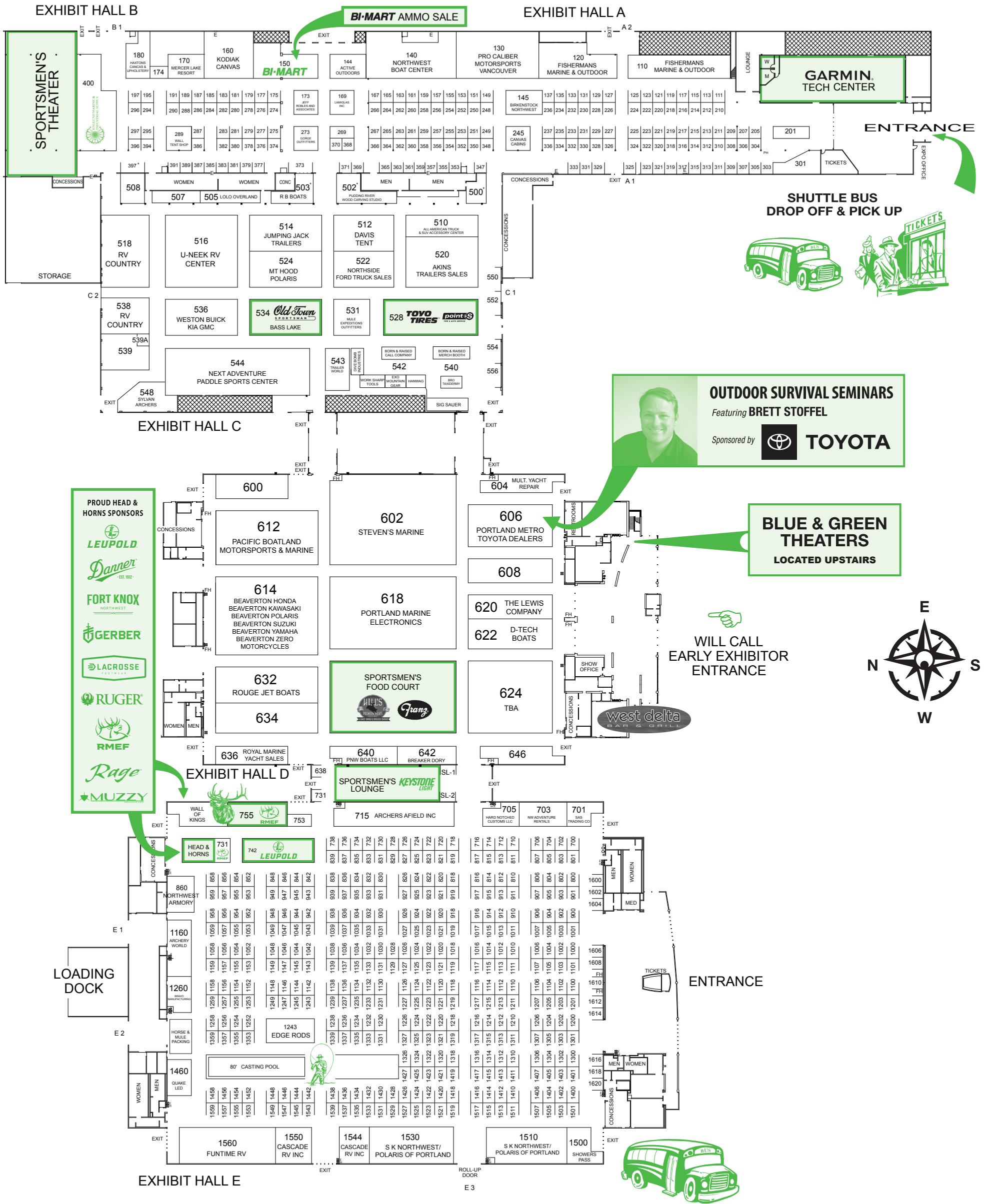


FLOOR PLAN



YOUR GATEWAY TO THE GREAT OUTDOORS!

Welcome to the Pacific Northwest Sportsmen's Show presented by Leupold! Thank you for your support of the hundreds of businesses participating in this year's show and for supporting the sports we're passionate about --- hunting and fishing.

Whether it's in our backyard or overseas there's boundless opportunity to participate and enjoy these indelible adventures we cherish. The Pacific Northwest Sportsmen's Show celebrates this incredible breadth of possibilities unlike any other show of its kind in the world. If you take full advantage of this once-a-year, 5-day event you stand to gain in ways that will enhance your outdoor experiences exponentially.

There are NEW evening events from Wednesday to Saturday, starting with Born & Raised Outdoors, then Addicted Fishing (special ticketed event) on Thursday, elk calling with Born & Raised on Friday, and Saturday it's Leif Steffy of NW Fishing Secrets. All these events start at 7PM.

We're thrilled to have renowned hunter and public lands advocate Randy Newberg back to the show. He'll be here from Thursday to Sunday. Randy will be conducting daily Q&As and spending time at the show. He's always available to talk and he's looking forward to answering your questions.

Everyone wins with Toyota's Fistful of Cheaters. Grab a handful... they're yours! And if one of the Cheaters has a logo on it you win again! There are hundreds of great prizes in this FREE giveaway! Also, in the Toyota booth you'll find survival

expert Brett Stoffel. Brett's giving daily survival seminars as well as one-on-one help to anyone that stops by. Several who have attended Brett's seminars have survived thanks to his expertise.

The Bass Lake sponsored by Old Town is an amazing new addition that features kayak anglers giving seminars everyday, all-day in a pond we've built that's stocked with bass and panfish!

And of course, the iconic Head and Horns Competition returns with the promise of logging new records and adding to an already impressive list that spans decades and more than 10,000 entries. There's great prizes to be won and you can bet our certified measurers will be busy recording hundreds of new entries. This year's Head and Horns sponsors include: Block Targets, Danner, Fort Knox, Gerber, LaCrosse, Leupold, Muzzy, Rage, RMEF and Ruger.

More than anything... thank you! Thank you to the hundreds of businesses large and small that participate and support this incredible show and thank you to all of you who attend. We are beyond grateful! This show is for you and we're proud to produce it.

All the best for a productive, safe and fun year in the outdoors!

The O'Doughlins

SHUTTLE BUS
DROP OFF & PICK UP