



58th Annual 2025 Sioux Empire

SPORTSMEN'S SHOW

MARCH 13-16

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

MEDIA ADVISORY:

Mike Costanzo
(605) 212-7665

mikecostanzo1@gmail.com

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

2025 SIOUX EMPIRE SPORTSMEN'S SHOW-AT-A-GLANCE

- WHAT:** The 58th Annual Sioux Empire Sportsmen's, Boat, Camping & Vacation Show
- WHEN:** March 13th – 16th, 2025
- | | |
|--------------------|------------------------|
| Thursday, March 13 | 5:00 p.m. – 9:00 p.m. |
| Friday, March 14 | 12:00 p.m. – 9:00 p.m. |
| Saturday, March 15 | 10:00 a.m. – 8:00 p.m. |
| Sunday, March 16 | 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.

Wildlife Adventures Center- Alligators, Snakes, Exotic Birds and so much more... you'll see it all while attending the Wildlife Adventure Center.

Kids' Fishing Workshop with the Pros from Scheels.

Free Fishing Seminars featuring National Pros & Celebrities **Tom Huynh** (pronounced Winn) & **Ted Takasaki**.



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**THE SIOUX EMPIRE SPORTSMEN'S SHOW RETURNS FOR ITS 58th YEAR FROM MARCH 13-16,
2025.**

ABOUT THE SPORTSMEN'S SHOW:

Celebrating its 58th 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 five consumer expositions in Shakopee, Minnesota, 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

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SIOUX EMPIRE SPORTSMEN'S SHOW OPENS MARCH 13, 2025, 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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	Friday, March 14	12:00 p.m. – 9:00 p.m.
	Saturday, March 15	10:00 a.m. – 8:00 p.m.
	Sunday, March 16	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. From The critters from The Wildlife Adventure Center, the Kids' Fishing Workshop, 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 2025 SPORTSMEN'S SHOW HIGHLIGHTS

FISHING & HUNTING SEMINARS:

Fishing Pros **Tom Huynh (pronounced Winn) & Ted Takasaki** will be presenting Fishing Seminars on all four days!

KIDS FISHING WORKSHOPS:

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

SPECIAL FEATURES & ATTRACTIONS:

The Wildlife Adventure Center Alligators, Snakes, Exotic Birds and so much more... you'll see it all while attending the **Wildlife Adventure Show**. It's a must see for the whole family!



The audience will get to see his many creepy and crawly friends up close as the Center provides lots of educational information along with a healthy dose of comedy as he handles gators, crocs, snappers and venomous snakes.

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

TICKET INFORMATION

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

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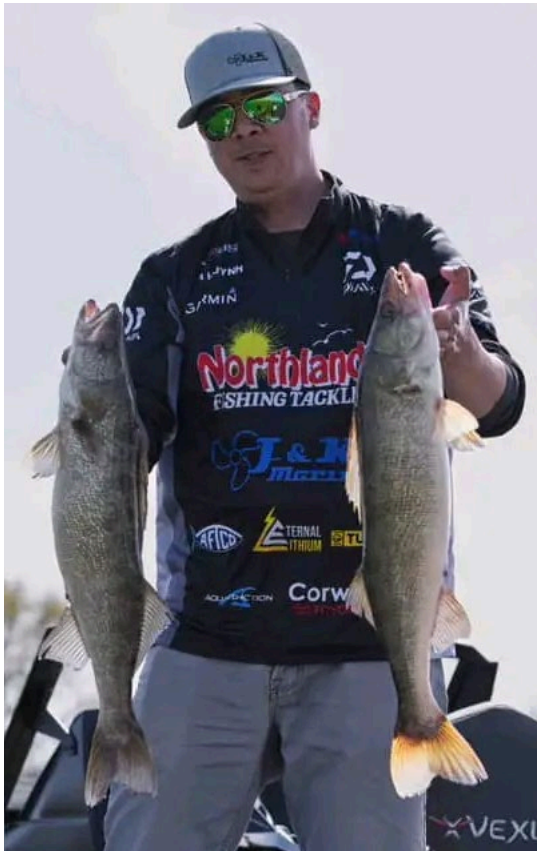
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OUTDOOR PROS APPEARING AT THE 58th ANNUAL SIOUX EMPIRE SPORTSMEN'S SHOW

The Sioux Empire Sportsmen's Show returns to Sioux Falls Arena March 13-16, 2025. Following are the professional outdoorsmen who will be providing free seminars throughout the run of the show.

FEATURED SPEAKERS

Tom Huynh (pronounced Winn) began fishing walleye tournaments in 2020. His first tournament was on the AIM Pro Walleye Series, which he fished with his teammate Nate Wolske. They won their very first event! The momentum continued throughout the year, with a 4th place finish and another win in the last two events of the season.



In 2021, he entered the full NWT series and AIM team circuit as well. His talent shone once again, placing 2nd in both the NWT championship and AIM State Championship. To top it all off, he and his team were awarded AIM Team of the Year. This success continued in 2022 with repeat wins for the AIM Championship and Team of the Year, along with the ultimate achievement - winning the National Championship.

The 2023 season was another showcase of his skills, with top 5 finishes in all AIM events and a top 5 finish in the NWT AOY. This year, 2024, he reached the pinnacle of the NWT circuit by winning the Championship and tying for AOY points.

And that's not all! He just launched a revolutionary new educational fishing platform called Tom Huynh University. Check it out at www.fishthu.com

Tom's seminar topic is "Mastering Forward Facing Sonar".



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Ted Takasaki is a Fishing Hall of Fame Legendary Angler, Ted is one of the top competitors on the National Walleye Tour. Ted won the prestigious Professional Walleye Trail (PWT) Classic Championship in 1998 and the 1995 PWT Top Gun Angler Award. In 2002, he smashed the all-time, one day PWT tournament record, which still stands today, with a limit of 5 walleyes that weighed 53.2 pounds!

Ted's seminars are "Slip Bobber Secrets" and "Jigging Tips for Walleyes".



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2025 SPORTSMEN'S SHOW SEMINAR & ATTRACTIONS SCHEDULE

THURSDAY, March 13th

- 6:00 p.m. **Ted Takasaki:** Slip Bobber Secrets
- 7:00 p.m. **Wildlife Adventure Center**
- 7:15 p.m. **Tom Huynh:** Mastering Forward Facing Sonar

FRIDAY, MARCH 14th

- 2:00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar
- 3:00 p.m. **Wildlife Adventure Center**
- 3:15 p.m. **Ted Takasaki:** Slip Bobber Secrets
- 4:30 p.m. **Tom Huynh:** Mastering Forward Facing Sonar
- 5:00p.m. **Wildlife Adventure Center**
- 6:00 p.m. **Ted Takasaki:** Jigging Tips for Walleyes
- 7:00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar
- 7:30 P.M. **Wildlife Adventure Center**

SATURDAY, MARCH 15th

- 11:00 a.m. **Kids' Fishing Workshop** *with the Pros from Scheels*
- 12 00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar
- 12:30 p.m. **Wildlife Adventure Center**
- 1:30 p.m. **Ted Takasaki:** Slip Bobber Secrets
- 2:30 p.m. **Wildlife Adventure Center**
- 3:00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar
- 4:30 p.m. **Ted Takasaki:** Jigging Tips for Walleyes
- 5:00 p.m. **Wildlife Adventure Center**
- 6:00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar

SUNDAY, MARCH 16th

- 11:00 a.m. **Wildlife Adventure Center**
- 12:00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar
- 1:30 p.m. **Ted Takasaki:** Jigging Tips for Walleyes
- 2:00 p.m. **Wildlife Adventure Center**
- 3:00 p.m. **Tom Huynh:** Mastering Forward Facing Sonar