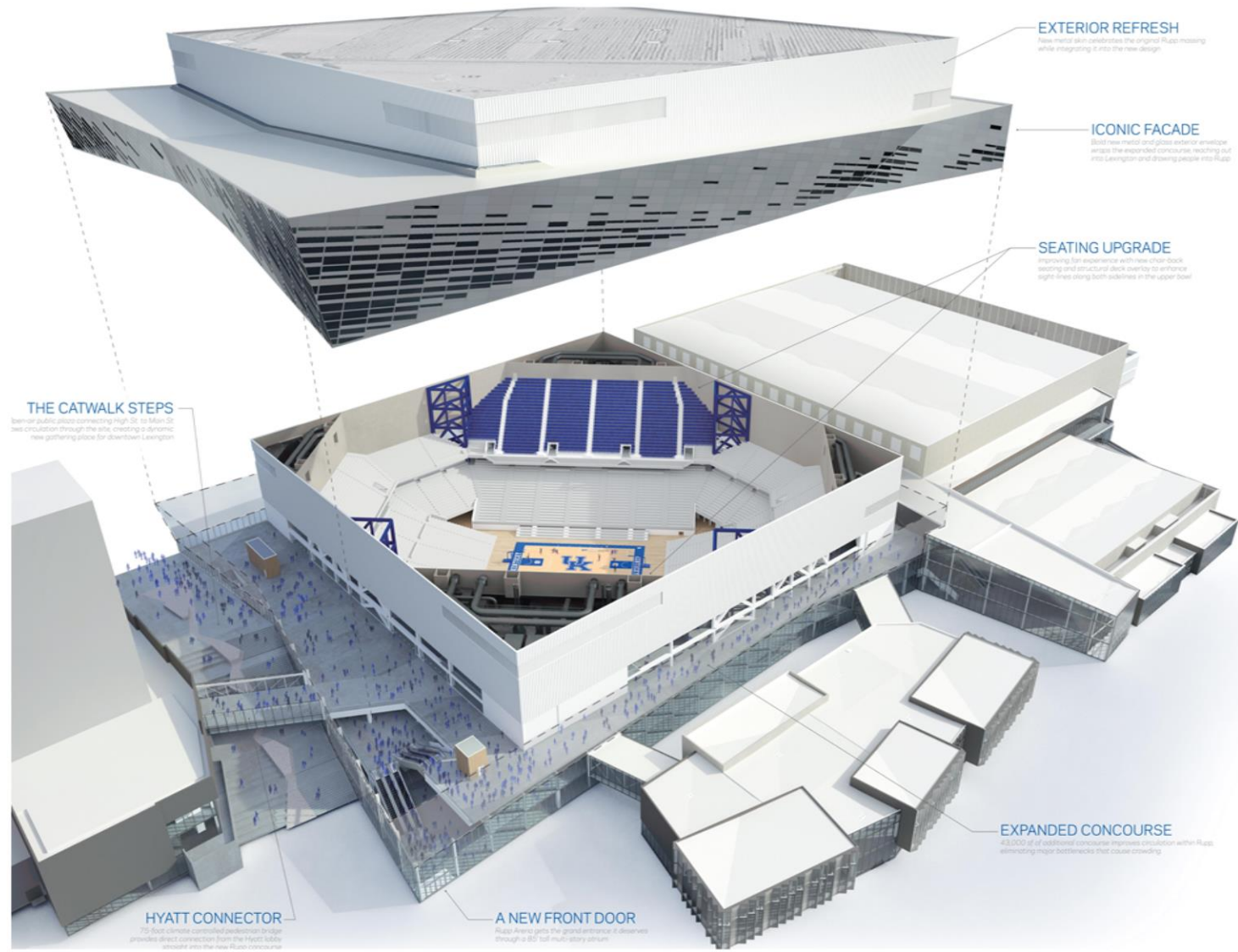






**CENTRAL BANK  
CENTER**





**EXTERIOR REFRESH**

New metal skin celebrates the original Rupp masonry while integrating it into the new design.

**ICONIC FACADE**

Blend new metal and glass exterior envelope across the expanded concourse, reaching out into Lexington and drawing people into Rupp.

**SEATING UPGRADE**

Improving fan experience with new color-back seating and structural deck overlay to enhance sight lines along both sides in the upper bowl.

**THE CATWALK STEPS**

Barrier public plaza connecting High St. to Main St. sees circulation through the site, creating a dynamic, new gathering place for downtown Lexington.

**HYATT CONNECTOR**

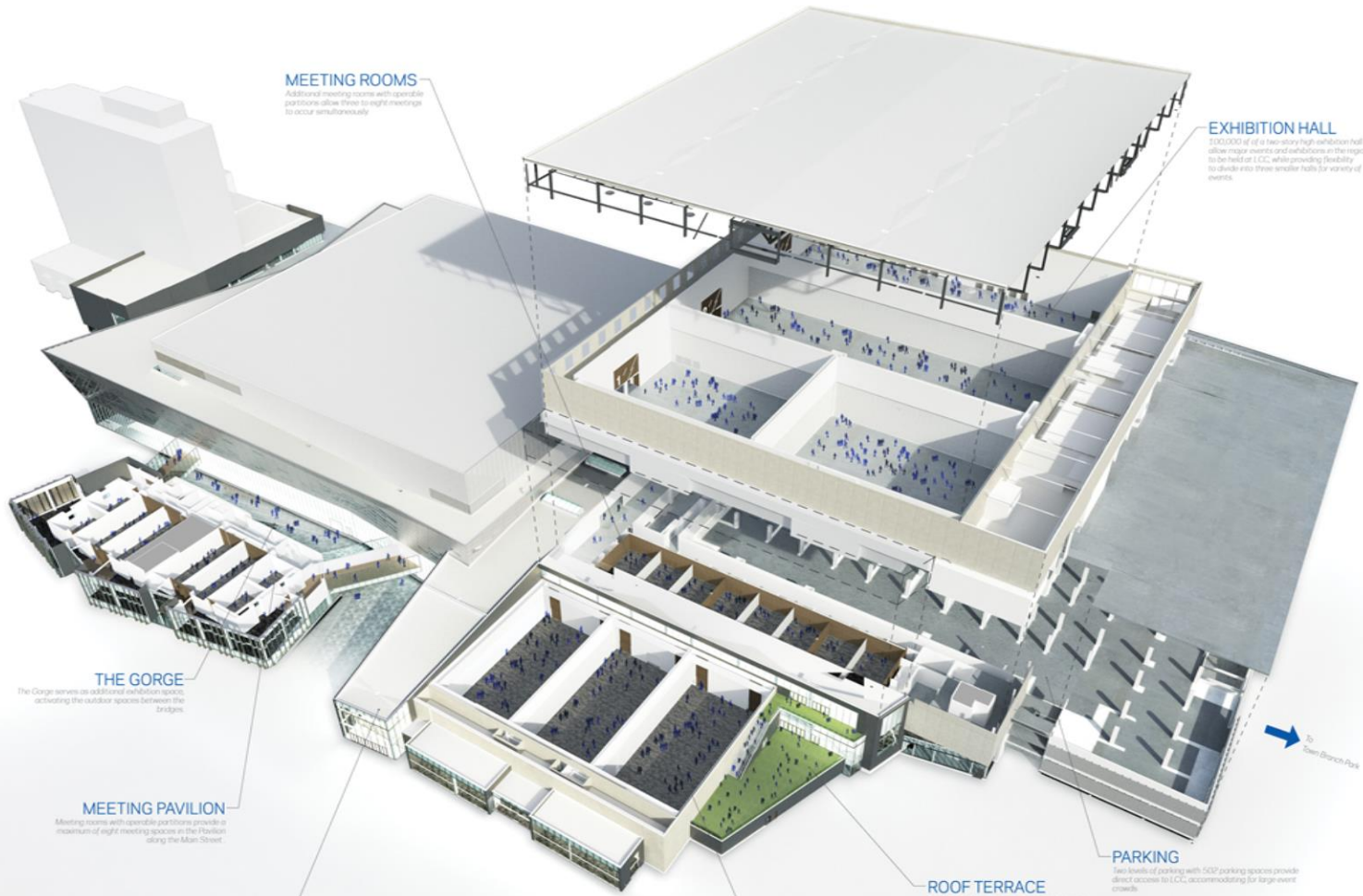
75-foot climate-controlled pedestrian bridge provides direct connections from the Hyatt lobby westward into the new Rupp concourse.

**A NEW FRONT DOOR**

Rupp Arena gets the grand entrance it deserves through a 80-foot multi-story atrium.

**EXPANDED CONCOURSE**

4,500 sq ft of additional concourse improves circulation within Rupp, eliminating major bottlenecks that cause crowding.



**MEETING ROOMS**  
Additional meeting rooms with operable partitions allow three to eight meetings to occur simultaneously.

**EXHIBITION HALL**  
130,000 sq ft of ten-story high exhibition hall allow major events and exhibitions on the region to be held at LCC, while providing flexibility to divide into three smaller halls for variety of events.

**THE GORGE**  
The Gorge serves as additional exhibition space, arching the outdoor spaces between the bridges.

**MEETING PAVILION**  
Meeting rooms with operable partitions provide maximum of eight meeting spaces in the Pavilion along the Main Street.

**THE SPINE**  
Main connection between LCC and Rapp areas provides direct connection from the Rapp Avenue to LCC exhibition halls and the Pavilion.

**BALLROOM**  
25,000 sq ft of ballroom space provides flexible layouts that can be divided to cater to 90 event rooms and events.

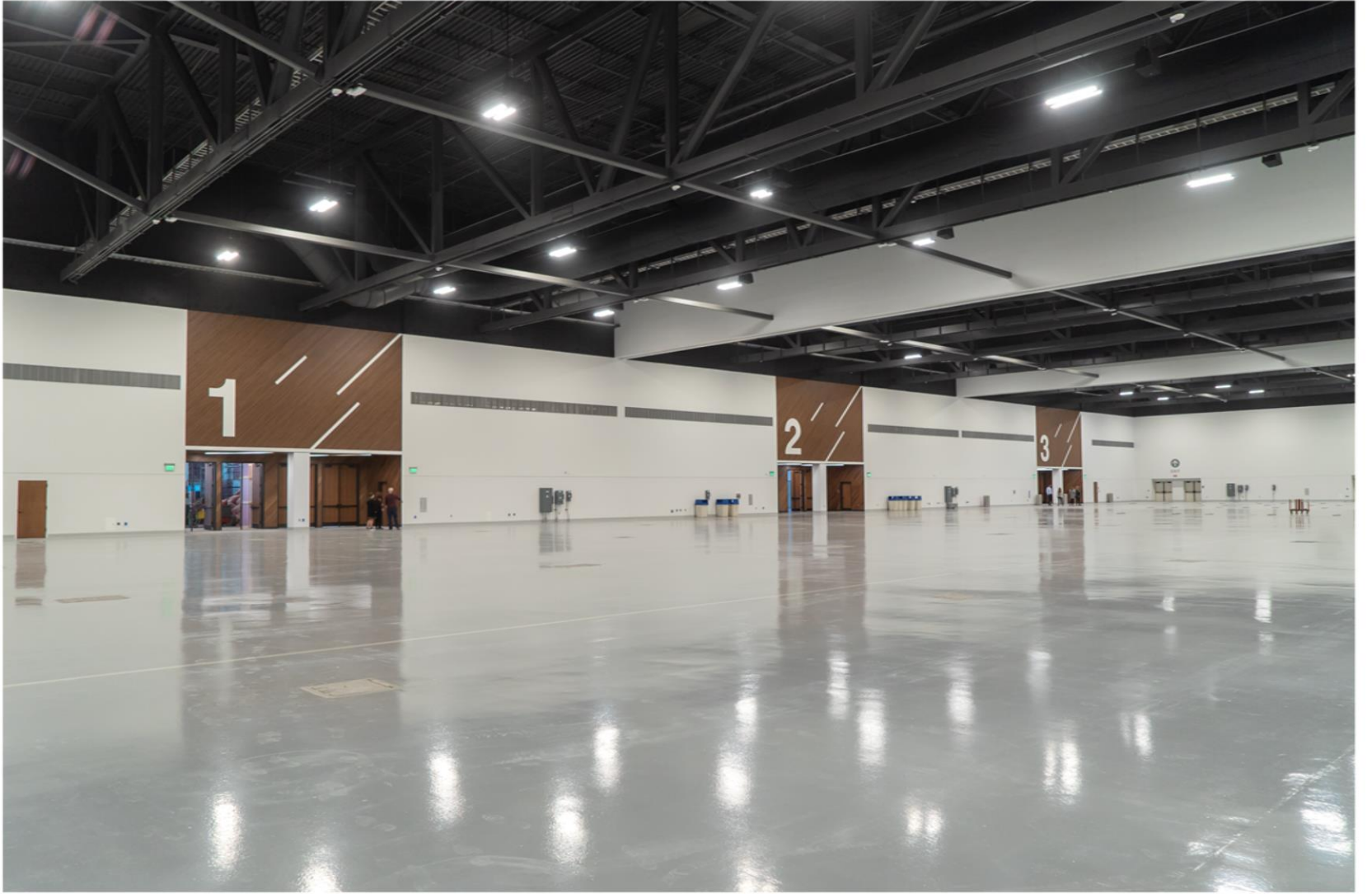
**ROOF TERRACE**  
Outdoor roof terrace provides a view towards Open Branch Park with access from level two and level three.

**PARKING**  
Two levels of parking with 507 parking spaces provide direct access to LCC, accommodating for large event crowds.

→ To Open Branch Park













LEXINGTON, KENTUCKY

# CENTRAL BANK CENTER TOUR

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# CONVENTION CENTER MARKETING

# that New Convention Center Smell!

Follow your nose to our newly renovated state-of-the-art, 200,000 square foot Central Park Center, now open in Lexington, Kentucky, the Horse Capital of the World.



20,000  
Seat Rupp Arena

200,000  
Square Feet of Flexible Exhibit  
and Meeting Space

1,200  
Hotel Rooms Within  
Walking Distance

Plan your next meeting or event in Lexington at  
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VISITLEX  
LEXINGTON, KY

## TOP 6 REASONS WHY YOU SHOULD HOST YOUR NEXT MEETING IN LEXINGTON, KY



1 A Brand New Convention Center with  
200,000 Sq. Ft. of Meeting and Event Space



2 Lexington was Named of the Best Places to  
Travel in 2021 by *Travel + Leisure*



3 Lexington is a Day's Drive from 2/3 of the U.S.  
Population and Has 15 Direct Flights



4 Lexington is Surrounded by 450 Gorgeous  
Horse Farms

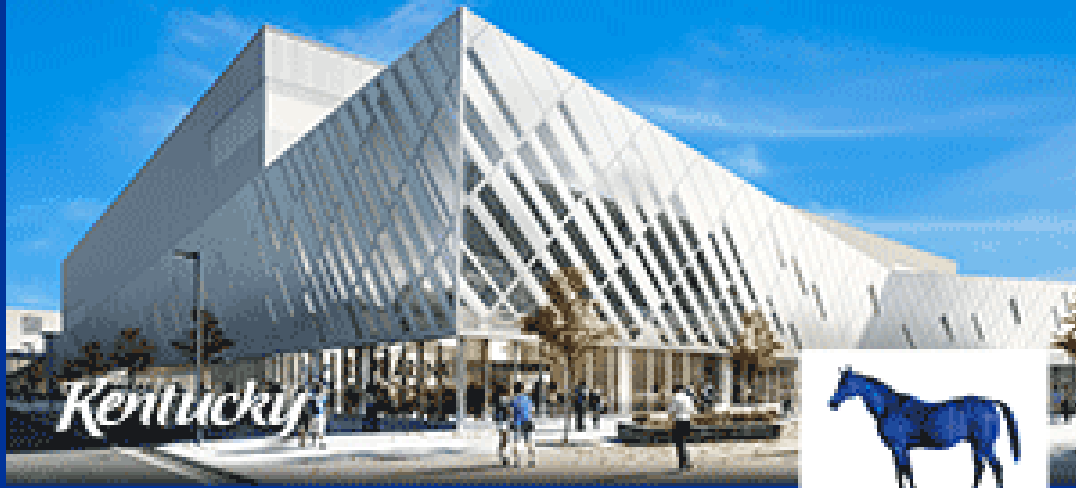


5 A Welcoming, Diverse Group of People Eager to  
Show You a Good Time



6 BOURBON!

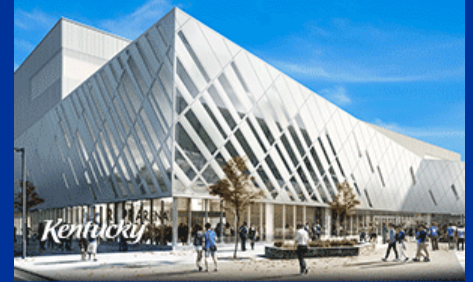
# THAT NEW CONVENTION CENTER SMELL



FOLLOW YOUR NOSE →



# THAT NEW CONVENTION CENTER SMELL



FOLLOW YOUR NOSE →



## THAT NEW CONVENTION CENTER SMELL

FOLLOW YOUR NOSE →



## MEDIA BUYS

Cvent, RCMA, CONNECT MEETINGS

## TRADESHOWS

KSAE | Connect Marketplace | Connect Diversity | US Sports Congress | ABA  
EMERGE | AG Winter Event | Destination Showcase | Travel South Domestic  
Sports ETA | UK Appreciation Day | Cvent Connect | Meetings Today Live!  
Midwest/South Event | Sports ETA

## HOSTED EVENTS

Local Experience for 60 local meeting planners

MPI/PCMA joint meeting

FAM trip for out-of-town meeting planners

Ongoing site visits



