight Handling/Shipping Labels \(Drayage\)](#).



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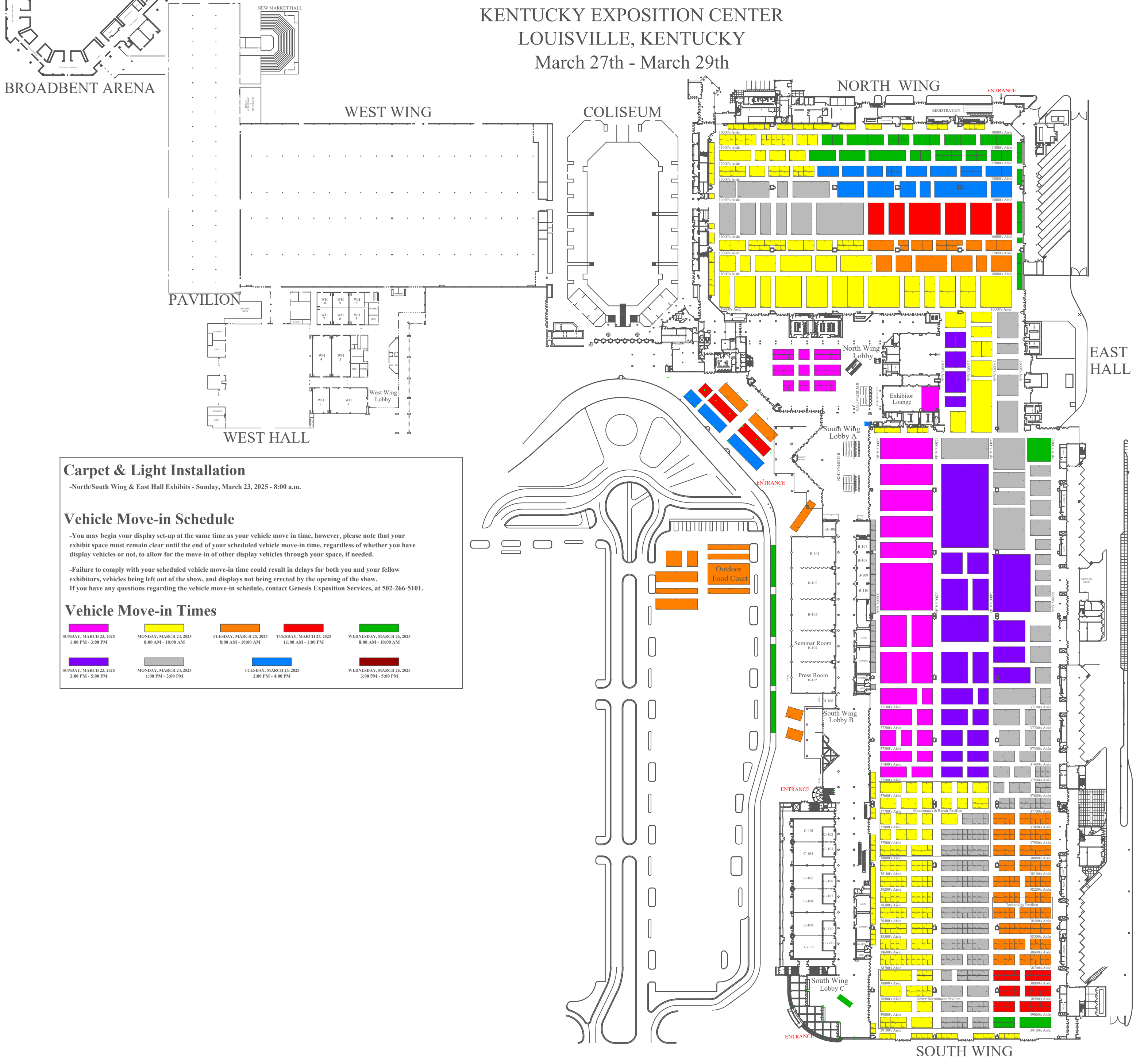


BROADBENT ARENA

2025 MID-AMERICA TRUCKING SHOW

KENTUCKY EXPOSITION CENTER LOUISVILLE, KENTUCKY

March 27th - March 29th



Carpet & Light Installation









-North/South Wing & East Hall Exhibits - Sunday, March 23, 2025 - 8:00 a.m.

Vehicle Move-in Schedule

-You may begin your display set-up at the same time as your vehicle move in time, however, please note that your exhibit space must remain clear until the end of your scheduled vehicle move-in time, regardless of whether you have display vehicles or not, to allow for the move-in of other display vehicles through your space, if needed.

-Failure to comply with your scheduled vehicle move-in time could result in delays for both you and your fellow exhibitors, vehicles being left out of the show, and displays not being erected by the opening of the show. If you have any questions regarding the vehicle move-in schedule, contact Genesis Exposition Services, at 502-266-5101.

Vehicle Move-in Times

 SUNDAY, MARCH 23, 2025 1:00 PM - 3:00 PM	 MONDAY, MARCH 24, 2025 8:00 AM - 10:00 AM	 TUESDAY, MARCH 25, 2025 8:00 AM - 10:00 AM	 TUESDAY, MARCH 25, 2025 11:00 AM - 1:00 PM	 WEDNESDAY, MARCH 26, 2025 8:00 AM - 10:00 AM
 SUNDAY, MARCH 23, 2025 3:00 PM - 5:00 PM	 MONDAY, MARCH 24, 2025 1:00 PM - 3:00 PM	 TUESDAY, MARCH 25, 2025 2:00 PM - 4:00 PM	 WEDNESDAY, MARCH 26, 2025 3:00 PM - 5:00 PM	