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Knoxville Convention Center Books Two National Consumer Shows; A Third in the Works

Outdoor enthusiasts will be excited to hear about recent bookings of upcoming consumer shows at the Knoxville Convention Center. In January 2004, the Center will host the first ever Greater Knoxville Boat Show. Following will be the first ever Rocky Top RV Show in March 2004. In addition to these two booked events, the sales team at the Knoxville Convention Center is negotiating with The Castlow Group to bring their national Fly Fishing Show to the Center in February 2004.

BK Productions is a regional company that produces and promotes Boat and Outdoor Shows. In addition to Knoxville, the shows are also held in Chattanooga, Nashville and Birmingham. An estimated 10,000 people regularly attend their shows and Keith Parker, promoter for BK Productions, hopes for the same success in Knoxville. "Adding an event with this type of reputation is a great opportunity for the Knoxville Convention Center. Shows like this one will do well in Knoxville because so many people take advantage of the outdoors here," said Jennifer Hampton, Sales Manager for the Knoxville Convention Center.

Odyssey Expositions, the nation's largest producer of Recreational Vehicle shows, will produce their annual RV Show March 5-7, 2004. The Rocky Top RV Show is one of Odyssey's 14 nation-wide shows. The show features all makes and models of Motorhomes, Travel Trailers, Fifth Wheels, Truck Campers and Pop-Ups. For over 40 years the Lynch Family, owners of Odyssey Expositions, have been promoting RV shows throughout the Southeast.

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“My grandfather actually started one of the first shows in the country, and he taught me from the ground up. We believe in the family atmosphere where there is something for everyone, no matter their age. It is a family business and a family industry so we try and carry those same values into our shows. We are delighted to have expanded our show to Knoxville,” said President Rob Lynch.

A contract is currently being negotiated to bring the Fly Fishing Show to the Knoxville Convention Center. Producer Mark Castlow of the Castlow Group is excited about the possibility to hold their national show in Knoxville at the new center. In 1984, Castlow began producing fly fishing shows in Fort Pierce, Florida. He couldn't believe the large turnout at the event so he slowly began to expand the show to other cities in Florida. Now, 15 years later, Castlow holds shows in Atlanta, Charleston, Fort Lauderdale, Fort Pierce, Houston, New Haven and Tampa. He is hoping to add Knoxville to that list as well. The Fly Fishing show is open to the public and features informational seminars, trade show vendors and celebrity appearances. Castlow has signed agreements with Stu Apte, Chico Fernandez and Lefty Kreh, three of the most famous and successful fly fishermen in the world, to appear at each of his shows.

“We are happy to add national and regional shows like these. These shows provide another facet to the event industry and demonstrates the flexibility of the Convention Center and the attractiveness of the city,” said Bill Overfelt, General Manager of the Knoxville Convention Center. For more information on these events and all others, check out our website at www.knoxvilleconventioncenter.com.

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