



57th Annual 2024 Sioux Empire **SPORTSMEN'S SHOW** MARCH 14-17

MEDIA ADVISORY

Media Contact:

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SOUTH DAKOTA'S LARGEST AND FAVORITE SPORTSMEN'S SHOW IS COMING SOON!

2024 SIOUX EMPIRE SPORTSMEN'S SHOW-AT-A-GLANCE

WHAT: The 57th Annual Sioux Empire Sportsmen's, Boat, Camping & Vacation Show

WHEN: March 14th – 17th, 2024

Thursday, March 14	5:00 p.m. – 9:00 p.m.
Friday, March 15	12:00 p.m. – 9:00 p.m.
Saturday, March 16	10:00 a.m. – 8:00 p.m.
Sunday, March 17	10:00 a.m. – 5:00 p.m.

WHERE: Sioux Falls Arena & Convention Center, 1201 N. West Ave, Sioux Falls, SD 57104

ADMISSION: Adults \$12.00, Ages 6-12 \$4.00, Children 5 and under are free.

DESCRIPTION: **It's a Sportsmen's, boat, RV, camping, vacation, outdoor equipment, and family fun show all under one roof.** Attracting thousands of attendees and hundreds of exhibitors, showcasing the latest and greatest in everything outdoors. The show will be filled with events and attractions including celebrities, live animals, crowd gathering seminars and entertainment for the whole family.

INTERVIEW OPPORTUNITIES

& CAMERA PLEASING VISUALS: Hundreds of Exhibitors ready to demo the latest products and services.

Fishing in the Live Trout Pond – Kids of all ages love this one.

Twiggy the Water-Skiing Squirrel- the World-Famous Water-Skiing Squirrel has been entertaining parents & children alike with her water ski show since 1979!

Kids' Fishing Workshop with the Pros from Scheels.

Free Fishing Seminars featuring National Pros & Celebrities **Jason Mitchell & Joe Henry.**



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FOR MORE INFO:

Contact **Mike Costanzo** at (605) 212-7665 or mikecostanzo1@gmail.com to arrange interviews, appearances, segments, and live remotes. www.siouxfallssportshow.com

THE SIOUX EMPIRE SPORTSMEN'S SHOW RETURNS FOR ITS 57th YEAR FROM MARCH 14-17, 2024.

ABOUT THE SPORTSMEN'S SHOW:

Celebrating its 57th year, the Sioux Empire Sportsmen's Show hosts hundreds of exhibitors and attracts the imagination and interest of tens of thousands of outdoor enthusiasts from across the region to come explore and experience everything outdoors all under one roof!

Check out boats, RVs, marine electronics, tackle, the newest gear for hunting, camping, and fishing. Find the very best in resorts, lodges and camps from the Midwest and Canada. Book the perfect spot for family vacations. Come for the early show pricing – stay for the free seminars by top outdoors pros and the variety of fun features & attractions for the whole family.

The Sioux Empire Sportsmen's show is family-owned and operated by Cenaiko Productions.

ABOUT CENAIKO PRODUCTIONS:

Cenaiko Productions, Inc. (CPI), founded in 1964, has seen steady growth through the years. After its start with one small sportsmen's show in Fargo, North Dakota, the firm began branching out into other Midwest markets. CPI now produces four consumer expositions, in St. Cloud, Minnesota; Fargo, North Dakota; and Sioux Falls, South Dakota. The company is recognized as one of the largest exposition producers in the Upper Midwest. It is also one of the few remaining family-run businesses in the field.

FOR MORE SHOW INFO VISIT:

www.siouxfallssportshow.com

Facebook: facebook.com/siouxempiresportsmensshow

FOR FURTHER INFORMATION, MEDIA REGISTRATION AND OR REQUESTS PLEASE CONTACT:

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FOR IMMEDIATE RELEASE

SIOUX EMPIRE SPORTSMEN'S SHOW OPENS MARCH 14, 2024, AT THE SIOUX FALLS ARENA & CONVENTION CENTER

Dreaming of sun-filled, warm weather outdoor adventures? Whatever you need—boat or bobber, camper or cooler, RV or vacation, it can be found at **The Sioux Empire Sportsmen's Boat, Camping & Vacation Show**. Showcasing **hundreds of exhibits** featuring the latest outdoor products and services. Scores of representatives from top manufactures and retailers, fishing and hunting lodges, resorts, campgrounds, fly-ins, and outfitters are on hand to help with next summer's vacation plans. Free seminars, demonstrations, features and attractions, **there's something for everyone in the family to enjoy!**

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	Saturday, March 16	10:00 a.m. – 8:00 p.m.
	Sunday, March 17	10:00 a.m. – 5:00 p.m.

THE SPORTSMEN'S SHOW IS MULTIPLE SHOWS IN ONE!

It's a Boat Show. Take the sting out of the winter weather by checking out new model fishing and power boats, pontoons and personal watercraft. Docks, lifts, motors and marine accessories are also featured. Get early Boat Show pricing from the area's best dealers.

It's an RV & Camping Show. Whether you drive off with a new RV or simply dreaming of one, you'll be glad you checked it out. Climb aboard one of the recreational vehicles (RVs) on display; they range from folding camping trailers and truck campers to motor homes of all sizes. Sport utility vehicles, van conversions and ATVs are also on display. Get the best prices of the year from the area's best dealers and find everything you may need for your next vacation.

It's an Outdoor Equipment Show. See the latest and greatest in outdoor equipment and electronics from top manufacturers and retailers. The expansive tackle section includes rods, reels, sonar equipment, GPS systems, fishing accessories and more.

It's a Travel & Vacation Show. Book your vacation right at the show! Find the very best in resorts, lodges and camps from the Midwest and Canada. Book early before those great June-September dates get all booked up!

It's a Family Fun Show. Twiggy the Water-Skiing Squirrel, the Kids' Fishing Workshop, daily fishing seminars or fishing in the Live Trout Pond... you and your whole family will have a great day at the show!



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ADDITIONAL 2024 SPORTSMEN'S SHOW HIGHLIGHTS

FISHING SEMINARS:

Fishing Pros **Jason Mitchell** & **Ted Joe Henry** will be presenting Fishing Seminars on all four days!

KIDS FISHING WORKSHOPS:

The Pros from Scheels will run a Kids Fishing Workshop Saturday and Sunday.

SPECIAL FEATURES & ATTRACTIONS: Twiggy the Water-Skiing Squirrel- Will be entertaining and teaching the kids and adults alike on water safety.

The popular **Live Trout Pond** filled with rainbow trout will be open every day for some family fishing fun.

TICKET INFORMATION

Adults \$12.00
Ages 6-12 \$4.00
Children 5 and under are free.

FOR MORE SHOW INFO VISIT:

www.siouxfallssportshow.com
Facebook: [facebook.com/siouxfallssportsmensshow](https://www.facebook.com/siouxfallssportsmensshow)

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The event is produced by Cenaiko Productions, Inc. of Minneapolis, MN



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OUTDOOR PROS APPEARING AT THE 57th ANNUAL SIOUX EMPIRE SPORTSMEN'S SHOW

The Sioux Empire Sportsmen's Show returns to Sioux Falls Arena March 14th-17, 2024. Following are the professional outdoorsmen who will be providing free seminars throughout the run of the show.

FEATURED SPEAKERS

Jason Mitchell cut his teeth as a professional fishing guide on North Dakota's Devils Lake. At the time of his retirement from guiding, Mitchell had built one of the largest guide services in the industry. Today, Mitchell hosts the popular outdoor program Jason Mitchell Outdoors which airs on Bally Sports Networks. Over the past fifteen years, JMO has had some of the highest raw Nielsen ratings in the industry for outdoor programming. Jason Mitchell has been at the forefront of the fishing industry with innovation and is credited with pioneering several walleye fishing methods and strategies. In 2016, Mitchell was also inducted into the North Dakota Fishing Hall of Fame.

Jason's seminar topics are "**Do's & Don'ts with Forward Facing Sonar**" and "**Tackle Modifications that catch More Walleye**".

Joe Henry, as a fishing guide, licensed charter captain, and tournament angler, Joe Henry has made fishing a part of his everyday life. Joe is an award-winning outdoor communicator, sharing fishing techniques, strategies and philosophies with thousands through seminars, tv shows, videos and articles. across the U.S.

Joe's seminars are "**Masters Level-Spinners for Walleyes**" and "**Multispecies Fishing Success on Any Body of Water**".



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2024 SPORTSMEN'S SHOW SEMINAR & ATTRACTIONS SCHEDULE

THURSDAY, Mar 14

6:00 p.m. **Joe Henry:** Multispecies Fishing Success on Any Body of Water
7:00 p.m. **Twiggy the Water Skiing Squirrel**
7:15 p.m. **Jason Mitchell:** Tackle Modifications that catch more Walleye

FRIDAY, MARCH 15

2:00 p.m. **Jason Mitchell:** Tackle Modifications that catch more Walleye
3:00 p.m. **Twiggy the Water-Skiing Squirrel**
3:15 p.m. **Joe Henry:** Multispecies Fishing Success on Any Body of Water
4:30 p.m. **Jason Mitchell:** Do's & Dont's with Forward Facing Sonar
5:00p.m. **Twiggy the Water-Skiing Squirrel**
6:00 p.m. **Joe Henry:** Masters Level - Spinners for Walleys



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7:00 p.m. **Jason Mitchell:** Do's & Dont's with Forward Facing Sonar
7:30 P.M. **Twiggy the Water-Skiing Squirrel**

SATURDAY, MARCH 16

11:00 a.m. **Kids' Fishing Workshop:** with the Pros from Scheels
12 00 p.m. **Jason Mitchell:** Tackle Modifications that catch more Walleye
12:30 p.m. **Twiggy the Water-Skiing Squirrel**
1:30 p.m. **Joe Henry:** Multispecies Fishing Success on Any Body of Water
2:30 p.m. **Twiggy the Water-Skiing Squirrel**
3:00 p.m. **Jason Mitchell:** Do's & Dont's with Forward Facing Sonar
4:30 p.m. **Joe Henry:** Masters Level - Spinners for Walleyes
5:00 p.m. **Twiggy the Water-Skiing Squirrel**
6:00 p.m. **Jason Mitchell:** Tackle Modifications that catch more Walleye

SUNDAY, MARCH 17

11:00 a.m. **Twiggy the Water-Skiing Squirrel**
12:00 p.m. **Kids' Fishing Workshop** with the Pros from Scheels.
1:00 p.m. **Jason Mitchell:** Tackle Modifications that catch more Walleye.
2:00 p.m. **Twiggy the Water-Skiing Squirrel**
2:15 p.m. **Joe Henry:** Multispecies Fishing Success on Any Body of Water.
3:15 p.m. **Jason Mitchell:** Do's & Dont's with Forward Facing Sonar.