

St. Louis investment bank advises Vegas entertainment firm in Canadian software acquisition

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SGPS/Showrig was responsible for the staging and automation of KISS's St. Louis show in 2023.

Story Highlights

What's This?

- SGPS/ShowRig acquired Canadian motion-control software firm Niscon Inc.
- ButcherJoseph & Co. advised on the vertical integration deal.
- The transaction closed Nov. 26 with undisclosed terms.

St. Louis-based [ButcherJoseph & Co.](#) served as the “buy-side” adviser to a company that acquired a Canadian firm specializing in advanced motion-control software and automation systems.

The deal in which SGPS/ShowRig purchased Niscon Inc. is a “vertical integration play,” said Robert Reavis, a director at investment bank ButcherJoseph. Las Vegas-based SGPS/ShowRig is a major player in entertainment rigging, staging, automation and custom fabrication. Financial details of the transaction, which closed on Nov. 26, were not released.



Robert Reavis, a director at ButcherJoseph & Co.

SGPS/ShowRig’s clients have included blink-182, Kenny Chesney, Bad Bunny, Billie Eilish, Kiss, Motley Crue and Trans-Siberian Orchestra as well as numerous film and television productions. In addition to Las Vegas, SGPS/ShowRig has offices in Atlanta, Boston, Chicago, Los Angeles; [Nashville, Tennessee](#) and New Orleans.

Niscon, based in the Toronto area of Ontario Province, will operate as a division of SGPS/ShowRig, boostings its offering across touring productions, film and television, festivals, permanent installations and other live events.

“Imagine someone putting on a show like in Las Vegas,” said Reavis. “You have one of these sets where the performers are moving around on set. SGPS would have the rigging and the physical equipment. Niscon would have the IT and the software to control the system that is moving them around.”

Tristan Tahmaseb, a director at ButcherJoseph, said the firm conducted due diligence for SGPS/ShowRig, pepared terms sheets and presented its work to the board of directors, ultimately gaining approval.



Tristan Tahmaseb, a director at ButcherJoseph & Co.

"From a strategic initiative standpoint, (Niscon) was top of the list for ShowRig. Niscon helps provide that next generation experience and increases the capabilities of ShowRig when they're bidding on potential opportunities...for a concert, a film production or a conference," he said.

ButcherJoseph & Co. is a boutique investment banking firm specializing in sale transactions to strategic and financial buyers, employee stock ownership plans, capital advisory, and valuations and fairness opinions for privately-held businesses. In addition to its headquarters in downtown St. Louis' Ballpark Village, ButcherJoseph has a presence in Miami and Washington, D.C., and offices in Chicago, Charlotte and Scottsdale, Arizona.