

Media members excited to start the new year right by attending the annual DSC Convention & Sporting Expo to be held January 11-14, 2024, can [pre-register for credentials now](#). Pre-registration will run through December 19, 2023. After you register, you will receive a QR code via email that you will scan at the Convention to receive your media badge. Media who miss the deadline can register at the Convention.

One of the world's biggest outdoor conventions, the 2024 DSC Convention & Sporting Expo will return to Kay Bailey Hutchison Convention Center and Omni Hotel in Downtown Dallas.

To accommodate the increasing media interest in the event, DSC is catering to the sporting press with a convenient pressroom outfitted with charging stations, plenty of quiet space to conduct interviews and a beverage service, plus an easy pre-registration process.

To pre-register, please provide the information requested on [this form](#) and send to Mallory Communications Owner [Stephanie Mallory](#). Upon arrival at the convention center, qualified registrants can simply follow the signs to the pressroom to pick up their badge.

Pressroom hours will run from 9 a.m. to 5:30 p.m. Jan. 11-13 and from 9 a.m. until 12 p.m. on Jan. 14.

The family friendly 2024 DSC Convention & Sporting Expo is open to the public and will fill a record 800,000-square-feet of convention hall with nearly 1,000 exhibitors and 1,800 booths featuring outfitted hunts, guns, gear and much more.

The DSC Convention & Sporting Expo is one of the biggest fundraising events in Texas. Over the past several years, the event has generated millions of dollars for Conservation, Education and hunter Advocacy initiatives around the world.