



2024 SHOW HIGHLIGHTS

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It's Going To Be Big! 49th Annual Pacific Northwest Sportsmen's Show® Showcases National Celebrities, Huge Sales and New Features

"It's going to be big", promises Bill O'Loughlin, President of O'Loughlin Trade Shows, "There's nothing else like it in North America, the Pacific Northwest Sportsmen's Show presented by Leupold is an incredible event with more than 325,000 square feet of display space, nearly 900 exhibitors, special evening events, a world-class seminar series and the very best show-only deals and discounts in hunting and fishing."

The 49th annual Pacific Northwest Sportsmen's Show returns to the Portland Expo Center, February 14-18, 2024. "It's the largest consumer show in the Northwest", continued O'Loughlin, "And the second largest event of its kind in the country. This show draws attendees from all over the lower-48 and Alaska and exhibitors from as far-away as South Africa."

Every major category of fishing and hunting is represented at this show. "Our blend of manufacturer booths and retailers is what really makes this show work as well as it does." This year's huge fishing kayak sale is an example of that. Eight major fishing kayak manufacturers are coming to the show for this sale and local retailer, Next Adventure, will be selling these various brands at the show. There's an added purchasing incentive at the show with show-only prices and discounts coming from the manufacturers that end when the show closes.

The kayak sale is just one of the more than tens of thousands of items that will be on sale at the show. Rods, ammo, reels, apparel, camp gear, e-bikes, optics, boats, RV's, ATV's, knives, archery equipment, gun safes, game calls, survival gear...you name it, it's here with show-only specials. Attendees wait for these sales and flock to take advantage of the savings so get there early for the best selection.

Steve Rinella of Meateater fame will be making an appearance at the show. His popularity has exploded nationwide with his love of hunting, foraging and cooking. Steve will be sharing some stories and answering questions from the audience on Thursday, February 15th from 2PM to 4PM. He'll be wandering around the show too and meeting with like-minded outdoor enthusiasts.

Another high-profile figure in the national hunting scene will be making Portland his home for a week. Public lands advocate and hunter, Randy Newberg, will be presenting daily seminars at the show, Thursday through Sunday. He's gained a national reputation as the foremost expert in public lands hunting. Most of his seminars will be squarely focused on elk hunting with the exception of one of his most popular topics, "Marriage 101 For Elk Hunters". As Randy says, "I feel particularly qualified to address this subject as a husband who's been happily married for 35 years and hunts 100 days a year."

Ladies Day Out takes center stage in the Sportsmen's Theater on Friday from 2PM to 4PM. This first-ever women's-only event emceed by Candy Yow, features several notable women in hunting and fishing sharing their stories and answering questions from the audience. Intended for all-skill-levels, this two-hour session is an opportunity to connect with like-minded women, explore new opportunities and learn from top-pro's. Everyone attending gets a free goodie bag. It's free to attend but pre-registration is required. Women can register on the Attractions page on the Ladies Day Out section at: thesportshows.com/shows/pacific-northwest/show-information/show-attractions/.

Everyone wins with Toyota's Fistful of Cheaters! This popular free promotion just gets better every year! Participants check-in at the Toyota booth and then take their turn at the massive Plexiglas tank filled with 80,000 Beau Mac Cheaters. It's easy! Grab a handful of Beau Mac Cheaters (a popular salmon, steelhead and trout lure) and drop them into a cup. All the Cheaters that land in the cup are yours to keep! If one of those Cheaters has a Toyota logo on it, you win another prize --- and those prizes are pretty nice. Camp stoves and gear, sunglasses, apparel, rod and reel combos and much more...all free, just check-in at the Toyota booth and take your turn at the tank.

Expect excellent trout fishing once again at the Kids Free Trout Pond. This has earned its place as an iconic, generational feature of the Pacific Northwest Sportsmen's Show. Grandparents who fished the pond when they were a kid are now bringing their grandkids to fish the same pond. Many a fishing journey started at this pond and fired a lifetime of memories. It's free for kids 12 and under with admission into the show. Everything's provided. Make a point of stopping by the pond as you wander the miles of aisles to take in the squeal of joy as kids hook and land their very first fish.

This year's huge fishing kayak sale is the largest sale of its kind in the country. In addition to the sale is Old Town's Kayak Pond, a 30'



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diameter, 4' deep pond to be used for seminars on kayak fishing as well as a demo test tank for interested kayak shoppers that want to try-before-they-buy.

And thanks to our local Toyota Dealers, survival expert Brett Stoffel is back with his daily survival seminars. On Wednesday at 5PM in the Green Theater it's "Surviving A Wilderness Emergency". Thursday Brett tackles campfires with "Building A Better Campfire". On Friday it's "Survival Myths and Misconceptions" and Saturday he circles back around to "Surviving A Wilderness Emergency". Brett's also in the Toyota booth with his survival area where he shows show-goers how to make fire under the worst of conditions and other survival basics. He's there to answer questions and provide essential training that could someday save your life. Brett will also have some of his survival packs for sale as well as a new pocketbook he's published that contains everything you need to survive in the backcountry --- it's only \$5.

Jaw-dropping antlers and horns will be paraded into "E Hall" as proud hunters vie for top honors in the annual Head and Horns Competition. Sponsored by Fort Knox, Leupold, Danner, Gerber, RMEF, LaCrosse and Savage Arms, this competition is celebrating 30 years and more than 15,000 entries. For \$20 the Competition's certified measurers will score any bear or cougar skull, horns, antlers or turkey beard. For an additional \$30 attendees can enter the competition with an opportunity to win any one of over a hundred great prizes. There are dozens of categories to enter. Just this year a new Washington State record was measured and entered at the Washington Sportsmen's Show.

In 2020, the show started running special evening events, starting with Leupold's movie night. These evening events have really caught on, pulling in younger crowds and new energy, adding a refreshing dimension to the show. Now in its fifth year, there are three evening events starting with Addicted Fishing's Mega-Bash and movie premiere of "Steelhead Alley" on Thursday from 6PM to 9PM. Friday, it's Born and Raised Outdoors new movie, "Kodiak" from 6PM to 9PM. Saturday, presenting show sponsor Leupold will be showing several movie shorts with emcees Randy Newberg and Fred Eichler. Leupold's Movie Night is a fundraiser for RMEF from 6PM to 9PM with some incredible raffles and giveaways. All three of these evening events promise to be energizing, memorable and fun.

The Pacific Northwest Sportsmen's Show seminar series is legendary. It's the best seminar series in the country with the top names in Northwest hunting and fishing taking on the full spectrum of fishing and hunting topics. This seminar series is retooled each year with new topics and speakers like Vu Tran and his approach to success in bank fishing for steelhead. After a 5 year hiatus from the Sportsmen's Shows, Freshwater Hall of Fame angler Buzz Ramsey returns to talk tips and tactics for spring chinook. Pro Escobedo, one of the area's top salmon guides has also developed quite a reputation for catching nearshore bottomfish. This year his session will focus on nearshore ling cod catching. Public lands advocate and renowned hunter Randy Newberg has an entirely new seminar offering this year with 4 new presentations. Randy sat in on David Riley's presentation on blacktail and said it was "one of the best he'd ever seen." Tall praise! There are more than 70 seminars offered in the five days of the show. Most of the speakers only have one session, the quality and diversity of these sessions is unmatched anywhere in North America.

The Oregon Department of Fish and Wildlife has fielded two speakers, both biologists, to discuss trout fishing and hunting opportunities. In a first-ever effort, Ben Cate, the North Willamette District Wildlife Biologist, and a hunter, will discuss where the best hunting opportunities in the state exist. Jeff Ziller, the South Willamette District Fish Biologist, will tackle high lakes trout fishing and where the best opportunities can be found. You could not have two better experts anywhere for these topics. This is a rare opportunity to listen to and connect with the folks that have an incredible depth of knowledge on these subjects.

For the first time, youth, 17 and younger, admission into the show is free. Bring the family! Also, there's a two-day pass into the show that's \$32 but the second day's parking is free at PIR (the overflow lot). That's a \$20 savings! Another first!

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 \$20 General Admission (18 years and older), 17 and under are FREE. Military, with any valid military ID is \$12. 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 detailed show information and tickets visit www.TheSportShows.com.