

# PACIFIC NORTHWEST SPORTSMEN'S SHOW® & SPORT FISHING BOAT SHOW®

PRESENTED BY  **LEUPOLD®**

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**FOR IMMEDIATE RELEASE**

## 60 PLUS 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 44th year, the Pacific Northwest Sportsmen's Show is the second biggest 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 generally 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 6th – 10th. This is by no means a complete list but here's a few reasons to spend your time at the show...

- **WALLEYE ALLEY.** Walleye have become another serious option for anglers around the region. With more and more jumping on the 'Eye bandwagon we thought it was high-time to celebrate these wonderful and delicious fish that have taken the northwest by storm. Bi-Mart's Walleye Alley pays homage to these fish that was made possible in part through our friends at Berkeley, Abu Garcia and Yakima Bait. It's not really an "alley" but it's a collection of exhibits, exhibitors and seminars all geared to walleye like a huge live walleye tank with local walleye as residents. Seminars are planned along with lots of tackle, rods and more to buy to get equipped. Don't miss celebrity fisherman and the host of Fishing 411, Mark Romanack who will be giving seminars at the show Thursday, Friday and Saturday. Mark's not the only fishing celeb for this year's Walleye Alley, tournament walleye pro Johnnie Candle will be delivering seminars every day of the show. Thanks to Mack's Lures Johnnie's made the trip from North Dakota to join us and share his more than 25 years of tournament experience and expertise in catching walleye.
- **GARMIN TECH CENTER.** If you have a 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 applies to most, if not all other brands. 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
- **TAKE THE LEUPOLD CHALLENGE.** Attendees are encouraged to take part in Leupold's "Hang Out For Conservation". Leupold, the presenting sponsor of the Pacific Northwest Sportsmen's Show, is hosting a unique challenge that will benefit the Rocky Mountain Elk Foundation (RMEF). If you're good at "hanging-out" this one's for you. For \$5 (donated to RMEF), you're entered to hang from a pull-up bar. The longer you hang there the bigger the prize. If your hanging ability takes you past 2 minutes you'll be entered to win a grand prize that is quite grand...a Leupold VX3i Rifle scope valued at more than \$1,200.
- **AFTER 4PM SPECIAL.** Last year's "After 4 ticket" was a huge success and it's going to be repeated this year...only better! The "After 4PM" special will be a half-price ticket, \$7.50 for adults, \$2.50 for kids (6-16) Wednesday through Saturday (the show closes at 6PM Sunday). Military gets a 2-for-1 ticket (\$15 gets two people into the show), with military I.D. (retired, active or reserve). Regular, before 4 PM ticket pricing, has Adults at \$15, Kids (6-16) \$5, 5 and younger – free. There's a two-day pass for \$24.
- **BACKCOUNTRY HUNTING PAVILION.** The Backcountry Hunting Pavilion promises to be something special with the hunting teams from Born & Raised Outdoors and HUSH sharing the space along with some of the companies they work with. These guys have exploded onto the hunting scene with their passionate, enthusiastic brand of hunting public lands and living an outdoor lifestyle. How big a sensation are these guys? Well...we've dedicated an entire area to them knowing they'll draw a BIG crowd!





- **BACKYARD BARBECUE.** Want to see what the quintessential backyard barbecue set-up looks like? The Pacific Northwest Sportsmen's Show cooking area has been totally revamped with a state-of-the-art cooking area complete with gas stoves, grills, smokers and refrigeration along with cameras and large video screens so attendees can see every move and ingredient from the talented cooks that have been assembled. Bethy Rossos and Glen Thornton are back with their prize-winning recipes. Bethy's salmon patties and chicken fajitas are to die for and Glen's smokehouse brisket and ribs are otherworldly. New to this year's line-up are grilling pro's Richie Herrod, George Stump, Rick Browne and Jill Ramseier, the executive chef at Deschutes Brewery. Between them they'll be tackling a variety of dishes including: Meatloaf sliders, curried grouse, tequila sweet potatoes, bbq'd ice cream, tri-tip, beer brined rabbit, chicken lollipops, stuffed pork loin and other fun and fascinating dishes all cooked in a backyard barbecue setting. Thanks to GrillWorks PDX, Sunset Outdoor Living and Frameworks Plus for their part in making this new feature possible.
  - **PLAN YOUR VACATION.** The Pacific Northwest Sportsmen's Show is the ideal opportunity to plan your 2019 or 2020 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!
  - **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, bottom fishing, downrigger fishing, sturgeon rigging and baits, kokanee trolling, tuna trolling and spring Chinook fishing. Check the seminar schedule for details. This year the crew from the Oppor-Tuna-Ty will be delivering seminars... you may have seen these tuna enthusiasts on the hit Netflix series, Battle Fish.
  - **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 Charles Houtchen's booth and check out his fire starter. And if you look around you're likely to find other means of fire-starting in some of the retail booths at the show.
  - **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... there are several!
  - **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!
  - **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!
  - **ATTEND SOME SEMINARS.** There are more than 50 seminars a day at the Pacific Northwest Sportsmen's Show.
- This year marks our biggest and best line-up of speakers covering the full spectrum of topics of interest. Hunting, fishing, pack horse packing, cooking, fly fishing, fly tying, survival skills and more are all tee'd up for this year's show. Be sure to check out the seminar schedules for topics, times and speakers you'll find it at [TheSportShows.com](http://TheSportShows.com).
- **SEE WHAT'S NEW.** There are hundreds of 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. If you want to see what's "new" in hunting, fishing, boating and outdoor recreation, this is the place to be.
  - **LEARN FROM THE PRO'S!** Buzz Ramsey, Scott Haugen, Jim Teeny, Denny Rickards, Jack and Brandon Glass, Cody Herman, Del Stephens, Gary Lewis, Ed Iman, Gary Miralles, Jody Smith, Bill Monroe Jr., Rob Crandall, Shane Magnuson, Steve Leonard, Dan Kloer, Kelly Laastch, Cameron Black, Dave Calhoun, Ashley Nichole Lewis, ... 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. And this year, thanks to our new walleye feature we'll be joined by Midwest pro's Mark Romanack and Johnnie Candle!
  - **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 a couple 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.
  - **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.
  - **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. Some of the displays alone are worth the price of admission!
  - **FISTFUL OF CORKIES.** Back by popular demand is Toyota's Fistful of Corkies promotion. It's free with your admission into the show. 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.
  - **GERBER GEAR.** Our friends from Gerber are back and this year they'll be showing the new saltwater collection of their fishing collection. A new 9-function multi-fork, the Devour, will also be making its debut at the Pacific Northwest Sportsmen's Show. No doubt this intelligent tool will quickly become essential equipment for campers, hikers, boaters, hunters, anglers and outdoors-folk. As always there's more new items in addition to these and lots of old, tried-and-true favorites to be found at this booth where you can not only look at what's new but buy it!



- **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. Englund Marine has Xtra Tuff on sale in their booth. Redwing and Hoffman Boots are there too with a full display of boots for the outdoors.
- **ENJOY THE DESCHUTES.** Deschutes beer that is! Deschutes is the official craft beer of the Pacific Northwest Sportsmen's Show and we're thrilled to have them aboard. You'll find Deschutes being served at several stations throughout the Expo Center.
- **THE ALLURE OF LURES.** Mack's Lures, McOmie's Custom Lures, Yakima Bait, Brad's BS Fish Tales, Hot Spot, Poulson Cascade, Konezone, Lured by the Bead, Oregon Tackle Company, Paulina Peak, Wicked Lures, SPRO, Crystal Basin Tackle, 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.
- **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, Fish Fighter Products, Fisherman's Marine & Outdoor, Englund Marine and others are worth a stop and shop.
- **INDELIBLY EMBROIDERED.** There's even an embroidery company at the show. Embroidery Images is in the house... check them out!
- **UNDERSTANDING THE OPTICS.** Gun scopes, spotting scopes and binoculars are all well-represented at the Pacific Northwest Sportsmen's Show. Leupold, Bushnell, Sig Sauer, A&A Optics, Inc., Sport Optics Northwest, Kenzies Optics, Osprey Scopes, Swarovski Optik North America can help in educating you on optics and what's new. And if you're looking to accessorize your optics then you really should make a stop at the Novagrade booth. These folks have a clever mount for your phone that holds the phone and your scope securely for easy viewing, shooting video or photos.
- **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.
- **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, Lipstick Salmon Slayers, Oregon Tuna Classic, Southwest Washington Anglers, The Fallen Outdoors, Sea Scouts, NRA, Foundation for North American Wild Sheep, Heroes On The Water and SCI (Safari Club International) – Vancouver Chapter, 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.
- **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.
- **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 and Best Damn BBQ for their sauces and rubs. Glenn's an expert and there's always enough to sample at the end of his delicious seminars.
- **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.
- **CHILL OUT.** There's plenty of choices to keep things cool with coolers that will be available through several retailers at the show. In addition to coolers are plenty of kill bags to choose from too. We've got cool covered especially when it comes to the new high-performance coolers that keep your ice icy for days. The Pacific Northwest Sportsmen's Show extends a warm welcome to Wyld Gear who's making their Portland debut with their innovative high-performance coolers. Stop-by and check them out!
- **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!
- **CUTTING EDGE TECHNOLOGY.** There's no shortage of premium knives at the Pacific Northwest Sportsmen's Show. Benchmade, Cutco Cutlery, Leatherman, Raptorazor, Gerber, Line Cutterz and Rockin' H Cutlery, 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 too.
- **FLOAT BOATS.** Or more accurately, "non-motorized" boats. Andy & Bax, Alder Creek Kayak & Canoe, Next Adventure Paddle Boats Center, Dave Scadden, Clackacraft, Inflatable Boat Center and Pavati Marine, are all at the show with the very best in non-motorized boats and accessories.
- **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.
- **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.



- **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, Humminbird, 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.
- **SURVIVE!** Thanks to our friends at Toyota Brett Stoffel offers daily survival seminars. You're encouraged to take advantage of these information-packed sessions as reports of attendees using the knowledge they gained has been instrumental in them getting out of the woods alive and well. You'll find a range of survival gear and gadgets at the show in several booths including the Bi-Mart and Wazoo Survival Gear booths.
- **BICYCLING MADE EASY.** RAD Power Bikes are at the show and offer 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.
- **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...
- **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.
- **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 and NW Sportsmen magazines.
- **SAFE HAVEN.** All the major gun safe companies are at the show. Trusted names like Fort Knox, Tracker and Liberty Safes of Oregon are all there.
- **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.
- **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.
- **HIT THE TARGET.** Think Nottingham Forest and Robin Hood when you visit the Sylvan Archers booth. 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!
- **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".
- **GET LICENSED.** Buy your Oregon hunting or fishing license at the show. Hundreds will. Go to the Oregon Department of Fish and Wildlife booth and they'll get you covered.
- **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. Also bringing their "A" (accessories) game is All-American Truck & SUV Center.
- **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.
- **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 sit in one and you'll know you're in for an adventure.
- **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.
- **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 under one roof.
- **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.
- **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, Izorline, Tuff Line, P-Line and Cortland, to name a few. We defy you to find another show anywhere with better fishing line representation than you'll find at the Pacific Northwest Sportsmen's Show.
- **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's Canvas & Upholstery is 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!



- **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.
- **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.
- **GET HOOKED UP!** Some very popular hook manufacturers are at the show and looking forward to meeting you. Gamakatsu, Owner and Mustad to name three leading brands. Get the low down on the best hooks for the application and new ideas on old techniques.
- **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.
- **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!
- **LASER FOCUSED.** Crimson Trace returns to the show with their handgun laser sights. Manufactured in Wilsonville, Oregon. Crimson Trace is widely regarded as THE laser sight. If you have questions this is the place to get them answered with their factory experts in the booth.
- **PACK IT OUT.** In the market for a pack? They're here...lots of them. Staff members from the show purchased several different brands and found they all worked! One poor member of our team took a fall into a river with his waterproof pack and filled his waders full of icy glacial melt...but everything inside his pack stayed dry! If you're shopping for a new utility pack, the Pacific Northwest Sportsmen's Show is a good place to look for ideas.