

NEWS

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CSI Sports Announces Split Show Format For 2007-2008 Show Season

Newport, NC - Big Rock Sports, headquartered in Newport, NC, parent company of CSI Sports in Sauk Rapids, Minnesota announced that beginning in October of 2007 the CSI Sports annual dealer show will be split to maximize both fall and spring purchasing opportunities for their dealers.

Andy Melville, Vice President of Sales, Eastern Region for Big Rock Sports stated that “following a very thorough review of feedback from our customers and the vendor community we have decided to take a more aggressive approach to our tackle business in 2007. We will continue to host our events in Minneapolis using the Convention Center to showcase our products. By hosting the tackle show at the Convention Center, we will be able to offer a combined Spring Fishing and Ice Fishing format, while maintaining the ability to host a Hot Profit Night, an exclusive opportunity only offered to show attendees. Dates for the October show will be October 14-16, 2007.

We will follow up the October show with a January 2008 show that will focus on shooting sports and hunting. This show will also be held at the Convention Center and will have a Hot Profit Night focusing on the shooting sports and hunting product categories. Dates for the January show will be January 20-22, 2008.”

For a complete listing of the Big Rock Sports Dealer Shows, visit www.bigrocksports.com.

Big Rock Sports is the parent company of All Sports, AWR Sports, CSI Sports, Henry’s and MT Sports, wholesale sporting goods distribution centers located across the nation. Big Rock Sports companies service more than 14,000 hunting and fishing retailers from coast to coast.

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