



FLY FISHERS
INTERNATIONAL

NORTHERN CALIFORNIA
COUNCIL



International Sportsmen's Expositions (ISE) presents the largest sportsmen expos in three western states. For decades these consumer events in Colorado, California and Utah have presented the destinations, products and services that outdoor enthusiasts are seeking. The 2023 ISE Show in Sacramento will be held starting Thursday, January 19th through Sunday, January 22nd at Cal Expo located at 1600 Exposition Boulevard, Sacramento, CA. The show will feature hundreds of companies in multiple buildings covering a wide array of outdoor activities & destinations including fishing & hunting, lodges & resorts, travel & destination groups as well as outfitters and guide...and much more. Attached please find "Fast Facts" about the 2023 ISE Sacramento Show.



The Northern California Council of Fly Fishers International (NCCFFI) will be participating in the Sacramento ISE Show with a 10 x 20 booth at our new location (booth #3812 in the Pavillion Building). The NCCFFI plan is to engage with as many outdoorsmen (and women) who are interested in the sport of fly fishing as much as possible, learn where they live and connect them to the fly fishing club(s) nearest to them to help them get actively involved in fly fishing or expand their knowledge. As in years past, NCCFFI will host the Fly Tying "How-To" Center where interested fly fishers can come, see, learn & interact with expert fly tyers at work creating inspired flies that catch fish.



People will be coming from throughout Northern California, southern Oregon & western Nevada to the largest presentation of outdoor sports related travel destinations, outdoor gear and services.



Please come and join us at the International Sportsmen's Show in Sacramento in January. This promises to be a great event!

For more information go to the International Sportsmen's Exposition website (www.SportsExpos.com), or the NCCFFI website (<https://www.nccffi.org>).