



BIG IS BACK! THE PACIFIC NORTHWEST SPORTSMEN'S SHOW® RETURNS WITH HUGE KAYAK SALE, KIDS TROUT POND, RANDY NEWBERG, KASTKING LINE GIVEAWAY, CAMP EUREKA AND MORE!

The largest Sportsmen's Show west of the Mississippi, the 48th annual Pacific Northwest Sportsmen's Show, returns to Portland with more than 800 exhibits, hundreds of new products, more than 120 seminars and dozens of new features and things to do, making it the preeminent fishing and hunting show in the country!

After a two-year hiatus, the Kids Free Trout Pond is back! "This iconic Sportsmen's Show feature has become a generational experience", said Bill O'Loughlin, President of O'Loughlin Trade Shows. "Grandparents who caught their first trout in this pond are now bringing their grandkids to do the same. It's so gratifying to know how many lifelong fishing journeys started at the Kids Free Trout Pond." It's free to kids 12 and under with their admission into the show and everything's provided, even a plastic bag to take their trout home if they wish or they're welcome to release their fish.

At the end of the show, all the remaining trout are donated to a local food bank.

Public lands advocate and hunter, Randy Newberg, will be hosting a daily Q&A session, Thursday through Sunday of the show. Randy's a national hunting figure and draws standing-room-only audiences. His good sense approach to hunting public lands is steeped in decades of field experience. Randy's daily Q&A's go well beyond hunting as he shares his thoughts on a wide range of subjects. The audience always dictates the direction of these sessions based on their questions and interests. Randy's the real deal and we're thrilled he's back for this year's show.

The largest fishing kayak sale west of the Mississippi is coming to the Pacific Northwest Sportsmen's Show! Factory displays with Old Town, Jackson, Native and Hobie along with raft manufacturer NRS, are all in "C" Hall and anchored by local retailer Next Adventure.

Kayak fishing is the fastest growing category in fishing nationwide and also in the Pacific Northwest. Over the past 5 years the growth in kayak fishing has been exponential making the Pacific Northwest Sportsmen's Show an ideal platform to showcase these manufacturers.

In addition to the manufacturer displays where anglers can connect with factory experts, is the all-new 60'x30' Kayak Fishing Pond sponsored by Old Town. Factory, tournament and fishing pros will be conducting seminars all-day, every day of the show.

With more than 120 seminars planned in five different theaters over the 5 days of the show, the Pacific Northwest Sportsmen's Show shines a bright light on the breadth of fishing and hunting opportunity across the region. From mule deer, fall bear, turkey, Roosevelt elk and blacktail to surf perch, spring chinook, local walleye, kokanee and stripers, "A" list speakers cover a litany of fishing and hunting prospects in two different theaters. Then there's the Garmin Tech Center where a variety of fishing topics and even handheld GPS for hunting are discussed. Whether attendees are new to the use of electronics or have been using them for decades, these presentations are invaluable in answering everything from basic to advanced use. Again, these sessions are all-day, every day of the show.

Born and Raised Outdoors is producing “a show within a show” complete with their own seminar offering and schedule along with a number of hunting-related manufacturer booths.

The Kayak Fishing Lake sponsored by Old Town rounds out what is believed to be the most complete seminar series in the country.

Camp Eureka sponsored by Johnson Outdoors is making its debut at the Pacific Northwest Sportsmen’s Show. Three different camps are fully-set and available for purchase in whole or in part at Next Adventure. Also in Hall “C”, Camp Eureka features a family camp, overlanding camp and backpacking camp. These camps pair nicely with kayak fishing around the region whether it’s in the Cascades, coast or somewhere along the I-5 corridor. Campers can begin making their summer plans at the show. Johnson Outdoors has sweetened show purchases with “purchasing gifts” on Camp Eureka items purchased at the show.

KastKing, a manufacturer of rods, reels and fishing line, is introducing its new Hammer Braid braided fishing line, to the national market at the Pacific Northwest Sportsmen’s Show. And they’re doing it in a BIG way. Anglers are asked to bring their empty fishing reel to the show or they’re welcome to bring one they just purchased and with a \$5 donation to the Northwest Sportfishing Industry Association, they’ll receive a spool of 20lb., 50 lb. or 80 lb. test Hammer Braid. KastKing President, Al Noraker said, ““This is a wonderful win-win. Attendees get to experience our exciting new Hammer Braid while they support the efforts and good work of the Northwest Sportfishing Industry Association whose work, along with many others, is making an important, lasting and visible difference in salmon and steelhead fishing across the northwest. We’re proud to support NSIA and their decades of accomplishment in the Northwest.”

The popular Bi-Mart ammo sale is back. It’s the largest supply of ammo available in the region and it will be for sale at the Pacific Northwest Sportsmen’s Show.

Everyone wins with Toyota’s Fistful of Cheaters promotion located in the Toyota booth! It’s free and hundreds of prizes will be awarded. Here’s how it works. Attendees sign-in, then take their turn at a large aquarium filled with Beau Mac Cheaters, a popular salmon and steelhead lure. They grab a handful and drop them into a cup. All the Cheaters that land in the cup are theirs to keep. If any of the Cheaters has a Toyota logo on it they win an additional prize, and there are hundreds of them. To name a few, Edge Rods, complete Camp Chef kitchens, camp stoves, crab traps, hammocks, water bottles, flashlights, knives, headlamps, apparel and much more are prizes waiting for lucky winners in this year’s Fistful of Cheaters brought to the Pacific Northwest Sportsmen’s Show by Toyota.

Also in the Toyota booth is survival expert Brett Stoffel. The skills Brett shares in his booth and seminars are both practical and potentially life-saving. Many a backcountry driver has taken a wrong turn only to become stuck, lost or snowbound and stranded for days. Brett’s expertise can be the survival difference and it has, as some of Brett’s students have relied on these lessons and made it out alive. Show-goers can learn how to make fire in a driving rain or make an effective shelter with household items. It doesn’t take much but it does mean being prepared with the right tools and Brett’s tutorials spell all this out.

The popular Head-and-Horns Competition returns to the Pacific Northwest Sportsmen’s Show and there’s expected to be some incredible trophies showing this year. Participants are encouraged to bring their antlers, horns, bear or cougar skull or turkey beard in for measurement. For \$10, certified measurers who officially score these trophies will measure your animal. From there, you’re welcome to enter it in the competition for \$30. There are dozens of categories available and hundreds of prizes will be awarded along with the Grand Prize of a premium Fort Knox safe. Special thanks to the Head and Horns Competition sponsors. They are: Fort Knox, Leupold, RMEF, Danner/LaCrosse, Savage Arms, Gerber, Block Targets, Muzzy and Rage.

Three evening events are planned for the Sportsmen’s Theater. Thursday evening, Addicted Fishing takes the stage with their Mega-BASH. The entire Addicted Fishing Crew will be there with their high-energy evening of giveaways, fun and seminars. Friday night it’s Born and Raised Outdoors debuting their new movie, “Brotherhood”. These movies are inspirational and engaging and get rave reviews from audiences everywhere they’re shown. This time, the Pacific Northwest Sportsmen’s Show gets to premiere this film. The entire Born and Raised team will be there. Saturday night it’s Leupold’s VIP Movie Night. Five different short hunting films with the featured hunters in attendance. Randy Newberg and Leupold President, Bruce Pettet, emcee this event where all proceeds go to benefit the Oregon Hunters Association. There will be a raffle with more than \$20,000 of raffle items in play. All the events are ticketed and expected to fill to capacity with more than 500 people for each evening show.

One of the most impressive displays of western antlers and horns is found in the Pacific Northwest Sportsmen’s Show’s Wall of Kings. Deer, bighorn sheep and antelope, it’s uber-impressive and appropriately located next to the Head and Horns Competition in the back of Hall “E”. This display changes every year with new mounts and acquisitions and this year’s no different. . .be sure to take some pics!

The sheer size of the Pacific Northwest Sportsmen’s Show is reason enough to attend, but the near-even split between fishing and

hunting distinguishes this show from all others in North America and attracts attendees from all over the continent. Hundreds of new items will be introduced at this year's show, and will be available at the various retailers in the show. Archer's Afield, Bi-Mart, Coastal Farm & Ranch, Englund Marine, Fisherman's Marine and Outdoor, G4 Outdoors, Gorge Outfitters, Northwest Armory and Sportsman's Warehouse are some of the retailers that are in the show and they're working with a variety of manufacturers who are also in the show with new products and targeted sale items at show-only prices.

"This year's show is special on several levels", observed O'Loughlin, "It's no secret, the past couple of years have been some of the most challenging ever for businesses like ours'. Still, we produced shows and found a way to make it all work. This year, exhibitors have come roaring back and the level of excitement and anticipation going into this year's shows is something we haven't seen in some time. People are genuinely excited to get out, mingle and look ahead as they plan their vacations and outdoor calendar for the year. We fully expect this year's show to be one for the books and all indicators are pointing in that direction."

The hours for the Pacific Northwest Sportsmen's Show are Wednesday-Friday, 11AM-8PM, Saturday, 10AM-8PM and Sunday, 10AM-6PM. Admission into the show is \$15 General Admission, Juniors 6 to 16 years of age \$5 and Children 5 and younger are FREE. Parking at the Portland Expo Center is \$12. There's overflow parking, that's \$12 too and a free shuttle is provided from the overflow lot to the Expo Center.

For show attractions, seminar times and speakers and exhibitors visit **TheSportShows.com**.