



70 REASONS TO ATTEND THE PACIFIC NORTHWEST SPORTSMEN'S SHOW

The Pacific Northwest Sportsmen's Show is known in fishing and hunting circles as "the big one". Entering its 45th year, it's the second largest sport show in the United States, biggest west of the Mississippi and largest consumer or trade show in the northwest. It's big! If you're a sportsman or woman you'll find what you're looking for here...and you'll find several choices. Hard-to-find items, one-of-a-kind, new products, services, destinations and just about anything you'll need for fishing, hunting, boating and outdoor recreation is here. Celebrate the great outdoors and join us for 5 days of the biggest and best in the outdoors at the Portland Expo Center, February 5th-9th. This is by no means a complete list but here are a few reasons to spend your time at the show...

- 1. Leupold VIP Movie Night.** Enjoy a night of exclusive short films, hunting celebrities and fun at the first-ever Leupold VIP Movie Night, Saturday, February 8th at the Pacific Northwest Sportsmen's Show in the upper Hall D lobby. This is a ticketed event that starts at 7PM and runs until 10PM. For details and tickets visit TheSportShows.com, go to the Pacific Northwest Sportsmen's Show and look under "Attractions" you'll find complete info there.
- 2. MeatEater Sunday.** Join us Sunday, February 9th for MeatEater Sunday from 10:45AM until 4PM with Steve Rinella and several cast members from the hit Netflix show, MeatEater! Steve will be joined by Danielle Prewett, Ryan Callahan and Sam Lungren and together they'll all be on the cooking stage from noon until 4PM entertaining and educating show-goers on cooking wild game. From 10:45 until 11:30 or so you'll find them in the Backcountry Hunting Pavilion with the crew from Born and Raised Outdoors.
- 3. Gerber Pre-Sale.** Gerber's first-ever pre-sale event is going on Friday night from 7PM to 9PM in the upper lobby of "D" hall. Public lands and DIY hunt advocate Randy Newberg will be on-hand to preview his new line of field dressing tools for big game. Be the first to buy at this pre-sale event that puts you at the front of the line for this exciting new Gerber Gear! Food, beverage and fun are all included for free!
- 4. Maxine McCormick.** She's the best in the world! Maxine's a fly casting phenom and she's going to be at the Pacific Northwest Sportsmen's Show Thursday and Friday night from 7PM to 8PM at the fly casting pond in Hall "E". In competition she's cast a fly line 189 feet! She also won a world championship for accuracy. See how she does it!
- 5. Take a kid fishing.** The Baxter's Kid's Trout Pond is legendary. Many a great angler got their start catching their first trout in these waters. Free to kids 12 and under with admission into the show. The bite's on every day!
- 6. Head & Horns above the rest.** Want to be impressed? Even if you don't hunt you have to check these bodacious trophies out, they're well worth seeing. And if you do hunt you'll be blown away by size of some of the mounts. Also, if you have a set of horns, antlers or a head that you'd like measured and scored this is the place to bring it. We have folks certified to measure and score your trophy and if it's a winner the prizes are incredible! As if bagging a record animal wasn't reward enough...
- 7. Make fire.** Brett Stoffel will show you how to get a fire going in a pinch in one of his daily survival classes at the show. Or you can stop by any one of several booths at the show that sell fire starters. "Fire" is one of the top two essentials, right along with shelter, that you'll need in the backcountry. You'll find both at the show.

8. Bait Rigging Theatre. More than bait, Englund Marine Supply is hosting this seminar series at the show as a masterclass in a variety of local fishing topics including Buoy 10 tides, bottom fishing, downrigger fishing, fishing iron for tuna, spring Chinook fishing and of course, bait rigging. Check the seminar schedule for details.

9. Crown. Be sure you stop by the Crown Royal booth in Hall "D" to check out their Purple Bag Project promotion that benefits our servicemembers in all branches of the military overseas. You stuff Crown Royal bags with goodies (provided for FREE by Crown Royal), along with a note (again provided FREE by Crown Royal) and the bag are then sent abroad. It's wonderful, thoughtful way of saying "thank you"!

10. Bi-Mart Warehouse Sale. Bi-Mart's clearing their shelves with some great prices on overstock items and who-knows-what until you get to the show to find out for yourself. We're told some pretty special, limited supply, fishing, hunting and outdoor gear will be available. Get there early in the show for best selection.

11. Fistful of Corkies. Back for another year, it's Toyota's Fistful of Corkies promotion. Free with your admission into the show, just go to the Toyota booth and they'll take it from there. Everyone wins! Grab a handful of Yakima Bait Corkies and Spin-N-Glo's and if one of them has a Toyota logo on it you win one of several different prizes. There's some really cool stuff we're giving away! The worst you'll do is leave with a bunch of fish-catching Corkies and Spin-N-Glo's!

12. Beer & Brat. What's a sportsmen's show without a beer and a brat? The Pacific NW Sportsmen's Show is proud to serve Coors Lite for its beer choice and Johnsonville Brats on a Franz Bakery Bun.

13. Kid's BB Gun Range. Just for the kids (12 and younger), have fun plinking at targets at the Kid's BB Gun Range. It's free with admission into the show and back by the trout pond in A Hall. It's also a great way to get the kids started shooting if they haven't already started. And if they have, this is just more fun for them to have at the largest Sportsmen's Show west of the Mississippi. Everything's provided and it's fully supervised. Before you catch a couple trout be sure to stop by the Industrial Tire Service BB Gun Range for safe and secure shooting fun.

14. Fish Hunt Northwest. Duane Inglin and his crew of fishing and hunting experts will be at the show broadcasting Thursday night from 7PM to 9PM in the fly fishing theater in the front of "E" Hall (in the lobby area). Be a part of the audience and win prizes! And if you don't want to be on TV then stop by and say "hi" to Duane and his wife Sheri in their Fish Hunt Northwest booth in the show. They'd love to see you!

15. Plan your vacation. The Pacific Northwest Sportsmen's Show is the ideal opportunity to plan your 2020 or 2021 adventure. As we like to say, "Great adventures far and near start here." From close-by guide trips for a variety of fish and wildlife species to more ambitious trips out of state or country, you'll find hundreds of options to consider at the show!

16. Buy some art. Nothing says, "I love the outdoors" quite like a painting, metal art, photography or some other form of art from one of our many artistically inclined exhibitors.

17. Shop the sales. There are literally thousands of items on sale at the Pacific Northwest Sportsmen's Show. . . deeply discounted sale items. Boats, clothes, tackle, camping and cooking equipment, knives, rods and reels, RV's, ATV's, food items, jewelry, art, ammo and much, much more!

18. Meet Nick. Maybe one of the most traveled salmon and steelhead anglers on the planet, Nick Amato will be making a rare appearance at the Pacific Northwest Sportsmen's Show. You'll find him in the Amato Publications/STS booth.

19. Learn to cook. The camp cooking area is one of the best of its kind in the country. Period. These cooks know their business and have worked in backcountry settings as well as big no-so-backcountry events. You'll learn volumes in minutes . . . the taste testing is pretty good too! And with the addition of MeatEater Sunday to this year's event it's better-than-ever!

20. Attend some seminars. There's more than 50 hours of seminars a day at the Pacific Northwest Sportsmen's Show. That's more than a work-week's worth of seminars every day! Hunting, fishing, pack horse packing, cooking, fly fishing, fly tying, survival skills and more are all tee'd up for this year's show.

21. See what's new. There are well over a thousand new items to see, touch, experience and learn about. No scrolling up and down a page or enlarging an image. The show is filled with new equipment, services and products you can experience directly.

22. Meet from the pro's! Randy Newberg, Maxine McCornick, Buzz Ramsey, Cody Herman, Nick Amato, Bill Monroe Jr., Del Stephens, Jack and Brandon Glass, Dan Kloer, Duane Inglin, Ashley Nichole Lewis, Jody Smith, Pro Escabedo, Cameron Black, Gary Lewis, Johnnie Candle, Shane Magnuson, Austin Moser, Dave Kilhefner, Roger Hinchcliff, Ty Wyatt and Glen Berry. They're all here along

with dozens of others who will be working the show in sponsor booths. Take advantage of this rare opportunity and come armed with questions that only they have the answer to.

23. Furniture to soothe the outdoor spirit. Looking to bring a little of the outdoors into your home? Pudding River Wood Carving Studio and Oregon Log Furniture are two companies here to help you. Prepared to be amazed because these companies and others have some righteously cool stuff they're selling at the show.

24. Good dog. Dog training, clubs and goodies for our furry friends are here in force. Frankly, there's too many to list but if you wander the show you'll find them all.

25. Beauty's only skin deep. Truly...and our taxidermists will show just how beautiful your fish, bird or game can really be. There are several at the show and they're some of the best in the business.

26. Happy hour(s). Another "first" for the show, our new after 4PM specials that are only available through participating retailers after 4PM, Wednesday through Saturday at the show. There are some deep discounts on "Grade A" items.

27. Crustacean Sensation? It's a new crab bait system that's taking the Northwest by storm and it's coming to the Pacific Northwest Sportsmen's Show. Easy-to-use, clean and ultra-effective, if you're a crabber then you definitely want some of this for your next trip(s).

28. Gerber Gear. Our friends at Gerber are back with fully-stocked booth loaded with show deals. "Gerber" is synonymous with premium outdoor gear...make a point to stop by and see what's new.

29. These boots were made for walking. Danner, one of the show's sponsors, will be showing their iconic line of boots and footwear at the show. Don't miss their 25% off coupon that's good at their factory stores.

30. Drink the Deschutes. Deschutes Brewery is the show's craft beer. Enjoy!

31. The allure of lures. Mack's Lures, McOmie's Custom Lures, Yakima Bait, Brad's BS Fish Tales, Luhr Jensen, Poulson Cascade, Konezone, Oregon Tackle Company, Rapala and others are there to answer your questions, show you what's new and make sure you're getting the most out of the gear you're using. These are the pro's pro's and fishing is their life. Make a point of stopping by their booth to get the scoop on all things fishing and fishing tackle.

32. Accessorize your boat. Several companies at the show can get you what you need to turn your boat into a complete fishing or hunting machine. Miller Marine, Fisherman's Marine & Outdoor, Englund Marine and others are worth a stop and shop. New to the show this year and bringing a boatload of new accessories is Fish Fighter Products from Mountain Home Idaho. Be sure to take a look at some of their new boating innovations.

33. What are the optics? Great question! The Pacific Northwest Sportsmen's Show presenting sponsor, Leupold, is the preeminent hunting and outdoor optics company in the world. We're grateful for their support. Be sure to stop by their booth for a rundown on what's new and any questions you may have on any of their scopes, binoculars or range finders.

34. Tie a fly. There's a lot for fly anglers to take-in at the show. Fly casting, fly fishing, fly fishing gear and fly tying. In fact, we have seminars, all day, every day in the fly tying theater by some of the sport's best.

35. Support a cause. You can be part of the solution with wonderful organizations like: The Association of Northwest Steelheaders, CCA, Protect The Harvest, Mule Deer Foundation, The Rocky Mountain Elk Foundation, Southwest Washington Anglers, The Fallen Outdoors, NRA, Heroes On The Water, and SCI. They're all here (along with others) and worthy of your attention and support as they work to build a better future for hunters and anglers.

36. Razor Sharp. You'll gain a razor sharp edge with The Hunter Honer by America Delta Products and Work Sharp Tools. Swing by for a firsthand demonstration. Or you can stop at the Bi-Mart booth where you'll find expert assistance with a knife sharpening tech from Kershaw who will be happy to sharpen your Kershaw knife for free or any other knife brand for a small fee.

37. The art of BBQ. We love barbeque that's why we tapped Glenn Thornton for seminars in the camp cooking area and James Gang BBQ Company for their sauces and rubs. Glenn's an expert and there's always enough to sample at the end of his delicious seminars.

38. Hunting Accessories. What makes a "sportsmen's show a sportsmen's show"? Hunting AND fishing equipment. And this show has lots of both including LOTS of hunting accessories and companies that specialize in hunting and gun accessories of all descriptions.

39. Chill out. There's plenty of choices to keep things cool with cooler companies and retailers both providing an array of cool options to keep your favorite foods and beverages well below room temperature.

40. Share a snack. There's all kinds of food at the show. Some, classic "show fare", and some you'll find at booths around the show. You can always cool your heels and take a break at the restaurant in the front of "D" building (Delta Bar and Grill) or enjoy some of the grub at the Camp Cooking area where taste tests are encouraged!

41. Cutting edge technology. There's no shortage of premium knives at the Pacific Northwest Sportsmen's Show. Cutco Cutlery, Leatherman, Gerber, Line Cutterz, Texan Knives and Rockin' H Cutlery are some of the many represented. We never know what our retailers will be bringing but it's worth a look to see what they have too.

42. Float boats. Or more accurately, "non-motorized" boats. Andy & Bax, Next Adventure Paddle Boats Center, Dave Scadden, Clackacraft, Inflatable Boat Center, Pavati Marine and Maxxon Outfitters are all at the show with the very best in non-motorized boats and accessories.

43. Join a club. Whether you're looking to get started, network with like-minded enthusiasts or just honing your already proficient skills, there are dozens of clubs at the show that can help. From dogs and dog training to fishing, hunting and archery, if you make the rounds, peruse the show guide and spend some time poking around, you're bound to find just what you're looking for.

44. To build a shelter. Looking for a storage shed, or maybe something a bit more ambitious like a storage building? Then you'll definitely want to stop by the Tuff Shed and RMAC Pole Buildings booths to talk turkey...or in this case, construction and buildings.

45. Find Fish. Electronics have become essential equipment for serious anglers everywhere. You'll find all the major brands represented between manufacturers and retailers at the show including: Lowrance, Garmin, Portland Marine Electronics, Englund Marine and Fisherman's Marine & Outdoor. We have anglers that travel from distant states just to purchase their electronics at the show.

46. Survive! Thanks to our friends at Toyota, Brett Stoffel is back with his survival training. He's scheduled to do some seminars and you'll also find him in the Toyota booth showing anybody that wants to learn, how to make fire, shelter and survive if you ever get lost or stranded. His training has, on several occasions, helped people survive and get out alive.

47. Bicycling made easy. RAD Power Bikes is back and offers an exhilarating and effective new twist on bicycling with electric power that's clean, quiet and powerful. Imagine running up the trails of your favorite river, biking into distant lakes or exploring the backcountry...you can with these. And if you're a drift boater looking to get to your rig you won't have to wait for a shuttle with one of these in the back of your drift boat.

48. Fillet-O-Fish. Sam Lungren of MeatEater fame will be showing off his halibut filleting skills on Sunday at the show's Outdoor Cooking area in Hall "C". He's really good at it and will make short work of big fish.

49. Pan for gold. There's gold in those aisles! Or at least in "A" building where you can apply your very best panning technique to see if you can mine a little "color" out of this honest-to-goodness gold-rich stream. Northwest Mineral Prospectors is good enough to set-up and get people panning by the hundreds every day of the show.

50. Stay informed. The top names in northwest fishing and hunting publications have booths at the show. Catch them on the right day and your favorite editor or writer might be in the booth. Some familiar names include: Salmon Trout Steelheader, NW Sportsmen and Salmon & Steelhead Journal.

51. Safe haven. All the major gun safe companies are at the show. Trusted names like Fort Knox, Tracker and Liberty are all there.

52. Go to Africa. That's right Africa! Safaris and hunts are available at the show through several longtime exhibitors. If you're shopping, thinking about it or just wondering what a trip like this runs, this is the perfect place to find out and get your plans started or cemented.

53. Get dressed up. Or dressed down, depending on how you look at things. There's lots and lots of apparel for sale, far too much to list, at the Pacific Northwest Sportsmen's Show. Great sales, hard-to-find items and specialty gear you've been looking for...it's here.

54. Hit the target. Think Nottingham Forest and Robin Hood when you visit the Sylvan Archers booth in Hall "C". Pick-up a bow and arrow and try your hand at hitting the target. It's a great way to get kids interested in archery and fun for adults too!

55. Learn to cast. There's something poetic about a beautiful fly cast...when it's done correctly. For others it's a study in futility and frustration. Park your frustration at the show and learn the art of the cast from top fly fishing pros at the Fly Casting Pond in Hall "E".

56. Accessorize your truck. Baxter Auto Parts is back with a booth filled with ideas, equipment and gear for your truck. Don't miss their show-only specials. WARN will be in their booth with expert reps to provide the advice and guidance you need in selecting the right winch for your rig.

57. Learn from the science professionals. The Pacific Northwest Sportsmen's Show is fortunate to field the top fish and wildlife science and field professionals every year at the show. This year experts from ODFW, WDFW and Idaho Fish and Game will be on hand to answer your questions about fish and wildlife abundance, populations and challenges.

58. Get backcountry. There's lots of ways to access the backcountry and ATV's are one of them. There's ATV's-a-plenty at the show. Just take a seat on one and you'll know you're in for an adventure.

59. Serious pulling and off-road power. Whether you're towing a boat, pitching a tent on top of your vehicle or need real muscle for that fifth wheel, you'll find the experts that know and the vehicles that can do it at the show. Show sponsor Toyota has a number of new rigs on display and longtime exhibitor Northside Ford brings their legion of trucks for you to consider too.

60. It's a boat show too! As if there wasn't enough already, the Pacific Northwest Sportsmen's Show plays host to a show within the show. Hall "D" is filled with fishing boats of all sizes and descriptions. You'll make your best boat deal here with the biggest and best names in the business all in one place. But don't stop at Hall D because you'll find fishing boats in every building.

61. See the butcher. We understand the crew from MeatEater will be butchering some wild game at the show. Want to learn how it's done? They'll be in Hall C on Sunday, February 9th, from noon to 4PM at the Cooking Stage.

62. Shake a rod. You'll find all the major fishing rod manufacturers, as well as a number of custom builders at the show. If you're in the market for a rod this is THE SHOW to attend. You'll find the season's best prices, selection and expertise all in one place.

63. What's your line? There's plenty of fishing line to buy at the show but more importantly the MANUFACTURERS are all here too! Maxima, PLine, Power Pro, Izorline and Tuff Line. We defy you to find another show anywhere with better fishing line representation than you'll find at the Pacific Northwest Sportsmen's Show.

64. Better boating. No one can deny that you'll enjoy your day out boating a little more if you're out of the weather and under the comfort of a top. Haxton and Waagemeeester are both in the house and will talk tops all day long! And if you're looking for a drift boat cover, Five C's is the unchallenged expert!

65. Lucas Performance! Lucas Oil is making their Pacific Northwest Sportsmen's Show debut in "A" Hall this year. Welcome! They'll be running show specials on their additives, gun oil and lubricants for ATV's, outboards, trucks and cars. Extend the life of your toys and vehicles with Lucas Oil products.

66. The call of the wild. If you've spent any time at all around the sportsmen's show then you've heard the chorus of calls in some of the halls. It's one of our trademark identifiers. Elk calls, duck calls, scents and attractants for fish and game. . . they're not hard to find if you listen. Thankfully, you'll have to look for the scents. . . we keep those bottled up.

67. Find a gun. Gun manufacturers and custom gunsmiths, they're at the show. From muzzleloaders and shotguns to rifles of all sizes and descriptions. Talk to the manufacturers and pros to see what's new and get the most out of what you have.

68. Get Hooked up! Some very popular hook manufacturers are at the show and looking forward to meeting you. Gamakatsu, Mustad, Eagle Claw and Owner to name a few venerable brands. Get the low down on the best hooks for the application and new ideas on old techniques.

69. Get Propped Up. Looking to buy a prop or have one fixed? Ampro and Sheffield Propeller are both longtime exhibitors and reliable resources when it comes to boat propellers.

70. RV's and more! We could go on and on about all that's at this year's Pacific Northwest Sportsmen's Show. . . like campers, trailers and other camping and outdoor gear, accessories and destinations, but it's safe to say, no matter how many reasons we can string together you'll be impressed. This is the BIG ONE and we hope you take advantage of this 5-day opportunity that takes a year to produce and only comes once a year to the region and make it one of your stops. See you there!