

OFFICIAL SHOW PROGRAM

NORCAL SPORTSMEN'S SHOW

OCTOBER 14-15, 2023



ROSEVILLE, CA

PRESENTED BY



Tickets available at norcalsportsmenshow.com

**CUSTOM CAR SHOW • FISHING TACKLE • HUNTING ACCESSORIES
FIREARMS & AMMO • FISHING BOATS • WAKEBOARD BOATS • PLEASURE BOATS
PERSONAL WATERCRAFT • MOTORCYCLES & SIDE BY SIDES
TRAVEL DESTINATIONS & MORE!**

HOURS:

SATURDAY: 10 AM TO 7 PM

SUNDAY: 10 AM TO 6 PM

ADMISSION:

ADULT: \$12 (18 & OVER)

YOUTH: \$5 (12-17)

KIDS: FREE (11 & UNDER)



A SPECIAL PULL-OUT SUPPLEMENT TO THE FISH SNIFFER - VOL. 42 ISS. 14 - OCT. 13-15, 2023

Gear Up For Your Next Adventure at the 1st Annual NorCal Sportsmen's Show

Join us for the NorCal Sportsmen's Show, a thrilling event dedicated to outdoor enthusiasts and sportsmen. Get ready for a day filled with excitement, adventure, and all things related to the great outdoors!

On Saturday, October 14, 2023, starting at 10:00 AM, the NorCal Sportsmen's Show will kick off at the 700 Event Center Drive in Roseville, CA. This is your chance to immerse yourself in a world of hunting, fishing, camping, and so much more.

Discover the latest gear and equipment from top brands, engage with industry experts, and learn valuable tips and tricks to enhance your outdoor experiences. From hunting rifles to fishing rods, camping gear to outdoor apparel, you'll find it all under one roof.

Explore the various exhibitors showcasing their products and services, and take advantage of exclusive show specials. Whether you're a seasoned sportsman or just starting out, there's something for everyone at the NorCal Sportsmen's Show.

Don't miss out on the opportunity to connect with fellow outdoor enthusiasts, share stories, and gain inspiration for your next adventure. Mark your calendar and be prepared for an unforgettable day at the NorCal Sportsmen's Show!

Some of the attractions this show will feature:

- 180,000 square feet of climate-controlled, state-of-the-art architecture
- Big O Tires - "People's Choice" Custom Car show
- Hunting gear - including ammo & gun purchases
- Boats, ATV, Trucks and more!
- Dr Pepper Youth Fair featuring youth activities and a "Catch & Release" pond
- Camp, Hike & Trail Gear

Buy at the door, or get your tickets online by clicking on the following link.

[Click HERE To Get Your Tickets](#)



Admission, Dates & Hours | Tickets available at norcalsportsmenshow.com

Adult Admission: \$12
 Youth Admission: \$5 (12-17)
 Kids Admission: FREE (11 and under)

The show runs October 14-15, 2023
 The show is open 10 to 7 on Saturday & 10 to 5 on Sunday
 At The Grounds is located at 700 Event Center Drive, Roseville, CA 95678



Big O Tires Proud Sponsor of the Norcal Sportsman Show

Big O Tires is proudly sponsoring the Norcal Sportsman Show at the Grounds Evant Center in Roseville October 14-15, 2023. Stop by any Big O Tires store and pick up a discount coupon to the event while supplies last. Big O Tires also invites you to visit their outdoor display with two beautiful Lamborghini Urus to gaze upon. The Urus is the first Super Sport Utility Vehicle in the world, merging the soul of a super sports car with the practical functionality of an SUV.

Big O Tires indoor display will offer attendees fun and great deals on tires and auto service. There will be a free fun souvenir photo shoot from 11am-3pm on Saturday and Sunday. Or

stop by any day for a chance to win free giveaways by shooting a crossbow at the Big O Buck decoy deer. Fun, photos, and prizes for the whole family! Check out the latest all-terrain and off-road truck tires from famous name brands such as Big O Tires, BF Goodrich, Michelin, Nitto, Toyo, and Cooper. The display will feature the brand-new Big Foot AT II tire, a great All Terrain tire for those who take their vehicles on the highway and off road. It can be compared to all the top-quality brands on the market today. The Big Foot AT II has block reinforcements, wide lateral grooves, staggered shoulder logs, and a variable pitch pattern for greater performance. These features deliver increased

traction in off-road conditions, increases snow traction, and helps reduce irregular shoulder wear to lower noise. The Big Foot AT II comes with a limited 65,000-mile warranty for tread depth plus a 3-year full repair or replacement road hazard warranty and flat tire changing assistance in the rare event you should need it. While you are at the Big O booth, pick up a coupon for special show savings on tires and services.

Discounts include a \$100 rebate on any set of 4 installed tires from Big O Tires for a limited time. This rebate can be combined with other tire specials on the market, saving you even more just for attending the show. In addition to fantastic deals on tires and wheels,

Big O Tires has many financing options available with easy application processes. Register to win a \$500 prize card good for tires and automotive service. You will find all this and more at the Big O Tires display, and it is all free with no purchase necessary. Big O Tires was founded in 1962 by a grass-roots collective of proudly independent tire dealers. Over a half a century later, Big O Tires has evolved into one of North America's largest retail tire franchisors. There are over 60 Big O Tires stores in the Northern California and greater Reno area to serve you. For more information, price quotes, coupons, and a list of locations, visit www.bigotires.com.

List of Vendors

OFFICIAL SHOW PROGRAM

NORCAL SPORTSMEN'S SHOW



ROSEVILLE AUTO MALL VENDOR BRANDS:

ACURA | BMW | BUICK | CADILLAC | CHEVY | CHRYSLER | DODGE | GMC | HONDA | JEEP
KIA | LEXUS | LINCOLN | MAZDA | NISSAN | RAM | SUBARU | TOYOTA | VOLKSWAGEN

KAYAK VENDOR BRANDS:

Berly Pro BooneDox | Eddyline | Feel Free Hobie | Jackson | Native | Newport
NRS | Nucanoe | Old Town Perception Watercraft | Wilderness Systems | Yakattack

MARINE, STREET, DIRT & POWER-SPORT VENDOR BRANDS:

Alumacraft | Arima | Can-Am | Defiance | Duckworth | Honda Marine | Honda Power-sports
Inflatable Sportboats | Kingfisher | Lund | Marlon | Nitro | Phoenix | Qwest | Ranger | Regency
RH | Sanger | Sea-Doo | Sea Ray | Skeeter | Sun Tracker | Tracker | Tahoe Triton Vexus
Yamaha Marine | Yamaha Power-sports

Active Catch
ABYC Electric Marine Services
Aztec Solar
Adventure Mountain Sports
Alan Fong Outdoors
Auburn Outboard
Asset Protection Services
Ballsy Baits
Bass Union Tackle
Big O Tires
Bioenno
Capitol Yamaha
Catching California
CC Baits
CC Marine
Collins Lake
Caliboi Custom Lures
Costa Del Mar
Costco
Crappie Closet Lures
Daiwa
Dept of Corrections
Delta Waterfowl Association
Diggity duck Blinds
Dobyns Rods
Ducks Unlimited
Electric Golf Cart Company

Faneema Cutlery
Farmers insurance
Fay Island Farms
Fisherman's Warehouse
Fish Sniffer
Gamakatsu
Gerhart Outdoors
Goddess Massage
Gone Fishin' Marine
Grizzly Creek lures
Hayden Outdoors Real Estate
Hook'd Outdoors
Inflatable Sport Boats
J & J Tackle
JP Guide Service
Johnson Outdoors
Kittles Outdoors
Kelley Automotive
Kent Cartridges
Lowrance
Leaf Filter
Lew's
McOmies Custom Lures
My Wall
Mike's Kustom Audio
Natl Waterfowl Assn
New York Life

NorCal Fly Guides
Northern Flight Duck Club
Okuma
P-Line
Rambo's Guide Service
Ramsey Personal Protection
Consulting
Ram Trucks
River City Kayak
River2Sea
RideOn Powersports
Roseville Automall
Roseville Honda Motorsports
Sacramento County Sheriff Dept
Scotty's Down Riggers
Shimano
Skilled Sportsman
St. Croix Rods
Strike King
StubbyReds Guide Service
T-Mobile
Trucksmart
Tru-Pitch Props
Turning Point Calls
Woodpecker Baits
Yozuri

SEE MAP ON NEXT PAGE FOR MORE INFORMATION

SEMINAR SPEAKERS

Alan Fong - Sat & Sun: 11-12pm

Using your electronics to locate fall Strippers and Kokanee

Nick Smith - Sat & Sun: 2-3pm

Best techniques for fall and winter fishing

Mike Ramsey - Sunday - 2 classes:

11-12:00pm; 1-2pm; 3-4pm

Placer/Sacramento County Firearms Training Director, will be hosting seminars on hand gun instruction and safety.

Mike is a certified instructor specializing in:
CA CCW; NRA CCW; NRA Pistol; NRA Personal Protection; CA DOJ Firearms Instructor

Seating is limited for this.....so email us at info@norcalsportsmenshow.com to register for a seat!

Matt Fraizer - Sat & Sunday: 10-11am

"Using the the RIGHT GEAR for success"

Obedie Williams - Killin' Delta Bass - via Kayak!

"One-on-one" Q&A help with setting up your kayak for success!

Ken Mah - Sat & Sun: 12-1pm

Punchin' and Flippin - 101

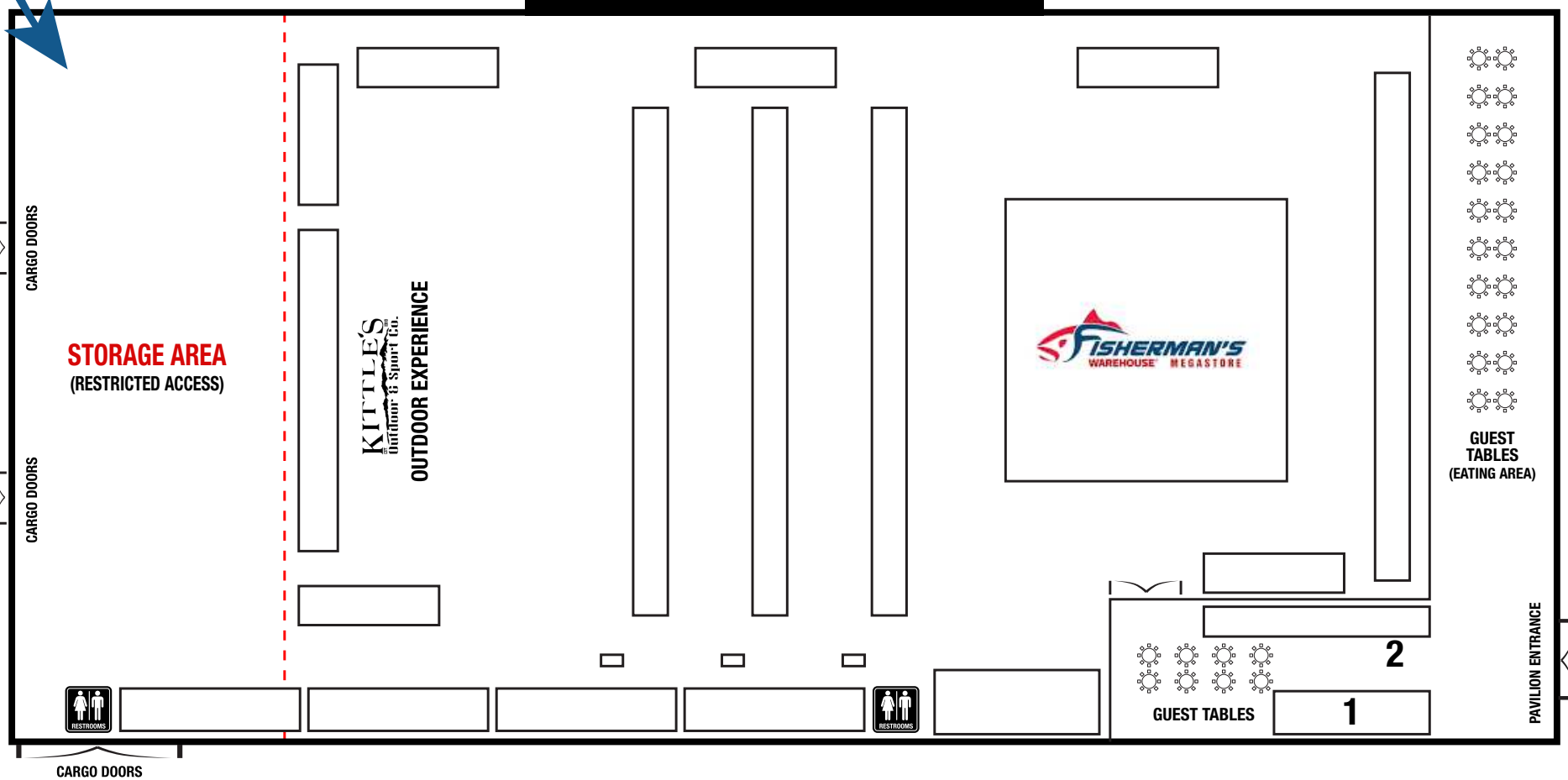
Ernie Marlan - Sat & Sun: 1-2pm

Locating fall & winter-time strippers on the California Delta

THE CAMPUS



ROEBELEN CENTER (PAVILION)





Reel-In The Boat Purchase Of Your Dreams At Auburn Outboard Marine

AUBURN, CA – Auburn Outboard Marine is proud to announce our over 40 years of expertise in the marine industry, providing top-notch services to its customers. As a full-service family-oriented business, Auburn Outboard Marine offers a vast selection of fishing and pontoon boats to meet the needs of every fishing & boating enthusiast.

At Auburn Outboard Marine, we understand that fishing and boating are not just hobbies but a lifestyle. That is why we strive to provide the highest level of customer satisfaction with every product and service we offer.

We carry some of the most respected brands in the industry, including Arima & Defiance Boats,

Qwest Pontoon Boats, Alumacraft Boats, RH Boats, Marlon Boats, Inflatable Sport Boats, and Honda outboard engines to ensure our customers have access to the best quality products.

Our knowledgeable staff is always on hand to assist customers with every aspect of boating and fishing. Whether you are a die-hard professional angler or a weekend warrior, we have everything you need to make your fishing trips more enjoyable.

We have a large selection of Trout & Kokanee fishing tackle, electronics, and accessories, ensuring that our customers can find everything they need under one roof.

Conveniently located off

I-80, Auburn Outboard Marine is easily accessible to anyone in the region. Our customers can expect the best in customer service and competitive pricing, making Auburn Outboard Marine the go-to destination for all their boating and fishing needs.

However, you should also note that Team AOM would like to invite you to visit them on October 14–15th at the NorCal Sportsmen's Show over At The Grounds in Roseville California for great deals on boats that come with amazing warranties, and easy financing options too.

For more information about Auburn Outboard Marine, please visit us at 3230 Boyington Road, Loomis, Ca (530) 885-5569 our online at www.auburnoutboardmarine.com

OUR SEMINAR SPEAKERS



Alan Fong
"Alan Fong Outdoors"
"Fall Kokanee"



Nick Smith
"The Informative Fisherman"
"Fall Gear for all Species"



Mike Ramsey
DOJ – CCW
Certified Instructor
CCW Fundamentals
& hand-gun safety



Matt Frazier
St. Croix Pro Staff
"Fall Bass Tactics"



Ernie Marlan
"Mixed 3ad" fishing
Winter-Time Stripers!



Cal Kellogg
Journalist – Author
"Fall/Winter trout tactics"



Ken Mah
Pro Angler
"Fishing to Win!"



Obedie Williams
River City Kayak
"Kayaking" for Delta Bass

BIG O TIRES

THE TEAM YOU TRUST

www.bigotires.com



PICK UP YOUR DISCOUNTS FOR THE SPORTSMAN'S SHOW AT YOUR LOCAL BIG O TIRES STORE.

Visit The Big O Tires Display

Roseville @ The Grounds
October 14-15th

SHOW SPECIALS!

Exclusive Sportsmen's Expo Discounts!

SAVE AN EXTRA \$100 ON A SET OF SELECT 4 TIRES. STOP BY FOR A QUOTE. Ask us for details.



SHOOT THE DECOY DEER, WIN A PRIZE!



PHOTO SHOOT OPPORTUNITY WITH A BIG CATCH!

Fishing Derby Winner



**Saturday & Sunday
11am - 3pm**

www.bigotires.com

ENTER TO WIN A PRIZE CARD FOR \$500 ON ANY PURCHASE AT BIG O TIRES

See booth for details.

BRAKES • ALIGNMENTS • SHOCKS • STRUTS • FRONT END REPAIR • LIFTS • SUSPENSIONS • AND MORE!

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For store Locations in Northern California & Nevada Visit www.bigotires.com



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OCT. 14-15, 2023

AT THE GROUNDS IN ROSEVILLE CALIF.

**GREAT DEALS • HUGE SELECTION
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20' to 24' Boats

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- **PILOTHOUSE**
- **CRUISERS**



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Boats - 10 to 16 Feet

SIDE CONSOLE • CENTER CONSOLE TILLER

Quest

13 to 28 Feet

Gas or Electric

WIDE • STABLE • ROOMY • AFFORDABLE

ALUMA Craft

Boats - 14 to 20 Feet

STYLISH • FISHABILITY • EASY TO TOW!

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SELECT MODELS AVAILABLE NOW!



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3320 Boyington Rd. at Penryn in Loomis, CA

www.auburnoutboardmarine.com

For optimum performance and safety, read the Owner's Manual before operating your Honda Marine Product. Always wear a personal flotation device while boating.



SEE KITTLE'S AT THE ALL NEW

NORCAL SPORTSMEN'S SHOW

October 14 & 15, 2023 at The Grounds Event Center in Roseville!

SPECIAL DISCOUNT PRICES ONLY AT THE SHOW ON ...

Sitka Clothing and Gear



Flambeau Decoys



MIGRA Ammo



SEE THE LARGE DISPLAY OF DUCK AND GOOSE CALLS BY ...

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JJ Lares



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AMMO WEBSITE

See Can Am ATV's at Ride On Powersports booth at the Norcal Sportsmens Show

can-am



CAN-AM Commander



Ride on Powersports is one of the largest full service powersports dealers in Northern California. Specializing in Can Am off road vehicles and Sea-Doo personal water craft, as well as EZ-Go Golf Carts. Check out all the Can Am ATV and SSV lines, as well as the on-road vehicles like the Ryker and Spyder series. The Ride On Team can find any customer their perfect matching vehicle. The finance department excels in obtaining competitive powersport loans, and the sales department is set to get you equipped for recreational riding and competition alike.

department, and a full service & warranty department. For ease of access and number of services, they are the ultimate in convenience for the greater Sacramento area! Ride On Powersports is located right off of I-80 in Dixon, CA featuring a full showroom, a shop full of accessories, an OEM parts

Ride On Powersports will have a booth at this year's Norcal Sportsmens Show October 14-15, 2023. If you don't make it to the show, drop by the Ride On location in Dixon at 1900 N Lincoln St. Suite 104 or give them a call at (707) 676-5581. Check out their website at www.rideondixon.com



MAKE EVERY HUNT A SUCCESS

With the perfect catch

See us at the
Norcal Sportsmen's Show
October 14-15, 2023 at
The Grounds in Roseville



can-am

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Exclusive Sportsmen's Expo Discounts!

SAVE AN EXTRA \$100 ON A SET OF SELECT 4 TIRES. STOP BY FOR A QUOTE. Ask us for details.



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Roseville @ The Grounds
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Fishing Derby Winner



Saturday & Sunday
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PICK UP YOUR DISCOUNTS FOR THE SPORTSMAN'S SHOW AT YOUR LOCAL BIG O TIRES STORE.

ENTER TO WIN A PRIZE CARD FOR \$500 ON ANY PURCHASE AT BIG O TIRES

See booth for details.

For store Locations in Northern California & Nevada Visit www.bigotires.com

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- BRENTWOOD 8040 Brentwood Blvd..... (925) 634-4344
- CAMERON Park 3321-A Durock Road (530) 676-2446
- CHICO 2001 Esplanade (530) 774-2475
- CLEARLAKE 15195 Lakeshore Dr..... (707) 994-8000
- CONCORD 1440 A Concord Ave. (925) 676-1200
- CONCORD 3572 Clayton Road..... (925) 676-0900
- DANVILLE 155 W. Linda Mesa Avenue..... (925) 831-8331
- DUBLIN 7121 Dublin Blvd. (925) 829-1950
- EL DORADO HILLS 4640 Post St..... (916) 939-6700
- ELK GROVE/CALVINE RD. 8022 Orchard Loop Ln..... (916) 689-6700
- FOLSOM 1000 Riley Street, Suite B..... (916) 404-1944
- GARDNERVILLE, NV 1331 Waterloo Lane (775) 392-5211
- GOLD RIVER 2259 Sunrise Blvd..... (916) 588-3373
- HAYWARD 22484 Mission Blvd. (510) 582-0227
- HEALDSBURG 1115 Healdsburg Ave. (707) 433-6644
- HOLLISTER 1699 Airline Highway, Suite 101 (831) 313-1800
- JACKSON 705 S. Highway 49..... (209) 267-2226
- LAFAYETTE 3328 -A Mt. Diablo Blvd..... (925) 283-2258
- LIVERMORE 4025 First St..... (925) 373-0660
- MERCED 1261 W 18th St..... (209) 384-3295
- MILPITAS 100 S. Main Street (408) 577-3030
- MODESTO 4237 McHenry Ave. (209) 527-6248
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- OROVILLE 3008-A Olive Hwy. (530) 533-5141
- PARADISE 5995 Skyway..... (530) 872-1385
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- PINOLE 700 Belmont Way (510) 724-9444

- PITTSBURG 1500 N. Park Blvd. (925) 432-3883
- PLACERVILLE 85 Placerville Dr. (530) 622-6956
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- PLEASANTON 3688 A Washington St..... (925) 462-7650
- RED BLUFF 1375 Montgomery Rd (530) 529-0797
- REDDING 377 East Cypress (530) 221-2233
- REDWOOD CITY 2310 El Camino Real (650) 366-2446
- RENO, NV 12270 Old Virginia Rd. (775) 851-2446
- RENO, NV 3090 Kietzke Lane (775) 827-5000
- RENO, NV 5130 MaeAnne Ave. (775) 787-3222
- RICHMOND 12952 San Pablo Ave. (510) 234-1721
- ROSEVILLE 199 S. Harding Blvd. (916) 784-2219
- SACRAMENTO (16th and L) 1615 L St..... (916) 443-2900
- SACRAMENTO 5701 Folsom Blvd. (916) 452-5946
- SAN FRANCISCO 165 S. Van Ness Ave..... (415) 626-2446
- SAN FRANCISCO 3040 Geary Street..... (415) 751-2577
- SAN JOSE 1509 Parkmoor (408) 610-3331
- SAN LEANDRO 15241 Washington Ave. (510) 357-8473
- SAN LEANDRO 2201 Washington Ave. (510) 351-5022
- SAN MATEO 2160 S. El Camino Real..... (650) 212-2446
- SAN RAFAEL 987 Francisco Blvd. E..... (628) 888-2488
- SAN RAMON 2089 Camino Ramon (925) 355-9500
- SANTA CRUZ 1219 Soquel Ave..... (831) 429-9989
- SANTA ROSA 1355 Santa Rosa Ave..... (707) 595-7567
- SANTA ROSA 872 4th St..... (707) 528-2446
- SEBASTOPOL 742 S Main St..... (707) 829-9864
- SONORA 796 E. Mono Way..... (209) 288-2858
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- TRACY 1129 W. 11th St. (209) 836-2683
- UKIAH 1020 N. State St..... (707) 462-1126
- VACAVILLE 1221 E. Monte Vista (707) 447-3351
- WALNUT CREEK 2155 N. Broadway Street..... (925) 937-5873
- WOODLAND 220 West Main St..... (530) 662-9106



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**See Tracker Boats
at the all new Norcal
Sportsmen's Show
October 14-15
in Roseville**

TRACKER
boats

Tracker has been providing fresh water anglers with top notch fishing machines for four decades and Gone Fishin' Marine is your official Tracker dealer in the Sacramento

Valley. Tracker offers a huge line of aluminum boats including deep vee boats from 16 to 19 feet, Mod Vee boats from 16 to 20 feet, and the popular all around Jon boats from 16 to 21 1/2 feet. Deep Vee models include both side console and walk through windshield models, Mod Vee boats include several models with large casting decks, trolling motors, live wells and much more. The Jon Boat series can be plain Jane models all the way up to the Grizzly 2072 CC Sportsman Kicker model with a 9.9 hp Kicker motor, raised shooting platform and much more.

**SEE US AT THE
NORCAL SPORTSMEN'S SHOW**

**OCTOBER 14 & 15, 2023
AT THE GROUNDS IN ROSEVILLE
700 EVENT CENTER DRIVE**



TRACKER
boats

- The TRACKER® GRIZZLY® 2072 CC is a massive, all-welded aluminum jon capable of tackling inland or inshore fishing, hunting or utility jobs. The center-console design offers 360° fishability, and it can be powered by up to 150 horses, giving you more power and more range.
- 100% aluminum construction with a .100 hull and .190 floor ensures durability, and the hull, stringer, transom and decks are all-welded for a rock-solid, unitized structure. And the TRACKER PROMISE — the best factory warranty in aluminum boats.



**Tracker Grizzly 2072
Center Console**



Tracker Boats are the first completely outfitted boats for fishermen and hunters, that include most of the popular accessories that people want and designed to be dependable fishing machines. Tracker offers a 5 year Bow to Stern Warranty on all welded aluminum boats.

Gone Fishin' Marine of Dixon is the dealer for a wide variety of boats including Tracker, Duckworth, Kingfisher, Ranger, Lund, Tahoe, Sea Ray, Sanger and More! They offer the widest range of outboards from Yamaha, Mercury and Honda.

Gone Fishin' Marine is located in Dixon at 1880 N. Lincoln Street. For more information give them a call at (707) 678-1600 or go to www.gfmarine.com

**IT PAYS TO ADVERTISE IN THE FISH SNIFFER
WE REACH SPORTSMEN!**



**CALL US FOR
INFORMATION**

Sheldon Bright....(916) 714-4538
Ernie Marlan....(916) 204-7373
Paul Kneeland....(530) 346-8696

4214

GONE FISHIN'



Marine Dixon, California

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Oct 14-15th

People's Choice

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10am-5pm
@ the Grounds
PLACER COUNTY
700 Event Center Dr, Roseville, CA

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CUSTOM CAR SHOWCASE!

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OCT 14th
10am - 5pm

Classic DIVISION



SUNDAY
OCT 15th
10am - 4pm

 **ONLY!**
CORVETTE

Three Division Classes!



Modern



Classic



C-Class

FOR MORE INFORMATION VISIT: NORCALSPORTSMENSHOW.COM

OCTOBER 14-15th

@the Grounds - 700 Event Center Dr, Roseville, CA 95678
PLACER COUNTY

SCAN ME
FOR TICKETS!



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BIG TIRES
THE TEAM YOU TRUST[®]

NORCAL
**SPORTSMEN'S
SHOW**



Off-road ATV's



Fishing Gear & Seminars



Hunting Gear



Winter Sports Equipment



Boating & Watersports



Hiking, Camp & Trail

@the Grounds - 700 Event Center Dr, Roseville, CA 95678
PLACER COUNTY

- FALL DEALS ON SALT/FRESHWATER FISHING TACKLE
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- INFORMATIVE SEMINARS FEATURING TOP PROS
- BOATS, ATV'S, TRUCKS & CUSTOM CARS
- ALL-DAY EXCLUSIVE "YOUTH FAIR"

PRESENTING PARTNERS:



ADMISSION:

- ADULT - \$12
(18 & Over)
- YOUTH - \$5
(12-17)
- KIDS - FREE
(11 and under)

SHOW HOURS:

- Saturday: 10am - 7pm
- Sunday: 10am - 5pm

GET YOUR TICKETS ONLINE AT:

WWW.NORCALSPORTSMENSHOW.COM