

EVENT RESUME



National Beta Club, National Convention 2023

Location: Kentucky International Convention Center
Dates: June 17-26
Attendance: 21,000

Estimated Attendance Flow:

Friday, June 16 6,000
Saturday, June 17 8,000
Sunday, June 18 8,000
Monday, June 19: 8,000
Tuesday, June 20: 8,000
Wednesday, June 21: 5,000
Thursday, June 22: 5,000
Friday, June 23: 12,000
Saturday, June 24: 8,000
Sunday, June 25: 8,000
Monday, June 26: 6,000
Tuesday, June 27: 500



DESCRIPTION

National Beta Club is the largest independent, non-profit, educational youth organization in America. And for more than 80 years, it has prepared today's students to be tomorrow's leaders.

There are 3 waves of students. 6/17-6/20 is Senior Convention. 6/21-6/23 is Elementary student convention. 6/23-6/26 is Junior Convention.



SCHEDULE

Below links for Schedules:

National Senior Convention 6/16-6/20:

http://www.betaclub.org/uploads/pdfs/NATCON23_SR_SCHEDULE_TENTATIVE_012523.pdf

National Elementary Convention 6/21-6/23:

http://www.betaclub.org/uploads/pdfs/NATCON23_EL_SCHEDULE_TENTATIVE_012523.pdf

National Junior Convention 6/23-6/26:

http://www.betaclub.org/uploads/pdfs/NATCON23_JR_SCHEDULE_TENTATIVE_012523.pdf

See attached peak moving times for group.

EVENT RESUME



DINING

Attendees will be on their own for *ALL MEALS*.



TRANSPORTATION

Bus Parking

School Buses can park at the Kentucky Exposition Center (KEC) and there will be a shuttle throughout the event that loops from KEC to KICC

In-Bound Travel

Air Travel: 10%

Auto Travel: 90%



ACCOMMODATIONS

HQ Hotel: Galt House Hotel

Additional Hotels: Attendees will be utilizing hotels throughout downtown

Heavy Arrivals: June 16/17, June 20/21, June 23

Heavy Departures: June 20, June 23, June 26



CITY INFORMATION BOOTH

PROMOTE YOUR BUSINESS!

Participate in the [Insider Track Savings Pass](#), Louisville Savings Passport powered by our partner, Bandwango, which is shared with convention attendees online and at our on-site City Information Booth. You will be able to change and adjust your offer as needed and track the success of your coupon too. Please contact **Brittney Fumes** at britt@bandwango.com, to set up your company with a unique user account. There is no additional cost as a partner to participate in this program.



PRESS CONTACT

National Beta: Anna Haynes, Director of Marketing, ahaynes@betaclub.org, 864-804-5928

Louisville Tourism: Rosanne Mastin, Marketing Communications Manager, rmaston@gotolouisville.com, 502.560.1480

EVENT RESUME



DIGITAL MEDIA

Website: www.betaclub.org/nationals

Facebook: <https://www.facebook.com/nationalbetaclub>

Twitter: <https://twitter.com/nationalbeta>

YouTube: <https://www.youtube.com/user/BetaClubSpotlight>

Instagram: <https://www.instagram.com/nationalbetaclub/>

Hashtags: #betacon23



LOUISVILLE TOURISM STAFF

Destination Services Contact: Taylor Schulz, Destination Services Manager,
tschulz@gotolouisville.com, 502.379.6110

Information Booth Contact: Olivia Woods, Housing Manager,
owoods@gotolouisville.com, 502.560.1493