



The “Big One” Returns With More To See, Do and Experience

The 51st annual Pacific Northwest Sportsmen’s Show® returns to the Portland Expo Center, February 11-15, 2026. It’s the second-largest sportsmen’s show in North America and largest west of the Mississippi, with more than 325,000 square feet of display space filled with fishing, hunting and outdoor recreational equipment of all descriptions.

“This show is truly a celebration of Northwest fishing and hunting”, started Peter O’Loughlin, Pacific Northwest Sportsmen’s Show manager, “We have exhibitors from as far away as South Africa who come to exhibit and there are over 800 exhibits and miles of aisles to wander at this amazing show.”

Known far and wide as “The Big One”, the Pacific Northwest Sportsmen’s Show is bigger and better than ever with two new theaters added to this year’s line-up, the Sportsmen’s Tech Center and the Protech Off-Road Adventure Pavilion sponsored by KST Truck Outfitters. It doesn’t stop there with dozens of other features including, Progressive’s “Bucking Bass”, two incredible evening events, the Les Schwab Kids Free Trout Pond, the Head and Horns Competition, survival expert Brett Stoffel, public lands advocate and hunter, Randy Newberg, the Oregon Department of Fish and Wildlife’s Passport promotion and much, much more. It takes the better part of a full day to walk the show and see everything. In many cases, two days, with the number of world-class seminars that are available to attend.

This show draws hunting and fishing enthusiasts from around the country who come to enjoy this sprawling show. O’Loughlin continued, “It’s all here, over 70 seminars on a range of topics are scheduled, tens of thousands of items are on sale at show-only prices, hundreds of experts in fishing and hunting are on-hand, destinations, guides and outfitters, apparel, giveaways and lots to do for kids and the family.”

The Protech Off-Road Adventure Pavilion sponsored by KST Truck Outfitters, a new addition to the show, is located in the show and features a variety of fully-equipped off-road and overlanding rigs along with a variety of accessories and support companies for off-roading. It’s one of several show-within-a-show features this year. Several speakers have also been tapped for daily sessions ranging from outdoor cooking and vehicle maintenance to towing and suspensions, knife sharpening, truck bed storage solutions, outfitting the ultimate adventure rig and a talk on a 467 mile adventure through SW Idaho’s fishing and hunting country. This promises to be an innovative show feature for anyone interested in the roads-less-traveled. You’ll find the complete seminar schedule for this and other seminars at: <https://www.pnwspostmensshow.com/show-features/seminar-schedule>

Also new for 2026 is the Sportsmen’s Tech Center that takes a deep dive into better fishing and hunting with technology. Expect detailed sessions into how to set-up your sonar, deep water trolling for salmon, advanced riggings for bass fishing, the Catch Zone app and more are showcased in this tech series at the show.



PACIFIC NORTHWEST SPORTSMEN'S SHOW

and Sport Fishing Boat Show

FEB 11 - 15, 2026

PORTLAND **expo** CENTER

Presented by **LEUPOLD**

PROGRESSIVE



FOR IMMEDIATE RELEASE. Contact: Trey Carskadon | Marketplace Events | Phone: 503-246-8291

Presenting sponsor, Leupold, is also hosting two prominent speakers over four sessions focused on new optics technologies for hunters. Jason Phelps of Phelps Game Calls explores the use of rangefinders in his Friday sessions at 11AM and 3PM, while the leading voice in public lands and public access, Randy Newberg, discusses Leupold's Custom Dial System SpeedSet in his two sessions on Saturday at 11AM and 3PM. Both are in the Leupold booth.

The iconic Les Schwab Kids Free Trout Pond returns for its 51st year as well and has become a generational feature of the show. Grandparents who caught their first trout in the pond are now bringing their grandkids to do the same thing. Everything's provided and kids are welcome to keep or release the fish they catch.

Make Progressive's Bucking Bass a stop on your way through the show! It's a great photo opp and it's free! The good folks at Progressive will take a keepsake-quality photo for you to take home as a memory of the show. There's also free swag to be had! You'll find Progressive's Bucking Bass in Hall "E".

There are several show-within-a-show opportunities at the 51st annual Pacific Northwest Sportsmen's Show, like the Sportfishing Boat Show. The region's leading boat dealers and manufacturers come together for one of the Northwest's largest fishing boat sales. Boats are located throughout the Expo Center complex with most of Hall "D" committed to fishing boats of all sizes and descriptions. Then there's Born & Raised Outdoor's huge 100'x60' display. Born & Raised Outdoors is a very popular hunting group with a huge presence on YouTube along with a number of popular products that own their name. They're not only media celebrities but passionate outdoorsman who live inside the outdoors. Their sprawling booth captures a number of partners and sponsors making it a must-stop destination at the show. And of course, Protech's Off-Road Adventure Pavilion sponsored by KST Truck Outfitters is another complete show-within-a-show with several companies and hundreds of off-road products represented.

No mention of the Pacific Northwest Sportsmen's Show is complete without a call-out to all the retailers in this massive show. It's a BIG reason people turn out by the tens of thousands to attend. Nowhere else will they find the retail selection of fishing, hunting and outdoor products than at this show and most items are available at "show-only prices". Retailers work closely with their manufacturing partners to place huge orders for this show. This lands them deep, one-time, show-only discounts specifically targeting the Pacific Northwest Sportsmen's Show.

"Retail row" in "A" Hall is renowned with retail juggernauts like Bi-Mart, Englund Marine Supply and Fishermen's Marine & Outdoor all lined up on the north aisle with thousands of items on sale. It doesn't end there as dozens of other retailers large and small offer everything from knives, archery equipment, footwear and boats to marine electronics, firearms, apparel, ammo and camping equipment. Virtually every category of fishing and hunting is represented at the show making it the retail event of the year!

When it comes to outdoor celebrity, the Pacific Northwest Sportmen's Show has been exceedingly fortunate to land the leading voice in North America's hunting community, Randy Newberg. Randy is found on a number of media platforms including YouTube, his podcast and other streaming services. There's always lots of new content on his YouTube channel "Fresh Tracks" which is also a great way to access his podcasts.



This past year when millions of acres of public lands were in jeopardy of being sold-off, Randy led the charge to stop the sale by rallying the millions of hunters, anglers, hikers, RVers, campers, even bird-watchers nationwide to come together as a single voice with the message of “not one acre”. Already a national figure, this catapulted Randy into the forefront as one of the nation’s most influential hunters and voice for conservation. The Pacific Northwest Sportsmen’s Show is honored to have Randy join us for another year with daily seminars from Thursday to Sunday and multiple sessions on Saturday in the Leupold booth. Randy also spends a good deal of time walking the show and talking to fellow-hunters one-on-one. You’ll find Randy’s seminar times and topics on the show’s website.

Want to feel what it’s like to fight a big game fish? How about a bass? Well, you can! Head on over to Addicted Fishing’s display in “A” Hall and take a turn on their fish fighting machine. It’s free! You’ll feel the thrill of battling the big one on this lifelike simulator and it will test your fish fighting skill in hooking and landing fish --- no matter your skill level.

Speaking of Addicted Fishing they have an enormous presence in the show. Their 50’ booth is filled with branded clothing, custom tackle and the entire Addicted Fishing crew that’s attracted an audience of over a million “Addicts” across their various media platforms. Like everyone at the show, they’re accessible and want to connect with you so stop by and say “hi”!

Toyota’s Fistful of Cheaters promotion has become a mainstay of the Pacific Northwest Sportsmen’s Show over its 9-year run. Its popularity is undeniable as show-goers line up to take their turn on the tank where “everyone wins”! For the uninitiated, Toyota’s Fistful of Cheaters involves an enormous tank filled with tens of thousands of “Cheaters” (a popular salmon and steelhead lure produced by Beau Mac). Attendees’ check-in at the Toyota display and head over to the Cheaters tank where they grab a handful of Cheaters and drop them into a cup. All the Cheaters that land in the cup are theirs to keep. If, by chance, one of those Cheaters has a Toyota logo on it, you’re in line to win another prize and there’s a variety of exceptional prizes from handwarmers and hats to Jet Boil stoves, lures, coolers and fishing rods. It’s 100% free with attendees’ admission into the show.

Do you have a set of horns, antlers, bear or cougar skull or turkey beard worth measuring? Bring it in! Even sheds count! Over the past 35 years and 23,000 entries, the Head & Horns Competition is an established show favorite with eye-popping trophies parading the aisles bound for the competition. Over just the last couple of years, two world records have been recorded in the Competition. In 2024 it was a Columbia blacktail and last year, one of hunting’s most coveted trophies, a Pope & Young Rocky Mountain elk. This year’s expected to produce more state records but from year-to-year you never know what welcome surprise is coming through the door. To participate it’s a \$40 charge to have the Competition’s certified measurers score your entry. You’re automatically entered in the competition after scoring. There’s lots of categories to enter and ways to win valuable prizes from the Competition’s sponsors, including a Fort Knox safe, Ruger guns, Leupold gear and optics, Benchmade knives and Danner/Lacrosse boots.

In close proximity to the Head and Horns Competition is the Wall of Kings, another magnificent display of Western bucks unlike any other in the nation. There are dozens to admire. The display changes annually with new trophies that have been purchased or donated.



Too many lives have been lost in the backcountry due to lack of survival knowledge. For some, it's simply because they took a wrong turn and ended up getting stuck without the proper gear to survive. Thanks again to Toyota, survival expert Brett Stoffel, shares his deep expertise in backcountry survival in daily seminars and in his booth at the Toyota display in "D" Hall. Brett will show you how to make fire in a driving rain with simple household items that you can easily pack and weigh almost nothing. He also shares tips on building a shelter and items to pack every time you venture out into the woods. Brett's seminars have saved the lives of many and very well could save yours. It's essential information for anyone who ventures into the backcountry.

The Pacific Northwest Sportsmen's Show hosts the best seminar series in North America! Some of the top experts in hunting and fishing are aboard and ready to share what they know in our new and retooled seminar series for 2026. This year's speakers include: Randy Newberg, Brett Stoffel, Jack and Brandon Glass, Jason Phelps, Del Stephens, Jarod Higginbotham, Randall Bonner, Steve Leonard, Cameron Black, Jody Smith, Pro Escabedo, Heather Aldrich, Bill Herzog, David Riley, Brett Stoffel, John Keizer, Randall Bonner, Jai Kim, Lawrence Ngai, Ed Chin, Sharon Trammel, Travis Pollock, Brandon Hua, Jody Smith, ODFW biologists and several others. Topics include: Bear hunting, foraging, surf perch, lower Columbia sturgeon, "Second-Season Springers", marine and hunting electronics, halibut fishing, Portland-area walleye, Roosevelt elk, high lakes trout, turkey hunting, bead fishing for steelhead and much, much more! You'll find a complete list of seminar times, topics and speakers at www.PNWSportsmensShow.com.

There's two stellar evening events at the 2026 show. On Thursday night, Addicted Fishing launches their first-ever film tour dubbed, Cross Current, featuring prominent YouTube creators: Addicted Fishing, Outdoor Chef Line, Big Water Guy and Fishing The Odds. Each of these creators has produced a :25 minute film that the audience judges at the end of the evening. There's a \$10,000 prize at stake to the winner! Not only are there 4 great films, but there's also loads of giveaways, food and fun in store. On Friday night, Born & Raised Outdoors debuts its new film, Hudson. Last year's film still has people talking. It was beautifully produced with a great storyline and a level of passion and enthusiasm for hunting that's exhilarating and heartwarming. Expect as much this year with Hudson...this crew knows what they're doing, and they have a command of translating their love of hunting into memorable movies. Both events start at 6PM and tickets are available through the show's website.

The Oregon Department of Fish and Wildlife (ODFW) has a big presence in the show. As you walk in the door of "E" Hall where ticketing is located, you can't miss their unique wildlife diorama and magnet fishing feature right in the lobby. The diorama is perfect for a show photo...it's fun with the various wildlife cut-outs to poke your head through. "Magnet fishing" pits your skill with a rod and magnet in "catching" magnetic fish representing a variety of Oregon species. Both are free and fun!

A stop by the Oregon Department of Fish and Wildlife (ODFW) booth in "C" Hall is a must to pick-up your free Passport for the department's Passport Promotion. Just take your passport around the show to the various stations indicated, get your passport stamped at each location and return it to the ODFW booth and you win a free prize! Also, some of the passport stops are offering free prizes and giveaways



to passport holders. Even better is the opportunity to connect with ODFW staff on the spectrum of fishing and hunting issues and opportunities. Have a regulation question, want to know what the population status of trout are in a given stream or lake, how about Roosevelt or Rocky Mountain elk populations... this is the place to stop, ask and get informed.

There's plenty for kids to do at the show. Of course, the main attraction is the Les Schwab Kids Free Trout Pond for kids 12 and under. Sylvan Archers in Hall "C" is a perennial favorite. Kids can safely try their hand at archery with an indoor range and targets to hit. ODFW's Passport Promotion is for all ages. Mercer Lake Resort has a kids trampoline. There's also a BB gun range in Hall "A". Kids can try their hand at the magnetic fishing feature in the lobby of "E" Hall and/or, pan for gold at Northwest Prospectors display in the front of "A" Hall. Be sure to stop by the casting area in "E" Hall with "I'm Hooked" and learn how to cast...it's all ages fun if you're new to fishing.

General Admission into the show is \$20 and includes all facility fees, credit card fees will be added. To make it family friendly, youth 17 and younger are free. Parking's charged by METRO and is \$15. Pioneer License holders are also free into the show. If you're a Pioneer License holder go to the Will Call desk in the front of "D" Hall and show your electronic or paper license AND your driver's license. You'll be given a ticket that will be collected at the door. Students for the hunter's education classes at the show are admitted free along with one parent or guardian that's admitted free into the show. There's a military discount that applies to all military (retired or active), veterans, police, fire and first responders --- it's \$12. There's also a 2-Day Pass that's \$32.

For complete Pacific Northwest Sportsmen's Show info visit:
www.PNWSportsmensShow.com.

SPECIAL THANKS TO OUR SHOW SPONSORS:

