



## 59 REASONS TO ATTEND THE 2023 WASHINGTON SPORTSMEN'S SHOW®

Going to the Washington Sportsmen's Show and wondering what may be waiting for you? Here are some highlights to get you started. There's a whole lot more but you'll need to come down to the show to find out. See you there!

- 1. Leupold.** Not only is Leupold the presenting sponsor of the show but they'll also have scopes and other optics for sale in their booth. It's your best opportunity to connect with Leupold factory experts as well as find the hard-to-find Leupold gear you've been looking for.
- 2. The Paul Bunyan Lumberjack Show!** Honest-to-goodness lumberjacks perform two shows daily (there's a 5PM bonus show on Saturday) with log-rolling, axe throwing and a variety of chopping and sawing competitions. It's muscle vs. machine as these loggers compete against each other in exciting challenges. Don't miss the fun and action!
- 3. Randy's in the house!** Public lands advocate and renowned hunter, Randy Newberg, joins us Thursday to Sunday of the show. Randy's giving daily Q&A's and he'll be spending time at the show meeting and talking to anyone and everyone. He's a genuinely great guy, incredibly passionate about hunting, public lands and connecting with fellow hunters. Meet him at the show!
- 4. Kids Trout Pond.** After a two year hiatus it's back! The Kids Free Trout Pond returns to the Washington Sportsmen's Show stocked to the gills (pun entirely intended) with frisky rainbow trout. It's free for kids 12 and younger and everything you need is provided free including a plastic bag to take your trout home. Of course, if you want to put it back after catching it your child can do that too, but you're welcome to take them home for a trout dinner. Unlike any other feature in the show, the Kids Free Trout Pond has become a generational favorite with grandparents who caught their first trout now taking their grandkids. Many a fishing career started at this iconic pond --- we even have a few in our office that got their start fishing at the Kids Free Trout Pond!
- 5. Fistful of Cheaters!** It's free! Visit the Toyota booth, sign-in and grab a handful of Beau Mac Cheaters. You get to keep all the Cheaters you grab and if one of them has a Toyota logo on it you'll leave with more than the Cheaters. There are LOTS of great prizes that will be given away daily like: Full camp cooking set-ups, Edge Rods, stoves, headlamps, crab rings, sunglasses, fillet knives, hammocks, dry bags and more! Don't miss it! The prizes are better-than-ever and there's more than ever and it's free! It's easy to find in the back of the Showplex in the Western Washington Toyota Dealers booth.
- 6. Head-N-Horns above the rest.** If 2022 was the year you bagged a trophy deer, elk, moose, goat or other game, then bring the head-n-horns to the show, have them scored and see if you're in line for a record or one of the great prizes that have been provided by such notable companies as Leupold, Fort Knox, Danner/LaCrosse, Savage Arms, Gerber, RMEF, Block Targets, Rage and Muzzy. We're already hearing about some incredible trophies taken this past year that are headed our way. There are lots of categories and more to this competition than space permits but it's safe to say if there's an impressive set of horns, a head, turkey beard or antlers in your attic, bring them to the show --- they may be a winner! The Sportsmen's Shows Head and Horns Competition has been around since the mid-90's and resulted in several new records. Yours' may be one of them! It's \$10 to have our certified measurers score them and \$30 if you want to enter them in the competition. Good luck!

- 7. Garmin Tech Center.** If you have a handheld GPS or fishfinder you'd like to get dialed in, this is the place to be. Of course, the emphasis will be on Garmin gear but the information and strategies applies to most, if not all other brands of sonar and GPS. These educational opportunities are rare and the Sportsmen's Show is where you'll find them. And like all Sportsmen's Show features it's free with your admission into the show.
- 8. Brett Stoffel.** Thanks to the Western Washington Toyota Dealers, we have survival expert Brett Stoffel back for this year's show. Brett's the real deal having worked as a survival and search-and-rescue instructor. He's a pilot and past B52 Aircraft Commander for the U.S. Air Force as well as a B2 Mission Commander. He's had some of the most intense and comprehensive survival training available and he's here to share his expertise and knowledge with you. Learn how to make fire in a driving rain or build a shelter quickly with inexpensive, basic materials. You'll learn the priorities of survival as well as what to take so you're prepared anytime you venture into the backcountry. Brett's hosting daily seminars or you can visit him at his booth in the Western Washington Toyota Dealers display in the Showplex.
- 9. After 4PM Admission Special!** You'll save 30% Wednesday-Saturday if you show up after 4PM. Adult admission drops to \$10!
- 10. Thank you for your service.** There's also a Military Discount good all hours, all days of the show. Just show ANY valid military ID (VA counts) and you get the discount!
- 11. Addicted Fishing.** The guys are back with their first-ever Mega-BASH at the Washington Sportsmen's Show. No one has more fun than Addicted Fishing and they'll be bringing it to Puyallup with seminars, giveaways and raffles. Expect an action-packed three hours of inspiring, entertaining and educational Addicted Fishing fun. The doors open at 6PM. This is a ticketed all-ages event. You can purchase tickets online at <https://addicted.fishing/>.
- 12. Beer-N-Brats.** What's a sportsmen's show without a beer and a brat? The Washington Sportsmen's Show is proud to serve Busch for its beer and brats for the dog du jour. AND for the first time, we have a \$5 after 4PM beer (Busch Light only) and brat special at the show! How's that for an inflation buster?
- 13. Take a guided trip.** Washington, Oregon, Canada, Alaska, Mexico, New Zealand, Africa and several other overseas and domestic destinations...fishing or hunting, big game or small, you name it and you'll find it at the Washington Sportsmen's Show. It's where adventures far and near start.
- 14. Buy some art.** Nothing says, "I love the outdoors" quite like a photograph, carving or metal art from one of our artistically inclined exhibitors. There's plenty here to look at, admire and buy. Some of the Washington Sportsmen's Show art can be classified as "home décor" with exhibitors like Pudding River Wood Carving Studios or Blue Duck Woodworking. It's cool and it's here!
- 15. Shop the sales.** There are literally thousands of items on sale at the Washington Sportsmen's Show...deeply discounted sale items. Boats, clothes, tackle, camping and cooking equipment, knives, rods and reels, RV's, food items, jewelry, art and much, much more! We have more retailers than we've had in some time bringing the gear you've been after --- at show-only prices.
- 16. Attend some seminars.** The Sportsmen's Show iconic seminar series is back and overhauled with all-new topics and speakers! This may very well be the very best seminar series we've ever produced. Look at the schedule and you'll see one "A" list speaker after the next sharing equally impressive topics and info. There are hours-upon-hours of trip-enhancing, technique-oriented, how-to, where-to, what-to-do seminars planned for this year's show. Every seminar is presented by a leading expert and covers a broad array of topics in northwest hunting and fishing. For complete details on speakers, topics and times visit [www.TheSportShows.com](http://www.TheSportShows.com). All seminars are free with your admission into the show.
- 17. Clothes and swag.** Addicted Fishing's bringing their "merch" and you can bet it's going to be "sick", to coin Marlin LeFever of Addicted. We're also welcoming Gill Fishing makers of Gill Fishing Technical Apparel. Joining them is Bow and Rod, Preying Man Outfitters, Holznagel Designs and Six Chicks Boutique. Of course, there will be more and you'll find it displayed and for sale in manufacturer and retailers booths...there's always plenty to shop at the show.
- 18. The last frontier.** If you're the slightest bit interested in Alaska fishing, you're in the right place! From SE Alaska to Bristol Bay and all points in-between there are some of the world's best fishing opportunities in this collection of lodges and camps. If you've never been, this is a great place to get started. If you've had the pleasure of fishing in Alaska here's an opportunity to find some new water. We've assembled some really remarkable getaways in this category...have fun exploring the possibilities.
- 19. The Smell of Success!** Or better said, scent. Shane Magnuson of Northwest Bait & Scent is at the show and not only is he delivering a seminar on baits and scents he's going to have his products for sale at the show. Shane's not only a great guide but this man knows his business. Get Shane talking about the difference between "salty" scents and "sweet" scents and you'll be in for a very useful, fish producing conversation. He'll be the first to admit he's always learning but trust us when we say, he's already learned A LOT and he's happy to share it with you.
- 20. The Call of the Wild!** Looking to get the attention of your favorite game? It's very likely the call companies that are in the show can help you. They can also provide expert advice on how to use them. You'll find everything from crow, duck and turkey calls to deer and elk and plenty more at the show. Talk to the experts and make your buy there.
- 21. Looking for an out-of-hemisphere experience?** How about New Zealand? Breathtaking landscapes, trophy red stag,

amazing river trout and offshore fishing...the trip of a lifetime! We have two fabulous operations at the show that can open that door to another wonderful world of outdoor adventure.

- 22. Cutting edge technology.** Knives...lots of them. What self-respecting outdoorsperson would go into the backcountry without a knife or three? Its essential equipment and we have you covered. We have some great custom knife manufacturers at the show as well as cutlery perfect for any kitchen, cabin or camp setting. If you're in the market...it's definitely a reason to attend.
- 23. See what's new.** Hundreds of new items will be featured at this year's show. Fishing tackle, apparel, optics, hunting gear, knives, vehicles, boats and more will be making their debut at the Washington Sportsmen's Show.
- 24. Learn from the pro's.** Make the most of your show experience by tapping into the expertise that's found throughout the show. The Washington Sportsmen's Show is filled with fulltime outdoor professionals manning booths, giving seminars and making appearances at sponsor booths throughout the show. You can learn volumes talking to these pros. Take advantage of their time at the show and come armed with your questions and learn.
- 25. Dream big...plan your dream vacation.** There's no better place to plan your next big adventure. Whether you're looking to stay in-state or travel, the Washington Sportsmen's Show has the answers you're looking for. Big game hunts, marlin fishing, DIY Alaska trips, premium salmon and steelhead adventures, guided bass trips, bird hunting and much, much more.
- 26. Buy a boat...or two.** Most northwest anglers agree, one boat just doesn't cover everything you'd like to do. Having a small boat for those out-of-the-way places and a bigger boat for those other getaways you spend most of your time is par-for-the-course if you live here. Fortunately, you'll find both at the Washington Sportsmen's Show with a number of the area's top boat dealers showing off the best and brightest brands in northwest fishing, hunting and outdoor adventure boats. Here's a listing of brands we're expecting for this year's show: Alumaweld, American Angler, Custom Weld, Duckworth, Fish Rite, Hewes Craft, Lund, Marlon, Maxxon Inflatable Boats, Pavati Marine, RH Riverhawk Boats, Smokercraft Boats, Sunchaser Pontoons, Trifecta Pontoons, Weldcraft, Yamaha Sport Boats, and Yamaha Waverunners.
- 27. Let's go fishing...in Washington.** You'll find lots of great options from Hells Canyon to the Pacific and all points in-between. Salmon, steelhead, trout, bass, sturgeon, halibut, tuna --- you name it, you'll find it at the Washington Sportsmen's Show. Be sure you pick-up a show guide, it will make it easier to find what you're looking for.
- 28. Take a walk down memory lane.** Actually a "looksee" down memory lane at the Antique Tackle Collectors booth. You'll get quite the history lesson with this remarkable collection of lures. There's some amazing and nostalgic salmon gear along with plenty of bass tackle too!
- 29. Support a cause.** You can be part of the solution with wonderful organizations like Safari Club International, Delta Waterfowl, CCA Washington, Rocky Mountain Elk Foundation, Washington Outfitters and Guides Association, Puget Sound Anglers, NRA and several others.
- 30. Beautiful British Columbia.** We have one of the best offerings in the country if you're interested in a hunting or fishing trip to British Columbia. From Critter Cove's DIY packages that include on-water cabins (and other lodging), a boat if you need it and plenty of amenities all close to prime salmon, bottom fish and halibut grounds to complete lodge experiences where everything's provided. There are 9 fishing and 6 hunting operations at the show from British Columbia. Talk to them all and pick the one that's best for you. No matter what you choose, you'll be wrapped in some of the most beautiful country on the planet.
- 31. Buy a tower!** There are some companies that TOWER above the rest...like Barewest Wakeboard & Fish Towers, Fish-On Sports and Whodat Towers! They are all at the show with their unique fishing towers that fit a range of popular boat styles.
- 32. Base camp.** Looking for a serious wall tent for elk camp? Bravo Manufacturing is at this year's show and they're the experts in extended backcountry camping.
- 33. Join a club.** There are plenty to choose from. Fishing, hunting, archery, dog clubs, conservation groups and the list goes on and on. If you're looking to connect with like-minded outdoor enthusiasts you'll likely find a group that fits your needs perfectly.
- 34. Looking for a rig?** The Western Washington Toyota Dealers have a sprawling booth in the back of the Showplex with several new Toyotas on display. Be sure to check them out!
- 35. Have you ever been to Montana?** If so, then you know how beautiful it is and how much fishing and hunting opportunity you'll find when you get there. If not, you really need to make the trip over...it's not that far. Whether you've been to Montana or not, we have some outstanding fishing and hunting outfits we work with and will be at this year's show.
- 36. Embrace technology.** Whether it's for hunting or fishing, from a boat or from the bank, you'll find the latest and greatest in outdoor technology at the Washington Sportsmen's Show. Fish finders that confirm you're in the right spot and GPS that will get you back to where you started, to the very latest in boating sonar, radar and navigation technology along with experts to answer your questions and are looking forward to sharing what they know on what's new.
- 37. Wall of Kings.** Without a doubt one of the most impressive displays of freakishly large big game animals mounted and arranged for maximum effect. Any self-respecting hunter will be mightily impressed with this collection. "Wall of Kings" pretty-well captures the magnitude of this feature.

- 38. Go to Africa.** There's a healthy list of top Africa safari operators to talk to at the show. In fact, 9 to be exact. Make this the year you take that first step and open some doors to another continent!
- 39. Sensational crabbing.** Crab will beat a path to your traps with Crustacean Sensation. Easy-to-use, highly effective crab bait and available at the show. Actually, we've used it ourselves and now we're sold. Booth 456.
- 40. Glass a trophy.** Check out any one of several optics companies at the show. You'll find the latest in what's new as well as experts to assist you. Special thanks to our presenting sponsor, Leupold, for their support in making the Sport Shows the best in the west!
- 41. The Lure of the Yukon.** Actually you'll want to bring several lures, or you can use what they have at the lodge. Kluane Wilderness Lodge is situated in the Yukon and is home to mammoth lake trout, whitefish and northern pike. This destination defines "remote" and it's an oasis set against a majestic backdrop of heavy timber forest and a sprawling fish-filled lake. If you have big dreams of catching even bigger fish you may want to add this to your wish list.
- 42. Happy camper.** Not into tent camping? There are lots of campers and RV's to check-out that may be just your style. It's a show within the show. This year we have Apache Camping, Halterman's RV, Mule Expeditions, Pacific Travel Center, RV Country, South Hill RV Sales, Tear Drops NW and Valley RV Supercenter joining us. Campers, overlanding rigs, travel trailers and more are all represented by some of the very best in the business.
- 43. Accessorize your ride.** Aftermarket truck accessories, we have 'em! Mule Expeditions, Truck Vault and Next/Jump Outfitters are all well worth a look or two while you stroll the show.
- 44. Shake a rod.** You'll find several (like a lot of "several") rod manufacturers at the show. Be sure you take full advantage of the pros they have in their booths. Guides, tournament pros and rod designers are all available to help you...take advantage of it and understand the what and why of purpose-built rods for better fishing and catching.
- 45. Taxidermy.** If you've been on the hunt (I know...obvious pun) for a taxidermist you know how hard it is to find one that "A" .... Does great work and "B" .... isn't booked for the next three years. We make a ton of calls each year talking to top-of-the-line taxidermists and most are booked. Fortunately, this year we found three that have some bandwidth. Remember, the early bird gets the production slot. Rosedale Safaris, Trapline Taxidermy and Wildlife Obsessions Taxidermy are all excellent choices and well worth a conversation if you're in the market to have your trophy preserved for your lifetime and beyond.
- 46. Throw me a line.** There's plenty of fishing line to buy or learn more about. Power Pro and P-Line both have booths and you're sure to find more line for sale and on-sale in the retail booths as well.
- 47. Alluring lures.** All the top lure manufacturers make this show. Spoons, plugs, spinners, plastics, jigs, flashers, flies...you name it, it's here.
- 48. Get safe.** Need a gun safe? You'll find what you need at the show. Fort Knox Northwest, Tracker Safe and Northwest Safe Company are all at the show with a broad selection of gun safes for sale.
- 49. Thumb through some pages.** Your favorite outdoor publications are in attendance and looking forward to seeing you. Stop by and say "hi". Better yet, subscribe. Northwest Sportsman Magazine dishes up reliable monthly reports with enough detail to make your trip a success.
- 50. Survival gear.** The Boy Scout motto sums up the most basic element of survival...Be Prepared. You need the right gear and the knowledge of how to use it. We have both! You'll find the right gear in several booths. GFP Enterprises, Inland NW Outreach, Prepsential and Snap It Hot can all help you. You'll find the right info and more gear at survival expert Brett Stoffel's booth in the Western Washington Toyota Dealers booth. Check them all out...they may very well save your life.
- 51. Meet the media.** Magazine editors, TV show and radio hosts, bloggers...they're all here and available to talk to you. Fish Hunt Northwest with Duane Inglin, Outdoor Sportsman Group, NW Sportsman Magazine, John Kruse the host of America Outdoors and Northwestern Outdoor Radio, Addicted Fishing and The Ridgeline Hunting Podcast...all at this year's Washington Sportsmen's Show!
- 52. Jewelry?** You'll understand why this jewelry's a perfect fit for the Washington Sportsmen's Show. Classic Creations work is amazing and blends the outdoors into stunning rings, pendants and earrings. Then there's Holznagel Designs with antler bracelets, earrings and necklaces. They also have some cool merch for the show.
- 53. That's Skookum!** Want to get started in archery? This is the place to do it! Stop by Skookum Archers and their wonderful volunteer staff will get you pointed in the right direction! Kids and adults can learn from the experts and shoot while they're at the show! You'll find Skookum Archers in the back of the Showplex...just follow the signs.
- 54. Got Dogs?** If you don't we do! Dog training, seminars, dog clubs and dog-related booths to put a smile on any dog-lovers face. We love dogs and we know you do too, that's why we celebrate them in a variety of ways at the show!
- 55. Archery-A-Plenty!** Interested in archery? We have more-than-ever this year with Archery World, Nimrod Outdoors, Rock Creek Archery and Skookum Archers. You can start your archery journey at the show with a stop by Skookum Archers. They'll be happy to get you started on the range with some free instruction and arrows to shoot. They have a local range that's worth checking into and a club that can help you perfect your skills. Next is a trip to Archery World, Rock Creek Archery and Nimrod



Outdoors for the appropriate gear. Take advantage of the sales AND the information you can gain at the show...it's all here with a goal of helping you hit your target!

- 56. Pudding River.** What's this you ask? It's the genius of Jim Barton and his wood carving studio. We're so pleased to have Jim at this year's show. His work is amazing from carved panels you can use anyway you please to end tables, dining sets and coffee tables that are frankly incredible. Pudding River Wood Carving Studio is in the house and Jim will be carving away every day amidst his collection of stunning artwork that's on display and for sale.
- 57. E-Bikes!** Fishing, hunting, shuttles, RV use or around camp, e-bikes have exploded in popularity and we have a couple very good companies at the show. Sunrise E-Bikes and Universal Outdoor Products (Bakcou) are both aboard and you'll be well-served working with either company. The Washington Sportsmen's Show is a great place to do your shopping. You can bet there will be show deals, so you save.
- 58. \$2 Discount!** There's a \$2 adult (only) admission discount coupon available online that can be used on the weekdays. Just go to the show's website, enter your info and submit it, the next screen that comes up will allow you to download the coupon immediately. It's that easy!
- 59. Parking's free!** There's lots of parking around the fairgrounds and the best part is it's free.