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FOR
IMMEDIATE
RELEASE

72 REASONS TO ATTEND THE PACIFIC NORTHWEST SPORTSMEN'S SHOW

PORTLAND, OR – The Pacific Northwest Sportsmen's Show is known in fishing and hunting circles as **“the big one”**. Entering its 47th year, it's the largest sport show west of the Mississippi, and largest consumer or trade show in the Northwest. It's big! Celebrate the great outdoors and join us for 5 days of the biggest and best at the Portland Expo Center, February 16-20, 2022. This is by no means a complete list but here are a few reasons to spend your time at the show...enjoy!

- 1. Leupold.** As the world's preeminent hunting and outdoor optics manufacturer. 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. Leupold is also offering show-only specials as well as stocking some hard-to-find products not commonly found at local retailers.
- 2. Randy Newberg.** Celebrated hunter and public lands and public access advocate, Randy Newberg, is joining us this year. We're thrilled! He'll be at the show and delivering a daily Q&A session on hunting elk on public lands. This is a special opportunity for local hunters to connect with one of the world's best. Randy's skilled, accessible, easy-to-talk-to and helpful.
- 3. Brett Stoffel.** Survival expert Brett Stoffel, sponsored by your local Toyota Dealers, is conducting daily classes and he's also at the Toyota booth the entire show. His expertise has saved the lives of those that have attended his classes in the past. Learn to make fire under the most difficult conditions. Learn survival basics and what you should always have with you or in your vehicle anytime you venture into the backcountry.
- 4. Sportsmen's Food Court.** This year for the first time, we're proud to feature Hill Meat Company as the purveyor of dogs and brats. They are a third generation Oregon company and we are excited to welcome them to the Pacific Northwest Sportsmen's Show. The Sportsmen's Food Court is sponsored by Hill Meat Company and Franz/US Bakery.
- 5. 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. If you do hunt you'll be blown away by the size of some of the mounts. And 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! It's \$10 to have your trophy measured and \$30 if you want to enter the competition. Special thanks to Leupold, Fort Knox, RMEF, Gerber, Danner, Rage, Muzzy and Ruger, as the sponsors of this popular show feature.
- 6. The Bass Lake.** Sponsored by Old Town, the Bass Lake is a first-ever feature for the Pacific Northwest Sportsmen's Show. It's the only place in the west you'll find tournament-groomed kayak anglers delivering classes in their kayaks all day long on this little manmade pond that's stocked with bass and panfish. Bass fishing from kayaks is on a huge upswing in popularity in the NW. You'll find the Bass Lake in "C" Hall.
- 7. Special evening events.** A first-ever for the show, four evening events are scheduled starting with Born & Raised Outdoors on Wednesday night featuring the entire Born & Raised crew. They'll be conducting a Q&A along with fun from the team. Thursday it's Addicted Fishing with their movie "King's Return". This is a ticketed event and it's amazing! This will be sold out by showtime. Friday and Born & Raised Outdoors is back with an elk calling workshop. Perfect! Because all day Friday it's "Elk Day" at the show! And Saturday we're pleased to welcome Leif Steffny, the host of the wildly popular YouTube Channel, NW Fishing Secrets!!! All of these evening events start at 7PM in the Sportsmen's Adventure Theater in the back of "B" Hall. Doors open at 6:30. Get there early if you want a seat.

- 8. Ammo Sale!** Stock up at Bi-Mart and Grizzly Cartridge Company booths at the Pacific Northwest Sportsmen's Show. There's too many different calibers and gauges to list but if you're looking you should be covered at this sale. We're told this is the largest inventory of ammo in the Northwest right now and available for sale.
- 9. Fistful of Cheaters.** Everyone wins with Toyota's Fistful of Cheaters! It's easy and it's free! Just go to the Toyota booth, sign-up and get in line. Take your turn at the tank filled with Beau Mac Cheaters and whatever you're able to scoop up you take home with you. And, if one of the Cheaters you grab happens to have a Toyota logo on it, you win a prize! The prizes are pretty awesome too! Stoves, headlamps, crab rings, folding utensils, sunglasses, fillet knives, dry bags, hammocks and much more!
- 10. Toyo Tires is in the house!** Toyo and Point S Tire & Auto have teamed up to bring you the very best in off-road, towing, SUV, trailer and truck tires with show-only specials! Toyo is the brand and Point S is the place you can buy them.
- 11. Wall of Kings.** The Wall of Kings is one of the most impressive trophy displays to be found anywhere on the planet! It's a collection of big game mounts that will amaze any deer or elk hunter. It's truly a collection of some incredibly impressive and beautiful animals taken in the NW. And appropriately, you'll find it close to the Head & Horns Competition.
- 12. Elk Day.** Friday is Elk Day! All the hunting classes are focused on elk. DIY hunts, public lands hunting, how to get started and best hunting practices and tactics. Whether you're just getting started or you've been hunting elk your entire life, make Friday at the Pacific Northwest Sportsmen's Show your day to celebrate the great American sport of elk hunting.
- 13. Plan your vacation.** This show is the ideal opportunity to plan your 2022 or 2023 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 lots of options to consider at the show!
- 14. Warm and dry.** The perfect combination when the weather takes a turn and you're either on-the-water or back in the thick of it hunting. We have some fabulous outdoor apparel companies in this year's show. Check them all out. . .it's a very impressive line-up that includes: Bow and Rod, Catch and Release, First Lite, Ghost Bull Hunting, Grunden's, Showers Pass and Verdict Gear.
- 15. Buy some art.** Nothing says, "I love the outdoors" quite like a painting, metal art, sculptures, photography or some other form of art from one of our many artistically inclined exhibitors. Some of this year's noteworthy exhibitors displaying their artwork include: Back Country Cutouts, Bartholet Wildlife Gallery, Creative Ironworks, Imaginations of the Wild, Metal Rips, Northwest Expressions, Pudding River Wood Carving Studio, Steel and Stone and Studio Abachar.
- 16. Addicted Fishing.** One of the more popular stops at the Pacific Northwest Sportsmen's Show, there's 80' of booth space with some of your favorite fishermen manning them. The whole Addicted Crew along with plenty of their friends selling their latest merchandise, tackle and guide trips will be on-hand all days of the show.
- 17. Shop the sales.** There are literally thousands of items on sale at this year'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 and much, much more! One of the great benefits of this show is all the shopping you can do in one place. Not only will enjoy big savings on all kinds of products, but you can look into everything from storage buildings, recreational properties, guide trips, hunts and many other outdoor and outdoor-support categories and start your planning at the show. . .all in one place!
- 18. Born and Raised.** You can't miss the amazing display of merchandise and hunting products in "C" Hall in the Born and Raised display. They're joined by several of the companies they represent and partner with including: Sig Sauer, Work Sharp, EXO, BRO Call Co., Hanwag and Dive Bomb. You'll find some of the very best in NW hunting in this area. . .be sure you stop and check it out.
- 19. 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 Media/STS booth on Friday and Saturday of the show.
- 20. Attend some classes.** Some of the top experts in hunting and fishing are aboard and ready to share what they know in our new and retooled class series for 2022. Arguably, the best fishing and hunting class series of its kind in the country, this year touches on a variety of highly relevant topics with the detail and insight you need to put these expert's advice into practice. This year's speakers include: Randy Newberg, Jack Glass, Cameron Black, Jody Smith, Pro Escabedo, Shane Magnuson, Brandon Hua, Brett Stoffel, Richy Harrod, Born and Raised, Rockie Jacobsen and several others.
- 21. See what's new.** Tired of the two-dimensional "virtual experience"? There are lots of new items to see, touch, experience and learn about at this year's Pacific Northwest Sportsmen's Show. 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. Furniture to soothe the outdoor spirit.** Looking to bring a little of the outdoors into your home? Pudding River Wood Carving Studio is here to help you. Prepared to be amazed because Jim Barton has some righteously cool stuff he'll be selling at the show.
- 23. The allure of lures.** Beau Mac, Brad's BS Fish Tales, Chrome Junkies, Leo Flashers, Luhr Jensen, Mack's Lures, Madame Lure, McOmie's Custom Lures, Poulson Cascade, Pro Troll, Rapala, VIP Outdoors, Western Fishing Operations 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.

- 24. Lots of archery!** There's no shortage of archery and archery-related companies at this year's Pacific Northwest Sportsmen's Show. From broadheads and bows to apparel and experts, you'll have several companies to shop and talk to. Be sure to stop by Archer's Afield and Archery World...you'll find everything you need at these two stops and plenty more at: Deadnuts Outdoors, G4 Archery Outdoors, Minum Archery, North American Hunting Competition and Straight Arrow Outfitters.
- 25. 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. Fisherman's Marine & Outdoor, Englund Marine, Barewest Wakeboard and Fish Towers, Fish On Sports, Five C's Boat Covers, Haxton's Canvas & Upholstery, Jason Parks Upholstery, WPS outdoors and others are worth a stop and shop.
- 26. Support a cause.** You can be part of the solution with wonderful organizations like: Oregon Hunters Association, The Fallen Outdoors, CCA Oregon, Mule Deer Foundation and The Rocky Mountain Elk Foundation. 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.
- 27. Razor sharp.** You'll gain a razor sharp edge with The Hunter Honer by America Delta Products and Work Sharp --- they make good knives, great. Swing by for a firsthand demonstration.
- 28. 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.
- 29. Cutting edge technology.** There's no shortage of premium knives at this year's show. Coast, Cutco Cutlery, Goddard Knife Works, Mode One Knives, Texan Knives and Rockin' H Cutlery, Salish Trading Co., Texan Knives 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.
- 30. Float boats.** Or more accurately, "non-motorized" boats. Next Adventure, Kennedy Outdoors and RB Boats are all at the show with the very best in non-motorized boats and accessories.
- 31. 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 and hunting, 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.
- 32. 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 Web Steel Buildings, Pro Metal Buildings and RMAC Pole Buildings booths to talk turkey...or in this case, construction and buildings. These companies do some really impressive work and have deep portfolios they can share while you plan.
- 33. Find Fish.** Electronics have become essential equipment for serious anglers everywhere. You'll find all the major brands represented between the various retailers at the show including: 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. And don't miss the manufacturers like Garmin, Lowrance and Humminbird who will all have displays at the show manned by experts.
- 34. E-Bikes.** The show has two companies bringing ebikes! These are 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. Bakcou and Spencer Aircraft have very different products tailored to a variety of uses. Bakcou is designed by hunters for use in rugged backcountry settings while Spencer Aircraft has an innovative collapsible bike that's easy to store and perfect for use as a shuttle for your drift boat, at the campground or around the neighborhood.
- 35. Shoot an arrow.** Sylvan Archers returns with their onsite shooting range. Bring the kids and teach them or take a turn of your own. It's fun and a great place to get started.
- 36. Stay informed.** Don't miss the Amato Media and Northwest Sportsmen Magazine booths, there's some great subscription perks! John Kruse has a booth. John's the host of American Outdoors Radio and Northwestern Outdoors Radio. He'll be raffling off a gun. It's free to enter.
- 37. A recipe for success!** BushCooking.com and Warpig Smokehouse will be sharing their favorite recipes...for free...along with amazing sauces and rubs. Bushcooking.com is considered the nation's leading outdoor cooking website. Bushcooking.com is managed by Saffron Hodgson, an outdoor cooking expert and accomplished competitive cook. Warpig Smokehouse is the passion of Jason Bauer, also an accomplished and award-winning competitive outdoor cook. They'll both be in the booth, handing out their recipes, selling sauces, jerky, smoked salmon and rubs and sharing their secrets on better BBQ, grilling, Dutch oven and outdoor cooking.
- 38. Safe haven.** All the major gun safe companies are at the show. Trusted names like Fort Knox, Northwest Armory, Northwest Safe Sales and Tracker Safes are all there and on sale.
- 39. Go to Africa.** That's right Africa! These companies have traveled halfway around the world to meet you. You can book your dream safaris and/or hunts right at the show through several longtime, reliable and productive operations. 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.

- 40. 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. Deep discounts, hard-to-find items and specialty gear you've been looking for... it's here.
- 41. Get backcountry.** There's lots of ways to access the backcountry and ATV's are one of them. There are ATV's-a-plenty at the show. Just take a seat on one and you'll know you're in for an adventure.
- 42. Alaska fishing.** Are you ready for that much-awaited trip-of-a-lifetime? Some of Alaska's top fishing destinations and operations make the trip to Portland to talk fishing at the Pacific Northwest Sportsmen's Show. Book a trip for this year or start your planning for 2023. From trophy trout, salmon and steelhead to halibut and northern pike, some of the world's best fishing and scenery is waiting to be experienced and this show is a great place to get it started.
- 43. 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. You'll find plenty of towing and pulling power in the Toyota booth and also at Northside Ford and Westin GMC.
- 44. Shake a rod.** You'll find several 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. There are plenty more rods to check out at the retail booths too. You'll find the season's best prices, selection and expertise all in one place.
- 45. What's your line?** There's plenty of fishing line to buy at the show but more importantly the MANUFACTURERS are all here too! We defy you to find another show anywhere with better fishing line representation than you'll find at the Pacific Northwest Sportsmen's Show.
- 46. Boat tops and more!** 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. Five C's Boat Covers, Haxton's Canvas & Upholstery and Jason Parks Upholstery are in the house and will talk tops all day long!
- 47. Techies Wanted!** Whether you're a seasoned mariner or a new-boater the Garmin Tech Center is a must-stop to polish your skills and learn the fundamentals of operating your fish finder. From the basics to advanced applications, the Garmin Tech Center is hosting three classes a day that will help you get the most out of your fishing electronics.
- 48. 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.
- 49. Find a gun.** Gun manufacturers and custom gunsmiths, they're at the show. From 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. Check out: 503 Guns, Curt's Custom Guns, Northwest Armory, Seekins Precision and Sig Sauer... to name a few.
- 50. Get Hooked!** Some very popular hook manufacturers are at the show and looking forward to meeting you. Get the low down on the best hooks for the application and new ideas on old techniques.
- 51. 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.
- 52. RV's for sale!** Travel trailers have been in short supply but you'll find plenty here!
- 53. Traeger.** That one word just about says it all. Traeger will be displaying at this year's show. Traeger grills have become the standard in backyard BBQing and smoking everywhere.
- 54. Looking for land?** If you're in the market for some acreage, a ranch, farmland or fishing and hunting property be sure to talk to our friends at Land and Wildlife. You have questions and dreams, they have answers and choices.
- 55. Boat towers.** Barewest and Fish On Sports will both be at this year's show with their line-up of fishing and wakeboard towers and much more! Radar arches, custom fabrication, T-tops and storage solutions --- between these two you'll find exactly what you're after.
- 56. Maps.** You'll never be lost when you take Rugged Maps or Big Sky Maps into the field. Maps for most states, nautical maps, national parks and wilderness areas. If you venture into the backcountry a GPS is useful but it's always a good idea to have back-up.
- 57. Truck Accessories.** Looking to upgrade your truck for serious off-road use? If so, you'll want to stop by Hard Notched Customs with their fully customized front bumpers. And don't miss, Toyo Tires and Point S for tires and more, along with Quake LED and Truck Vault for the latest in lighting and storage solutions for your rig.
- 58. Food.** There are over 20 food companies at the show. Jerky, nuts, olive oil, beverages, wild game and sauces are some of the many categories waiting to be purchased. With over 300,000 square feet of display space at the show throwing in a few food companies, especially ones suited to outdoor enthusiasts is always in good taste.
- 59. A place to call home.** Bravo Mfg., Canvas Cabins, Davis Tents, Kodiak Canvas, Lolo Overland and The Wall Tent Shop will be showing their respective brands of wall tents. These tent-makers, produce serious outdoor domiciles for equally serious hunters and outdoor enthusiasts looking to construct a sturdy, all-weather base camp. They'll have tents on display and for sale at the show.

- 60. Home is where the hunt is.** Oregon plays host to some exceptional hunting opportunities. From upland game birds, elk, deer and exotics you'll find some great choices at this year's show and close to home! Blue Mountain Adventures, Four Aces Ranch, Hustler Hunting, Jody Smith Guide Service, Opal Butte Outfitters and Steens Wilderness Adventures will take you to the game you're pursuing. Start your hunt at the show!
- 61. Oregon fishing.** No matter your skill level, it's always a nice treat to have someone else do the work for a day. All you have to do is show-up with your license and leave the prep work and driving to someone else. Especially, when that "someone else" happens to be one of the top fishing guides in the region. You can't miss with these great choices. Steve Leonard, of Steve's Guided Adventures, Jack and Brandon Glass of Team Hook-Up, 168 Fishing Adventures, Cameron Black (Gone Catchin'), Twisted Waters Guide Service and Jody Smith are all leading names in Oregon fishing and you'll enjoy a wonderful day of fishing and fun with any one of them. They'll all be booking trips at the show. Bring your calendar and plan a day-off for yourself.
- 62. Charter some fun!** Pacific Fin Charters (Westport, WA), Rocha's Dory Charters and Pacific Salmon Charters (Illwaco, WA), Tradewind Charters (Depoe Bay, OR) and Windsong Charters (Neah Bay, WA) will both be booking trips for spring, summer and fall. Recent forecasts point to some pretty hot offshore fishing for salmon, halibut, bottom fish, tuna and sturgeon. Book early for what should be a blistering summer of fishing fun!
- 63. Make fire.** Rogue Limited and Brett Stoffel are two good stops and there's plenty more for making fire without a match.
- 64. Out-of-state hunts.** Lots of options at this year's Pacific Northwest Sportsmen's Show. Alaska, California, Idaho, Montana and Utah are all represented. There may be others too, hunting them down is half the fun!
- 65. New Zealand.** Arguably one of the most beautiful and productive hunting and fishing destinations on the planet. Interested in going? Be sure to talk to our friends at Kaweka Hunting Adventures (they also provide exceptional fishing adventures too).
- 66. We've got the boat brands.** From heavy gauge welded aluminum and lighter gauge riveted and welded aluminum to inflatables and fiberglass the names you know will be at this year's boat show. Boats have been in short supply but you'll find plenty here.
- 67. Wiser Precision.** Wiser Precision has a line of trekking poles that doubles as a mount for a gun rest, spotting scopes and cameras. Built-to-last but feather-light, Wiser offers this and an assortment of attachments. Give them a warm welcome by stopping and checking out their line of products.
- 68. Jody Smith.** Not only is Jody one of Oregon's busiest guides, he's also one of our class speakers. Here's your chance to book early and not miss an opportunity to fish or hunt the picturesque and storied Umpqua area. Jody truly does it all... salmon, steelhead, shad, smallmouth bass, surf perch, sturgeon, elk, deer and turkey --- and he's considered one of the West's top talents for all of them. Any one of these is a bucket-list trip... he'll be at the show all five days --- bring your calendar and book a trip.
- 69. What are the optics?** Leupold, Osprey, Tract Optics, Maven, Novagrade, Quigley Ford and Swarovski Optik North America are all must-stop booths if you're interested in optics like scopes, spotting scopes and binoculars. They'll bring your hunting into focus. And if you're looking to protect your scope from the elements then you'll want to stop by the Northwest Scope Pro booth and check out their scope covers.
- 70. Packs.** In the market for a pack? Especially if you're looking for the perfect pack for hunting, this is the place you'll find it. Here's a few great companies (maybe more) that will have packs for sale at the show. Rokman, Rockagator and Wilderness Pack Specialties are all here. These folks will help you carry the load...comfortably.
- 71. Spirits.** Nothing like a sportsmen's show to showcase new and innovative adult beverages. There's a few, but just like the spirits, in moderation --- we have just enough distillers to keep it interesting and fun.
- 72. Bejeweled!** Between Classic Creations, Wilderness Mint and Timber Fox Traders - Navajo Jewelry, there's some world-class, outdoor-themed jewelry coming to the show. Stunningly beautiful work, this jewelry is heirloom quality that can be shared for generations.