



FEB. 11-15TH, 2026



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PROGRESSIVE

53 REASONS TO ATTEND THE 2026 PACIFIC NORTHWEST SPORTSMEN'S SHOW®

The Pacific Northwest Sportsmen's Show presented by Leupold and sponsored by Progressive aka "The Big One", is the largest sport show west of the Mississippi, and largest consumer show in the Northwest. It's big! Celebrate everything outdoors and join us for 5 days of the biggest, brightest and best in fishing, hunting and outdoor recreation at the Portland Expo Center, February 11-15, 2026. This is by no means a complete list but here are a few very good reasons to spend your time at this year's show...enjoy!

- 1. 51 Years And Stronger Than Ever!** There's a lot to celebrate this year at the Pacific Northwest Sportsmen's Show! Expect to see new exhibitors, features and plenty to do at the 2026 show!
- 2. Leupold.** As the world's preeminent hunting and outdoor optics manufacturer. We're grateful for their support as the presenting sponsor of the Sportsmen's Show series and, in this case, the Pacific Northwest Sportsmen's Show. Be sure to stop by their booth for a rundown on what's new and any questions you may have on any of their scopes, binoculars or range finders. Leupold is also offering show-only specials as well as stocking some hard-to-find products not commonly found at retailers.
- 3. Progressive's Bucking Bass!** Get your picture on a bonafide bucking bass complete with saddle and stunning background...it's free and fun! You can't miss it in Hall "E". Climb aboard and let 'er ride!
- 4. Randy Newberg.** Celebrated hunter and the leading voice in North America on public lands and public access, Randy Newberg, returns to the Pacific Northwest Sportsmen's Show. We're thrilled! Randy's back with an entirely new seminar series just for the Sportsmen's Shows as well as a podcast and two tech seminars on Saturday in the Leupold booth. You can check on Randy's topics and seminar times at www.PNWSportsmensShow.com.
- 5. Les Schwab Kids FREE Trout Pond.** It's become a generational feature of our shows. Kids that got their start trout fishing at this indoor pond are now grandparents and bringing their grandkids! Everything's provided! Kids 12 and under can take up to two trout home. And this year, the Les Schwab Kids Free Trout Pond is loaded with fat frisky trout with several fish over 5 pounds! Parents bring your kids and let the fun begin!
- 6. ProTech Off-Road Adventure Pavilion** sponsored by KST Truck Outfitters. This all-new display in Hall "C" is an impressive collection of off-road vehicles and accessories designed expressly for off-road and overlanding use. See what's new, check out the overland builds and talk to the experts who will be in the ProTech Off-Road Adventure Pavilion every day of the show.
- 7. Big Boat Show.** From heavy gauge welded aluminum and lighter gauge riveted and welded aluminum boats to inflatables and fiberglass boats the names you know will be at this year's boat show. It's a show-within-a-show!
- 8. Evening Events.** Two huge events this year! Seating for these two special events is limited. Addicted Fishing brings their Mega-BASH and movie premiere of "Cross Currents Film Tour" to the Portland Expo Center Thursday night from 6PM-9PM. This is a ticketed event. Born and Raised Outdoors debuts their new movie, "Hudson" on Friday night from 6PM-8PM. This is also a ticketed event. Both evenings promise to be an all-out, no-holds-barred evening of fun, camaraderie and great memories.
- 9. Fistful of Cheaters.** Everyone wins with Toyota's Fistful of Cheaters promotion! It's easy and it's free! Just go to the Toyota booth, check-in and get in line. Take your turn at the tank filled with Beau Mac Cheaters (a popular salmon and steelhead lure). All you have to do is grab a handful of Beau Mac Cheaters and drop them into the cup. You get to keep all of the Cheaters that land in your cup! AND, if one of the Cheaters you keep happens to have a Toyota logo on it, you win an additional prize! The prizes are pretty awesome too!



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10. ODFW's Passport Experience. Make the Oregon Department of Fish and Wildlife booth your first stop. It's free, you win prizes while you walk the show! Stop by the ODFW booth in Hall "C" and pick-up a passport. There are 7 "Passport Stations" around the show. You can find each station on the show guide or ask at each station where to find the others...they've made it easy! Get your passport stamped and return it to ODFW for a prize. Even better, many of the stations are also running giveaways and promotions as well, so when you stop by and see them you may be in for a raffle or a giveaway.

- 11. Addicted Fish Fighting Machine.** Test your fish fighting skill in the Addicted Fishing booth. The "fish" pull back and run just like they do in the river. It's free, fun and exciting...give it a try!
- 12. Free Admission With A Pioneer License.** 50 years is a HUGE milestone, just ask any Oregon Pioneer License holder, so it seems appropriate to celebrate those hunters and anglers that are 65 and older and have lived in this great state for 50 years or longer. Just show your paper or electronic license at the ticketing window AND your Oregon Driver's License to receive your FREE ticket into the show. We hope you enjoy the show!!!
- 13. Bi-Mart Discount.** Have your Bi-Mart member card? You'll receive a discount on your admission into the show. Just show your card at the ticket booth and get your discount when you purchase your ticket.
- 14. Wall of Kings.** The Wall of Kings is one of the most impressive trophy displays to be found anywhere on the planet! It's a collection of big game mounts that will amaze any deer or elk hunter. It's truly a collection of some incredibly impressive and beautiful animals. And appropriately, you'll find it close to the Head & Horns Competition in "E" Hall.
- 15. Brett Stoffel.** Survival expert Brett Stoffel, sponsored by your local Toyota Dealers, is conducting daily seminars and he's also at the Toyota booth the entire show. His expertise could save your life, it's already saved lives of those that have attended his seminars. Learn to make fire under the most difficult conditions. Learn survival basics and what you should always have with you or in your vehicle anytime you venture into the backcountry.
- 16. 17 and under FREE!** That's right, bring the family!
- 17. These boots were made for walkin'.** There's no shortage of footwear at the Pacific Northwest Sportsmen's Show. Last time we counted there was about half a dozen companies represented at this year's show. Don't miss the Danner/Lacrosse booth and their discount coupon, this local company is synonymous with hiking, hunting, leisure wear, dress boots and wading...they're a local favorite!
- 18. Plan your vacation.** This show is the ideal opportunity to plan your 2026 or 2027 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 lots of options to consider at the show!
- 19. Warm and dry.** The perfect combination when the weather takes a turn and you're either on-the-water or back in the thick of it hunting. We have some fabulous outdoor apparel companies in this year's show. There are several, so take your time (please) and shop them all.
- 20. Buy some art.** Nothing says, "I love the outdoors" quite like a painting, metal art, sculptures, photography or some other form of art from one of our many artistically inclined exhibitors...there are several!
- 21. Addicted Fishing.** One of the more popular stops at the Pacific Northwest Sportsmen's Show, you'll find fish bonkers, nets, hats, tackle, stickers and apparel galore! The whole Addicted Crew along with plenty of their friends will be selling their latest merchandise, tackle and guide trips. They're also presenting at seminars and of course, this year, they're hosting their Mega-BASH and movie premiere of "Cross Current Film Tour"



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22. Shop the sales. There are thousands of items on sale at this year's show...deeply discounted show-only sale items! It's the biggest and best sale of fishing and hunting gear in the West and you'll land your best deal of 2026 at the show! Stock-up! Boats, clothes, tackle, camping and cooking equipment, knives, rods and reels, optics, RV's, footwear, ATV's, food items, jewelry, art and much, much more! One of the great benefits of this show is all the shopping you can do in one place. Not only will you enjoy big savings on all kinds of products, but you can look into everything from storage buildings, recreational properties, guide trips, hunts, taxidermy and many other fishing and hunting products and service categories.

23. Born and Raised (BRO). You can't miss the amazing display of merchandise and hunting products in "D" Hall in the Born and Raised display. It's a show within a show! Their booth is loaded with some of the most prominent names in hunting including: Nilchi, Work Sharp, Sig Sauer, Cover Gear, Magview Gear, Tacticam and Backou. Whether you hunt or not make BRO a stop to see some of the very best brands and products in outdoor recreation.

24. Ammo Sale! Bi-Mart's back with their huge ammo sale. Buy at the show and save! Popular calibers and loads.

25. Attend some seminars. It's 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, Duane Inglin, Del Stephens, Jarod Higginbotham, Randall Bonner, Steve Leonard, Cameron Black, Jody Smith, Pro Escabedo, Heather Aldrich, Bill Herzog, David Riley, Brett Stoffel, John Keizer and several others. Topics include: Bear hunting, surf perch, lower Columbia sturgeon, "Second-Season Springers", marine and hunting electronics, halibut fishing, Portland-area walleye, Roosevelt elk, turkey hunting, bead fishing for steelhead and much, much more! You'll find a complete list of seminars times, topics and speakers at www.PNWSportsmensShow.com.

26. The allure of lures. All the major lure manufacturers and a lot of smaller, local, custom lure manufacturers are going to be at this year's show. It's a long list with thousands of show-only specials along with lots of new lure introductions planned. Be sure you pick up a show guide when you get to the building to find where everyone is.

27. Lots of archery! There's no shortage of archery and archery-related companies at this year's Pacific Northwest Sportsmen's Show. From broadheads and bows to apparel and experts, you'll have several companies to shop and talk to. Be sure to stop by Archer's Afield...you'll find everything you need at these two stops and plenty more. And when you're done shopping archery products be sure to stop by Sylvan Archers for some indoor target practice.

28. Hunting accessories. What makes a "sportsmen's show a sportsmen's show"? Hunting AND fishing equipment. And this show has plenty of both including LOTS of hunting accessories and companies that specialize in hunting and gun accessories of all descriptions. You'll find the best deals of 2026 with hundreds upon hundreds of show-only specials.

29. Cutting edge technology. There's no shortage of premium knives at this year's show. Whether you're looking for knives for skinning, camping, fishing or home-use, it's here! Local favorite, Benchmade, is one of them and they have plenty going on in their display this year. Even better, you can talk directly to the manufacturer.

30. 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. In fact, world records have been scored and recorded at the Sportsmen's Shows including one of the most coveted, the archery (Pope & Young) Rocky Mountain elk. If you do hunt you'll be blown away by the size of some of the mounts. And 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! It's \$40 to have your entry measured and entered into the competition. Hundreds of prizes will be awarded this year. Special thanks to Leupold, Fort Knox, Danner, Ruger, Benchmade and LaCrosse as the sponsors of this popular and iconic show feature.



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- 31. Fishing guides.** You'll find just about any trip you're interested in taking at the Pacific Northwest Sportsmen's Show. Salmon, marlin, steelhead, sturgeon, sailfish, walleye, trout, bass, dorado, striper, surf perch...we've been careful in who we select but Oregon and Washington are well-represented as well as other states too!
- 32. Shoot an arrow.** Sylvan Archers returns with their onsite indoor shooting range. Bring the kids and teach them or take a turn of your own. It's fun and a great place to get started.
- 33. Pudding River.** What's "Pudding River" you ask? It's the genius of Jim Barton and his wood carving studio. We're so pleased to have Jim back to this year's show. His work is amazing from carved panels you can use anyway you please to end tables, dining sets and coffee tables that are frankly amazing! Pudding River Wood Carving Studio is in the house and Jim will be carving away every day amidst his collection of stunning artwork.
- 34. Safe haven.** All the major safe companies are at the show. Trusted names like Fort Knox, Northwest Safe Sales, Tracker Safes and Liberty Safes are all there with show specials. If you're in the market for a safe the Pacific Northwest Sportsmen's Show is the place to buy!
- 35. Go to Africa.** That's right Africa! These companies have traveled halfway around the world to meet you. You can book your dream safaris and/or hunts right at the show through several longtime, reliable and productive operations. If you're seriously 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 finalized. Get a copy of the show guide and you'll find out who they are and where they're located.
- 36. 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 including rain gear, base layers, branded hoodies and hats and gloves for starters. Deep discounts, hard-to-find items and specialty gear you've been looking for...it's here.
- 37. Explore the backcountry.** There's lots of ways to access the backcountry and ATV's are one of them. There are ATV's-a-plenty at the show. Just take a seat on one and you'll know you're in for an adventure.
- 38. Alaska fishing.** Are you ready for that much-awaited trip-of-a-lifetime? Some of Alaska's top fishing destinations and operations make the trip to Portland to talk fishing at the Pacific Northwest Sportsmen's Show. Book a trip for this year or start your planning for 2027. From Trophy trout, salmon and steelhead to halibut and northern pike, some of the world's best fishing and scenery is waiting to be experienced and this show is a great place to get it started.
- 39. Shake a rod.** You'll find several rod manufacturers (well over a dozen), 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. There are plenty more rods to check out at the retail booths too. You'll find the season's best prices, selection and expertise all in one place.
- 40. 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.
- 41. Find a gun.** Gun manufacturers and custom gunsmiths, they're at the show. Talk to the manufacturers and pros to see what's new and get the most out of what you have. Check out: Curt's Custom Guns, Soldier Mountain Arms and Sig Sauer.
- 42. Get In The Spirit.** There are several craft distillers in the show including, Wild Roots, 503 Distilling, Double Circle Spirits, Bird Creek Distillery, Just Rum, New Basin Distilling and Pilot House Distilling.
- 43. 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. Talk to the experts about getting your boat running at peak performance. Get the most out of your boat...propping your boat properly is a good place to start.



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44. A place to call home. Bravo! Mfg is a premium canvas tent-maker. Bravo produces serious outdoor domiciles for equally serious hunters and outdoor enthusiasts looking to construct a sturdy, all-weather base camp. They'll have tents on display and for sale at the show as well as tent accessories designed to make your time outdoors, and under all weather conditions the best it can be.

45. Gold Diggers Wanted! NW Mineral Prospectors will have your kids panning for gold just like the pros on Gold Rush! We're thrilled to have them back and so will lots of kids. It's fun for the kids. There's a fee to participate.

46. Out-of-state hunts. Lots of options at this year's Pacific Northwest Sportsmen's Show. Alaska, Idaho, Washington, New Mexico, Wyoming, Montana and are all represented. There may be others too, hunting them down is half the fun!

47. New Zealand. Arguably one of the most beautiful and productive hunting and fishing destinations on the planet, we have THE expert for New Zealand at the show! Be sure to stop by and talk to Kaweka Hunting Adventures (they also provide exceptional fishing adventures too). They know New Zealand!

48. What are the optics? There's plenty to choose from with all the major manufacturers represented with manufacturer booths and retail support so you can talk to the factory and buy at the show! Of course, our local favorite, Leupold, who's also the presenting sponsor of the show, has a sprawling booth with all their new models and tried-and-true products in-stock and for sale.

49. Fun food. You'll find a nice selection of food products at the show. Sauces, spices, jerky, dips, nuts, coffee, sausage, smoked salmon and even some sweets.

50. Packs. In the market for a pack? There are several great companies and plenty of choices depending on what you're looking for including fully waterproof options, hunting packs, day packs and others. The top manufacturers are in the show....track them down and you'll be rewarded!

51. Hunts Up North. In the market for that once-in-a-lifetime Canadian hunt? There's an outstanding collection of Canadian outfitters in the show offering trips for moose, deer, bear, goats, wolves and other species. If you're shopping, this is the best stop in the country to find what you're looking for.

52. Heat-It! If you've got an itch to scratch because you got bit by a mosquito then you definitely need to stop by the Heat-It booth. They're introducing an all-new device that easily, safely and quickly removes the itch of a mosquito bite. They're new to the show and their technology is affordable and amazing!

53. Sharpen Your Game. You'd be hard-pressed to find a better knife, axe, scissor and tool sharpener than Work Sharp. Built in Oregon and widely regarded as the best in the business, these are professional-grade sharpening machines and tools. You'll find them in the Born and Raised display in Hall "D".