



Presents

INTERNATIONAL SPORTSMEN'S EXPOSITION



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Begin Your Outdoor Adventures!

Welcome to your celebration of the great outdoors—the 13th annual International Sportsmen's Expo (ISE), the region's largest adventure travel, fishing, hunting and camping show. Enjoy, and thanks for coming to the show!

What's New...

- **Deals, deals, deals!** Come shop and save at the show's new **Fisherman's SuperStore** (next to the Fishing Workshop). You'll find all the top tackle brands at smokin' prices.
- Ready for War in the Woods? Whether you are or not, come meet **Lt. John Nores Jr.** of **National Geographic Channel's** hit reality show **Wild Justice**. Nores will show series highlights at his Adventure Theater

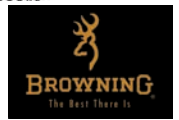
seminars on Friday and Saturday, then sign books in the Sierra School of Survival booth.

- **Trophy Hunter Magazine's Wasatch Front Deer Display.** Taken by bow in the extended archery unit from Odgen to Draper, all 12 bucks in this display—premiering at the ISE—make the Pope & Young record book. Many of the bucks are "hard-horned" due to the late-season hunt.
- **Best-of-the-West Game-Calling Stage,** presented by **Hooked On Utah.** More than \$10,000 in cash and prizes will be awarded during the ISE. Enter or watch new **Predator-** and **Turkey-calling contests,** sponsored by Mojo, Goal 0, Sportsman's Warehouse, Camp Chef, and Browning. Your host is **Gary Winteron** of **Hooked on Utah** TV, airing on the

World Fishing Network and KSL. This same stage also spotlights the 10th annual **State Duck and Goose Calling Championship,** sponsored by Browning, hosted since day one by **Carl "the Duckman" Taylor.**

- **Operation Outdoors USA** is one young couple's effort to celebrate courage and give something back. Jarrett and Rebecca Edwards have paid for and will donate a fully rigged Phoenix bass boat to the **Lone Survivor Foundation.** If you were or are in the military, come to the **Fishing Workshop** to sign this special craft, and hear amazing stories of survival.
- Featuring nearly twice the gear as last year, the **Rifle & Gear Raffle** is presented by the **Rocky Mountain Elk**

Continued on next page...



Foundation. All gear will be awarded to show attendees entering the raffle.

- **Rocky Mountain Elk Foundation Great Elk Tour.** All-new 50-foot display of great western elk—every one harvested on public lands. See, dream, then plan!
- **Eastmans' Hunting Journal Trophy Deer Display.** Add 50 feet of record animals—deer from public lands across the West.

Special Events...

- **DockDogs Jumping Contest** in which some winners can qualify for the 2011 DockDogs World Championships.
- **Best of the West 3D Pop-Up Archery Range and Tournament,** presented by Humphries Archery. Roaming animals. Rolling fog. Rock music. NOW! The hunt is on! Don't miss this giant, action-oriented feature. Contest finals Saturday. Check range monitors.
- **ISE's Elk-Calling Contest Western Finals,** sponsored by RMEF and co-hosted by world champion caller Chad Schearer and his wife, Marsha. \$10,000+ in cash and prizes will be awarded in PeeWee, Adult and BOTW divisions over four events. Sign up at Great ElkTour by 3pm Saturday. Contest begins at 6:30 in the Adventure Theater.
- **Utah and National Finals of ISE's**

Meet Your Experts – Theater & Stage ...



Lt. John Nores
Wild Justice TV



Doug Huffman
Survival



Chad Schearer
Elk and Muzzleloading



Guy Eastman
Public Land Hunts



Jared Johnson
Kokanee & Trout Tips



Landon Mayer
Trout on the Fly



Carl Taylor
Game-Calling Stage



Gary Winterton
Hooked on Utah

Accuracy Fly-Casting Contest. Stop by the fly-casting pond to practice – all gear provided – then try qualifying (Thur-Fri). Rules at pond.

- Don't miss the **International Dutch Oven Society World Championship Cook-Off.** Semi-finals Thur-Fri, the

championship Saturday, sponsored by Lodge, Camp Chef and ISE.

- Then, on Sunday, watch local and chefs from lodges at the show – 13 in all – battle (with mystery protein) for the **Cast Iron Chef's Challenge**, sponsored by Associated Foods.

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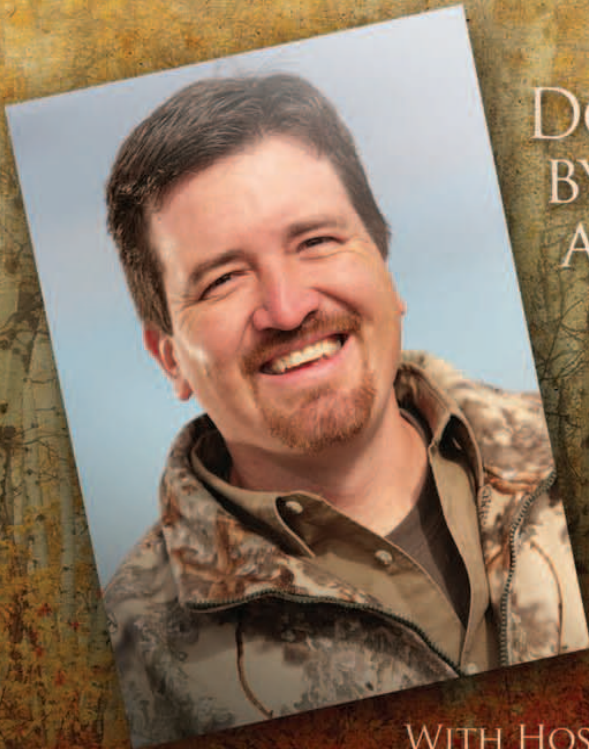


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SATURDAYS AT 11:05PM



ROUGHIN' IT
OUTDOORS



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BY THE KUTV BOOTH
AND VISIT WITH ADAM.



WITH HOST
ADAM EAKLE

Seminar Schedules

THUR	Adventure Theater	Fly-Casting Pond	Fishing Workshop
	Sponsored by Rocky Mountain Elk Foundation		Sponsored by World Fishing Network
12:30	First presentation Thursday at 1:30pm	Learning to Fly Cast: Brandon Bertagnole, Park City Outfitters	First presentation Thursday at 1:30pm
1:30	Predator Hunting--Advanced Techniques: Geoff Nemnich, Coyote Craze	Best of the West Accuracy Casting Contest Qualifications	Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
2:30	Extreme Muzzleloading--Getting the Most Out of Your Gun & Seasons: Chad & Marsha Schearer- <i>Shoot Straight</i>	Line Management, Roll Cast & Mending: Molly Semenik	Best Fishing Tips with "Hooked on Utah" host Gary Winterton
3:30	Hooked on Utah Outdoors TV: Gary Winterton	Efficiency & Power, Casting Effectively to Catch More Fish: Jeff Wagner, G Loomis and Cabela's	Bass Fishing--Big Baits for Big Bites: Chad LaChance
4:30	Seeing the Fight--Tips for Landing Trophies: Landon Mayer	Techniques to Cast in the Wind: Brandon Bertagnole, Park City Outfitters	Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
5:30	Advanced Western Hunting Tactics: Guy Eastman, Eastmans' Hunting Journals	Best of the West Accuracy Casting Contest Qualifications	Trout Tips, Gear and Secrets: Jared Johnson
6:30	Part 1: Wilderness Survival--Tips & Cool Gear: Doug Huffman, Sierra School of Survival	A Woman's Perspective on Fly Casting: Molly Semenik, Tie the Knot Fly Fishing	Think Outside the Pond--Learn to Adapt for Consistent Success: Wayne Crowder
7:30	Part 2: Urban Combat--Hand-to-Hand Combat Techniques: Doug Huffman, Sierra School of Survival	Try Fly Casting...Open Casting Hour	The Art of Artificial Baits: Chad LaChance



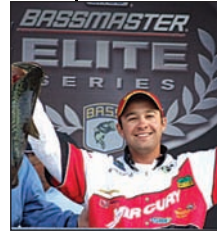
Geoff Nemnich
Predator Hunting



Wayne Crowder
Bass & Walleye Tips



Chad LaChance
Deadly Lures



Jarrett Edwards
Lake Powell Strippers



Tom Austin
Utah Predator Hunts

Seminar Schedules

FRI	Adventure Theater	Fly-Casting Pond	Fishing Workshop
	Sponsored by Rocky Mountain Elk Foundation		Sponsored by World Fishing Network
12:30	First presentation Friday at 1:30pm	Line Management, Roll Cast & Mending: Molly Semenik	First presentation at 1:30
1:30	Predator Strikeforce Boot Camp: Tom Austin	Best of the West Accuracy Casting Contest Qualifications	Bass Fishing--Big Baits for Big Bites: Chad LaChance
2:30	Elk Success--When the Going Gets Tough with Bow, Rifle or Muzzleloader: Chad Schearer, <i>Shoot Straight TV</i>	Creative Casting Solutions: Eddie Robinson, Eddie Robinson Fly Shop	Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
3:30	SPECIAL EVENT: "War in the Woods" Meet Lt. John Nores of National Geographic TV's "Wild Justice"	Fly Casting from "Joe" to Pro: Lance Egan, Cabela's and Fly Fishing Team USA	Best Fishing Tips with "Hooked on Utah" host Gary Winterton
4:30	Hooked on Utah Outdoors TV: Gary Winterton	Creative Casting Solutions: Eddie Robinson, Eddie Robinson Fly Shop	Bass'n Gear & Techniques--They Work for More Than Just Bass: Wayne Crowder
5:30	Advanced Western Hunting Tactics: Guy Eastman, Eastmans' Hunting Journals	Best of the West Accuracy Casting Contest Qualifications	Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
6:30	Sight Fishing for Trout: Landon Mayer	Efficiency & Power, Casting Effectively to Catch More Fish: Jeff Wagner, G Loomis and Cabela's	The Art of Artificial Baits: Chad LaChance
7:30	Wilderness Survival--More Than 10 Tips, Plus Cool Gear: Doug Huffman, Sierra School of Survival	Open Casting Hour--Try Casting!	Salmon Tips, Gear and Secrets: Jared Johnson

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2012 ISE Schedule

Denver, CO	Jan. 5-8
Sacramento, CA	Jan. 19-22
NEW Las Vegas, NV	Feb. 2-4
<i>Vegas ISE co-located with RMEF Elk Camp</i>	
Phoenix, AZ	Feb. 23-26
Salt Lake City, UT	Mar. 15-18

For exhibiting information, call
800-545-6100

Visit ISE online: SportsExpos.com



Seminar Schedules

SAT	Adventure Theater	Fly-Casting Pond	Fishing Workshop
	<i>Sponsored by Rocky Mountain Elk Foundation</i>		<i>Sponsored by World Fishing Network</i>
10:30	First presentation Saturday at 11:30am	Best of the West Accuracy Casting Contest Qualifications	First presentation Saturday at 11:30
11:30	Predator Hunting 101: Geoff Nemnich, Coyote Craze	Fly Casting--from "Joe" to Pro: Lance Egan, <i>Cabela's and FlyFishing Team USA</i>	Trout Fishing Outside the Box: Chad LaChance
12:30	Extreme Muzzleloading--Getting the Most Out of Your Gun & Seasons: Chad and Marsha Schearer, <i>Shoot Straight TV</i>	Line Management, Roll-Cast & Mending: Molly Semenik	Match the Hatch--It Isn't Just for Flies: Wayne Crowder
1:30	SPECIAL EVENT: "War in the Woods" Meet Lt. John Nores of National Geographic TV's "Wild Justice"	Best of the West Accuracy Casting Contest UTAH FINALS	Salmon Tips, Gear and Secrets: Jared Johnson
2:30	Sight Fishing for Trout: Landon Mayer		Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
3:30	SPECIAL EVENT: Flaming Gorge--Outdoor Wonderland: Expert Panel, Hosted by Brett Prettyman, with guides, anglers, and recreation specialists		Best Fishing Tips with "Hooked on Utah" host Gary Winterton
4:30	Wilderness Survival--More Than 10 Tips, Plus Cool Gear: Doug Huffman, Sierra School of Survival	Efficiency & Power, Casting Effectively to Catch More Fish: Jeff Wagner, G Loomis and Cabela's	Do Your Homework--Get More from Your Time On the Water: Wayne Crowder
5:30	Elk Hunting Basics: Corey Jacobsen, 6 Time World Champion Caller	Creative Casting Solutions: Eddie Robinson, Eddie Robinson Fly Fishing	Trout Fishing Outside the Box: Chad LaChance
6:30	Best of the West Elk-Calling Contest, Hosted by Chad Schearer, Presented by Rocky Mountain Elk Foundation	Open Pond--Come Try Casting!	Trout Tips, Gear and Secrets: Jared Johnson
7:30		Learning to Fly Cast: Brandon Bertagnole, <i>Park City Outfitters</i>	The Art of Artificial Baits: Chad LaChance

Check Out ISE Pro Tip Videos and Sign Up for Discount Show Tickets at: SportsExpos.com

See you next year Mar. 15-18

Seminar Schedules

SUN	Adventure Theater	Fly-Casting Pond	Fishing Workshop
	<i>Sponsored by Rocky Mountain Elk Foundation</i>		<i>Sponsored by World Fishing Network</i>
10:30	First presentation Sunday at 11:30am	Open Casting	First presentation Sunday at 11:30
11:30	Elk Success--When the Going Gets Tough with Bow, Rifle or Muzzleloader: Chad Schearer, host, <i>Shoot Straight TV</i>	Efficiency & Power--Casting More Effectively to Catch More Fish: Jeff Wagner, G Loomis & Cabela's	Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
12:30	Part 1: Wilderness Survival--Tips & Cool Gear: Doug Huffman, Sierra School of Survival	Best of the West Accuracy Casting Contest Championship Warm-Ups	Best Fishing Tips with "Hooked on Utah" host Gary Winterton
1:30	Part 2: Urban Combat--Hand-to-Hand Combat Techniques: Doug Huffman, Sierra School of Survival	Best of the West Accuracy Casting Contest WESTERN CHAMPIONSHIP	Kokanee Tips, Gear and Secrets: Jared Johnson
2:30	Fly Fishing Stillwaters for Trophy Trout: Denny Rickards		Tackle & Technique Tips for Fishing Lake Powell: Jarrett Edwards
3:30	Elk Hunting Basics: Corey Jacobsen, 6 Time World Champion Caller		The Art of Artificial Baits: Chad LaChance
4:30	Show open Sunday until 5pm	Show open Sunday until 5pm	Show open Sunday until 5pm

2011 ISE Utah Exhibitor Listing

Access RV	B1141	Big Stuff Taxidermy555	Cross Canyon Arms LLC1474C
Africa Sport Hunting Safaris307C	Bonneville Equipment CompanyB169P	Crossfire Elite1532C
Alaska Denise Lake Lodge570C	Bo's Fishing Guide Service1508	Cruise AmericaB123
Alaska Kingfishers1625	Boulder Creek Outfitters525C	Crystal Creek Anglers1514
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Alaska Red Fish Lodge1425	Bureau of Land Management1702C	Curly's Lures752
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Alberta's Fall Flight Waterfowl Outfitter1442	Campeche Tourism Board476	Deer Fairy Outfits622
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Amazing Sheets1375C	Capt'n Lou's Ptarmagin Lodge563	Dierick's Tsiu River Lodge1615
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Aniak River Lodge LLC582	Chasina Bay Charters642	Double C Outfitters655
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Another Flakey Peddler654	ClackaCraft Drift Boats1603C 1607	Down Under Enterprises786C
Argentina Ntl Institute of Tourism560	Clearwater Outfitters662	Dr. Benjamin's Heating Pads519C
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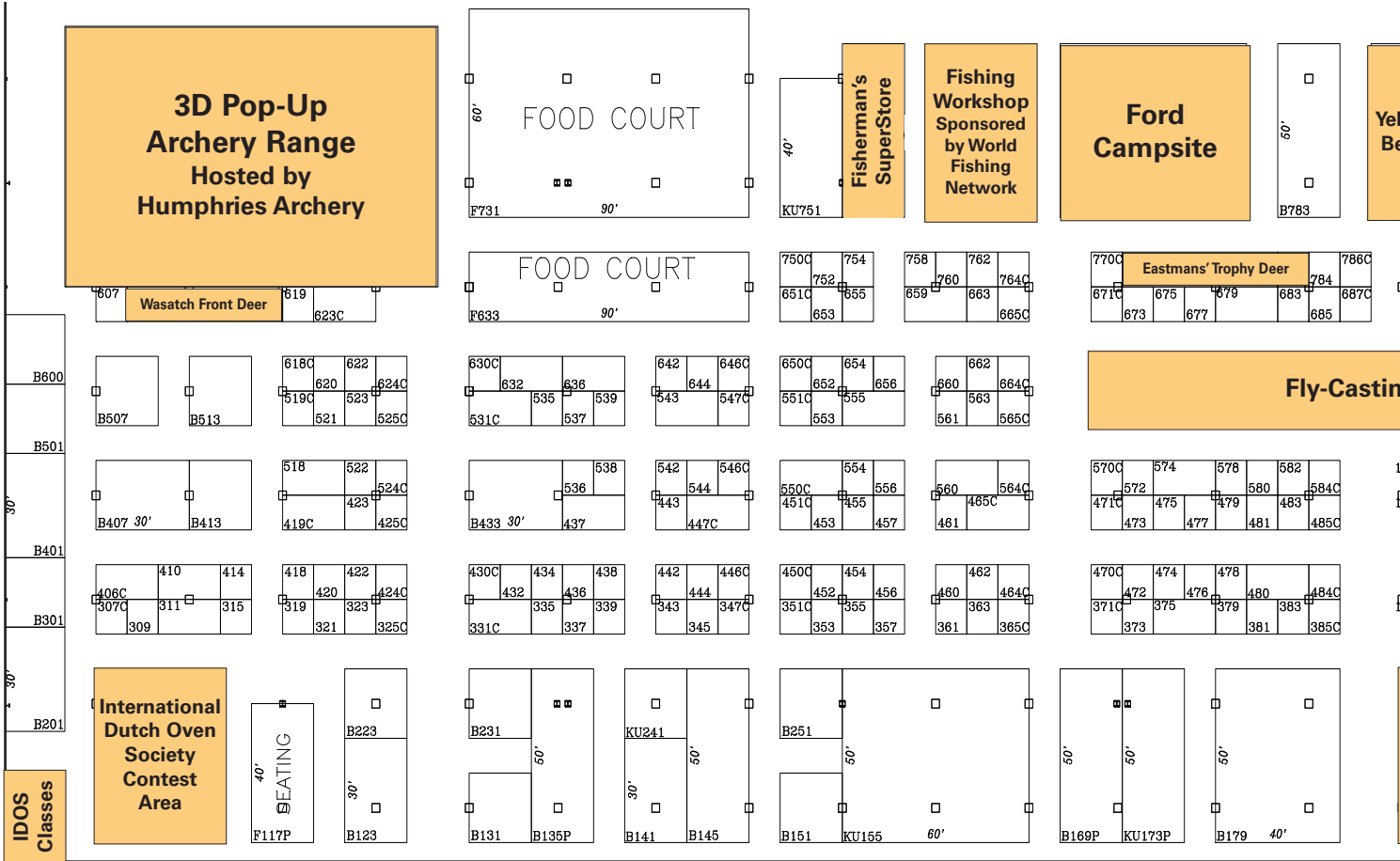
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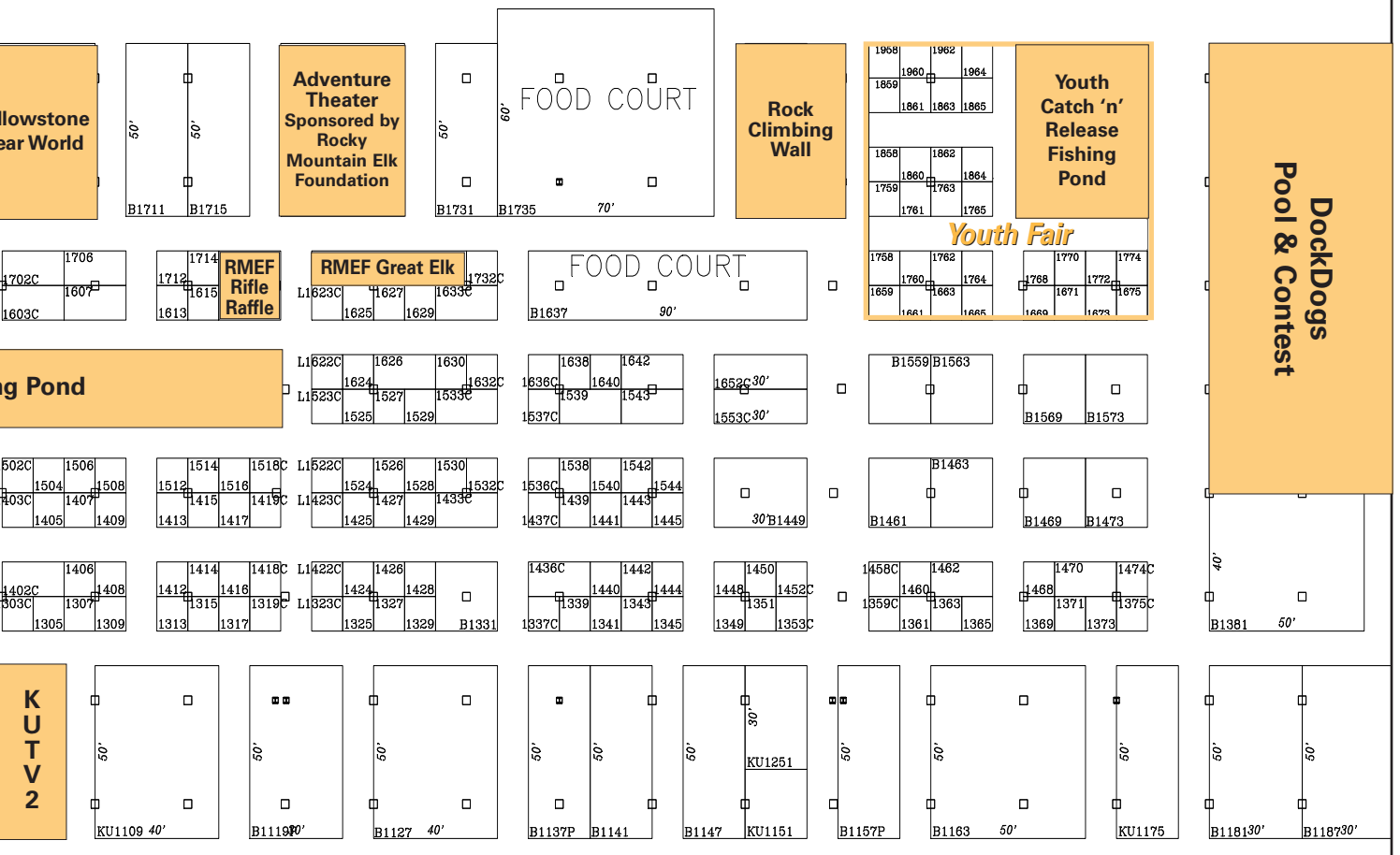
2011 ISE Utah Exhibitor Listing

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 Expressions LeatherB1331
 Falcon's Ledge673
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 Fawn Gulch Outfitters1530
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 Gone Fishin' Lodge450C
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 Green Rocks Wilderness Lodge1329
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Men's Exposition – March 17-20



MAIN ENTRANCE

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- Island Point Lodge442
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- Nushagak River Fishing Lodge1424

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2011 ISE Utah Exhibitor Listing

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		Yellowstone Bear WorldF1701
		Yellowstone Teton Territory357
		Youth Archery Experience Youth Fair



2011 ISE Family Fishing Sale!!

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