

## The Pacific Northwest Sportsmen's Show® Celebrates 50 Years With Celebrities, New Features & Thousands Of Specials!

**Beaverton, OR** – “There’s nothing else like it, anywhere in the world”, started Bill O’Loughlin, President of O’Loughlin Trade Shows. “The Pacific Northwest Sportsmen’s Show is the crown jewel of fishing and hunting shows also known as ‘Sportsmen’s Shows’. The sheer number of deals the retailers and manufacturers bring to this show is unmatched. Add to that all the special events, show features, personalities, experts, new products and seminars and you have an event that captures the passion, depth and breadth of fishing and hunting opportunities here in the Northwest and beyond unlike any other event in the country.”

The 50th annual Pacific Northwest Sportsmen’s Show presented by Leupold returns to the Portland Expo Center, February 12-16, 2025. 325,000 square feet of display space is filled to capacity with fishing, hunting and outdoor recreational products and services. Known nationwide as “the Big One”, this show draws crowds and exhibitors from around the world.

One of the many attributes that makes this show unique is the blend of manufacturers and retailers. “This is the only place you’ll find this many hunting and fishing manufacturers and retailers at a consumer event in North America”, added O’Loughlin. “Anglers and hunters have the opportunity to talk to the manufacturers and then walk across the aisle and buy it. That shopping experience does not exist anywhere else to the magnitude it does at this show.”

Local favorite, Leupold, a large optics company based in Beaverton, Oregon, is also the presenting sponsor of the event and an excellent example of what makes this show so special. They have a large factory booth in the show staffed with factory experts who are there to answer customer’s questions, introduce new products and share their expertise on how to get the most from their optics. They’ll also have the most complete selection and inventory of Leupold scopes, binoculars and range finders to be found right at the show for sale. You’ll find the Leupold booth in “E” Hall.

There are several other optics manufacturers at the show, along with more than a dozen fishing rod manufacturers, fishing hook companies, apparel manufacturers, boat dealers, gun retailers and builders, ammo retailers, overland companies, tent makers, fishing lure manufacturers, fishing reels, crab gear, decoy and game call manufacturers... to name a few.

Toyota also has a commanding presence in the show. Located in “D” Hall, Toyota will have several popular Toyota SUV and truck models in their display along with a very popular feature where everyone wins called, “Fistful of Cheaters”. The Fistful of Cheaters promotion is free to participate. Just check-in and take your turn at the tank filled with Beau Mac Cheaters, a popular salmon and steelhead lure. Grab a handful and drop them into a cup. You get to keep all the Cheaters that land in the cup. If one of them has a Toyota logo on it you get an additional prize! Hundreds of prizes will be awarded over the five days of the show.

Progressive Insurance is bringing something new to the Pacific Northwest Sportsmen’s Show. Get your picture taken for free on the buckin’ bass in the Progressive display. It’s an enormous bass replica fitted with a saddle set against an outdoor backdrop. Just check-in, hop aboard and get your picture taken for free. It’s easy, fun and fast.

And just for the kids is the Les Schwab Kids Free Trout Pond. Free to kids 12 and younger, it's an opportunity for kids to connect with their first fish and experience the pull of fat frisky trout that fill this 50' long indoor lake. Everything's provided. All kids need to do is take their turn with the rods that are provided. They can catch and keep up to two trout. And there's some honest-to-goodness lunkers to take home with fish up to 8 pounds waiting for a young angler to catch. The Les Schwab Kids Free Trout Pond has become a multi-generational feature over the last 50 years with grandparents who caught their first trout now bringing their grandkids to catch theirs'.

The Pacific Northwest Sportsmen's Show has long showcased and advocated for public lands opportunities for hunters and anglers. Local hunters and anglers want to know where and when they can go on public lands to enjoy the outdoors. That's why having Randy Newberg, the nation's leading expert and advocate for public lands, join us for another year at the show is so exciting. Randy's an open book when comes to getting the most out of your public lands hunts. His advice is the product of decades of experience hunting, trapping and time in the backcountry. He's become a national voice for the hunting community and he shares his expertise through his seminars at the show. This year, he's having a live podcast conversation at the show with ODFW Director Dr. Debbie Colbert on Saturday at 3:30PM in the Green Theater in the lobby mezzanine of Hall "D". Randy's at the show from Thursday to Sunday.

One of the fastest growing segments in sportfishing is kayak fishing. The Pacific Northwest Sportsmen's Show hosts the largest fishing kayak sale in North America over its 5-day run. Retailer, Next Adventure Paddlesports, is joined by several fishing kayak manufacturers in Hall "C" to produce a once-a-year sale that's unmatched anywhere on the continent. With savings up to \$1,500, shoppers who buy sale-priced fishing kayaks at the show also get a 10% in-store credit at Next Adventure. Savings-on-top-of-savings! The manufacturers include: Old Town, Hobie, Native, NuCanoe, Bonafide and Pelican. Premium raft manufacturer, NRS, will also be a part of this sale with new model introductions expected at this year's show.

The Oregon Department of Fish and Wildlife (ODFW) has long been a friend of the Pacific Northwest Sportsmen's Show, in fact, just like the trout pond, right from the beginning. Both the show and ODFW are celebrating 50 years. For ODFW it's been 50 years as the Oregon Fish and Wildlife Department. Previously, it was the Oregon Fish Commission and Oregon Game Commission. They were combined into one department the same year the Pacific Northwest Sportsmen's Show started.

In celebration of 50 years, ODFW has an enormous presence in this year's show starting with their "Once In A Lifetime Trip Raffle". It's free and entrants can apply online at [TheSportShows.com](https://www.thesportshows.com). Just go to the Pacific Northwest Sportsmen's Show page and attendee drop down menu and you can enter through the "ODFW Raffle" page. These "Once In A Lifetime Trips" include an opportunity to fish with a rod and reel in one of Oregon's coastal marine reserves. These areas are closed to the public. The winner and a guest of their choosing will join a research team to catch and evaluate a variety of saltwater species in these areas. The second trip is the live capture of bighorn sheep for a health check. The winner and a guest of their choosing will be flown in by helicopter to participate in this live capture. Two very special "once in a lifetime" trips!

ODFW is also hosting a Passport Promotion where prizes are awarded to everyone who completes the passport. It's free, fun and easy to participate. Just check-in at the ODFW booth in Hall "C", pick-up your free passport and visit the other 7 stations. Each one will stamp your passport. Once completed, take it back to the ODFW booth for your prize. One of the stations is a giant diorama in the lobby of Hall "E". It's a selfie-station as well as magnet fishing experience for all-ages. They're always biting at ODFW's diorama!

You never know what's going to show-up at the iconic Head & Horns Competition. Last year it was a new world record Columbia Blacktail Deer that was entered and won! Over the course of it's more than 30 years and 20,000 entries there have been several records recorded. 2025 will likely see some new records entered as well. It's easy to enter. Just bring in your horns, antlers, bear or cougar skull or turkey beard to be scored by one of our certified measurers for \$40 and you're entered into the competition. Sheds can be entered and even if it's an old trophy that's been gathering dust in the attic, bring it in, you never know what you have until it's measured. There are hundreds of prizes awarded thanks to the Competition's sponsors: Fort Knox, Leupold, Savage Arms, RMEF, Danner, Benchmade and LaCrosse.

The new Oregon record book has just been printed and will be available for sale at the Pacific Northwest Sportsmen's Show in the Head & Horns Competition display area in Hall "E".

And while you're checking out the Head & Horns Competition you can't miss the Wall of Kings. This jaw-dropping display of Western deer is without equal and appropriately located next to the Head & Horns Competition.

It's no fun getting lost but if you spend enough time outdoors (and even if you don't) it happens. This is when "an ounce of prevention" is sound advice. Survival expert, Brett Stoffel, can help you get prepared using common household items that you can easily pack, along with the knowledge of how to use them. His advice has saved lives and could save yours. For example, he'll show you how to start a fire in a driving rain, using a spark, a cotton ball and Vaseline. Brett's holding daily seminars in the Green Theater but he also has a display in the Toyota booth in "D" Hall. You can talk to him one-on-one and he's happy to share ideas and information on how to survive a night or longer in the backcountry if you get stranded.

The Pacific Northwest Sportsmen's Show's evening events have taken on a life of their own. Started in 2020, these events have continued to grow in size and importance. This year, the Pacific Northwest Sportsmen's Show is pleased to announce its strongest and most diverse line-up to date starting with Addicted Fishing's "Mega-Bash" on Thursday evening. Here the entire Addicted crew will be premiering their new movie, "Alaska 4: Adventure To Unknown Seas". This movie along with the "BASH" captures the passion and energy of this group that is attracting new anglers, dubbed "Addicts", unlike any other group in recent history. It's refreshing, energizing and 3 hours of wall-to-wall action and fun. This is a separate ticketed event in addition to regular admission into the show. Tickets for this and the other special events can be purchased online through the Pacific Northwest Sportsmen's Show website at [TheSportShows.com](https://TheSportShows.com) on the "Attractions" page.

Friday night it's another popular regional group, Born and Raised Outdoors. Their focus is squarely on hunting and they'll be showcasing their new film, "Old Growth". These guys are the real deal and take their hunts to public lands around the West in search of special, indelible experiences they capture on film for audiences everywhere. This is also a separate ticketed event.

Saturday there are two special events. The first, Ladies Day Out, is a luncheon that runs from 11AM-2PM. For-women-only, this luncheon features a variety of high profile hunters and anglers who will be speaking, along with giveaways, games and other activities. It's a chance for like-minded women to connect and learn together. The luncheon is \$40 and tickets can be purchased on the Sport Shows website until Tuesday, February 11th.

Saturday night, and thanks to presenting sponsor Leupold, world-renowned hunter, guide and outfitter, outdoor writer, author and TV celebrity, Jim Shockey will be sharing "Jim Shockey's: Stories From The Field" from 6:00PM-7:30PM in the Adventure Theater. This is Jim's first appearance at the Pacific Northwest Sportsmen's Show. A world traveler

who's "done it all", this is a rare and welcome appearance that will surely sellout. This is a ticketed event, \$10, and all proceeds going to Jim Shockey's "Hand Of Man Museum" on Vancouver Island, B.C.

There's a show-within-a-show with the Sportfishing Boat Show in Hall "D". Several of the area's top fishing boat dealers and manufacturers descend on this hall and fill it with the region's most popular brands of fishing boats. There are some surprises this year with new models being introduced and some boat lines coming to the show that are back after a hiatus. Not only boats but outboards, marine electronics, several marine accessory companies and plenty of crab gear will be for sale and on sale at this year's show.

The Pacific Northwest Sportsmen's Show's seminar series is considered to be the very best hunting and fishing seminar series in North America. The range and depth of topics and information is unmatched, as are the speakers, all experts on their topics of choice. Blacktail deer and Roosevelt elk hunting are enormously challenging and difficult-to-land seminars but this series has them both. From how-to-survive when lost and surf perch fishing to fall turkey and shellfish, spring salmon, catching steelhead on a spoon, big bass tactics and top destinations, there's an abundance of opportunity and information provided at the dozens of seminars scheduled for this year's show.

General admission into the show is \$20 for adults 18 and older. Youth 17 and younger are free. There's a military admission discount of \$12 (thank you for your service). A two-day ticket is available for \$32. Oregon Pioneer License holders, these are hunters and anglers who are 65 years of age and older and have lived in the state for at least 50 years, are admitted into the show FREE when they either show their paper license or their electronic license with their I.D. It's important to note that all online and in-person ticket purchases are subject to additional credit card and user fees charged by TicketsWest and The Portland Expo Center.

Show hours are Wednesday-Friday, 11AM-8PM, Saturday, 10AM-8PM and Sunday, 10AM-5PM.

Parking at the Expo Center is \$13. There's overflow parking available at PIR for \$13 with a free shuttle to and from the Expo Center.

For complete show information, seminar times and topics and purchase of online tickets visit: [TheSportShows.com](https://TheSportShows.com).