



Fast Facts . . . ISE Sacramento 2023

WHAT: 36th Annual Sacramento International Sportsmen's Exposition (ISE)
ONLINE: SportsExpos.com and Facebook.com/SportsExpos
WHEN: January 19 – 22, 2023
WHERE: Cal Expo, 1600 Exposition Blvd., Sacramento, CA 95815
HOURS: Thurs & Fri-11a-8p; Sat-10a-7p; Sun-10a-4p
ADMISSION: \$16 adult; free for youth under 16

EXHIBITORS: *Hundreds of companies in multiple buildings and outside space, including:*

- Lodges and resorts
- Travel/Destination Groups
- State and Federal agencies
- Outfitters and guides
- Fishing and hunting retail
- Boats, trailers, accessories
- Watercraft: kayaks, pontoon, SUP
- UTVs and ATVs
- SUVs, trucks and accessories
- RVs and campers
- Camping gear and apparel
- Camo, optics, calls
- Outdoor media
- Mountain-living furnishings
- Wildlife and outdoor art
- Outdoor clubs and organizations

MAJOR RETAILERS: Eight boat dealers, Fisherman's Warehouse (Pavilion), Turner's Outdoorsman (Bldg. B), Fly Fishing Specialties (Pavilion); Johnson Hicks Marine Electronics (Pavilion); Kayak City (outside)

ATTENDEES: *Attendees journey from throughout northern California, southern Oregon and western Nevada to the region's largest presentation of travel destinations, gear and services. California Department Fish and Wildlife offers experts and license sales.*

SPECIAL FEATURES:

- California Sportsmen Theater
- Bass Aquarium Demo Tank
- Kayak City Theater
- Sporting-Dog Arena
- Kawasaki Quad Test Track
- NCCFFI Fly-Tying How-To Center
- RMEF Adventure Theater
- Youth Fair (Sat-Sun in Bldg. D)

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International Sportsmen's Expositions
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