

The West's Premier Hunting Expo & Convention



~ February 11-14, 2010 ~



Thank you for your interest in the 2010 Western Hunting & Conservation Expo

The Expo will be held February 11–14, 2010 in Salt Lake City. Sportsmen for Fish & Wildlife (SFW) and the Mule Deer Foundation (MDF) have once again combined our national resources to produce an exceptional event for the hunting and conservation-minded business and sportsman.

This one-of-a-kind event is designed specifically to appeal to the avid hunter of North America. The Expo features more than 500 exhibitors in the Salt Palace Convention Center situated in a beautiful downtown Salt Lake City setting. It is aggressively marketed to a collective national group of over 20,000 members of conservation organizations and to nearly 150,000 traveling sportsmen who are heavily invested in hunting. Attendance at the 2009 Expo exceeded 20,000 people from throughout the Intermountain states and around North America. We expect that number to exceed 25,000 in 2010.

We cordially invite you to participate in this grand event as one of our select exhibitors and/or a sponsor of any one of several special events. The following information outlines the various exhibiting, sales/bookings and branding opportunities available to market your company's products or services to our collective memberships during the 4-day event.

Proceeds from the Expo benefit wildlife and habitat conservation and enables both organizations to promote and fund their distinct but synergistic missions.

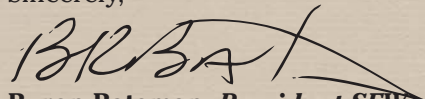
Thank you again for your interest in The Expo.




We invite you to come the the Expo, associate with the best exhibitors in the business and witness the world's largest taxidermy display ever!

We look forward to working with you to develop an exhibiting and marketing program that provides your company maximum exposure to our members and attendees – a celebration sure to be the sporting event of the year!

Sincerely,

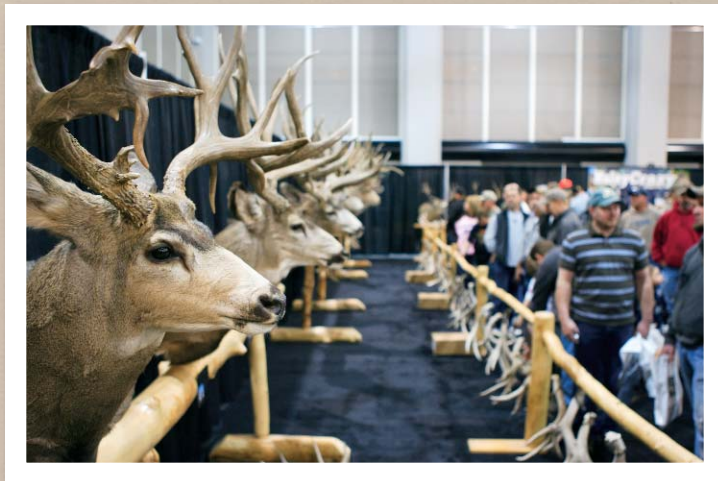

Byron Bateman, *President SFW*


Miles Moretti, *President & CEO, MDF*



Why Exhibit at The Expo?

- Display and show your goods/services to the 25,000 North American sportsmen who attend the show.
- Associate with the world's top 500+ exhibitors - guides, product manufacturer, retailers and others who come from Alaska to Africa and everywhere in between.
- Win a Hunt! For a mere \$5 per application, you too will qualify for the biggest hunt giveaway in the world! Drawings for more than 200 hunts - the best in North America's Elk, Mule Deer, Moose, Mtn. Goat and other species, plus Grizzly Bear, Cape Buffalo and More!
- Auctions of North America's Best Elk, Deer, Moose, Bighorn and Desert Sheep, and Stone Sheep hunting tags.
- Get involved in wildlife conservation - this is the place to immerse yourself and your business in the growing wildlife conservation and hunting industries.



**The
Biggest
Hunt Drawing
in the
World**



Exhibit Hall Hours

Thursday, February 11, 2010 – 10am–7pm

Friday, February 12, 2010 – 10am–7pm

Saturday, February 13, 2010 – 10am–7pm

Sunday, February 14, 2010 – 10am–4pm

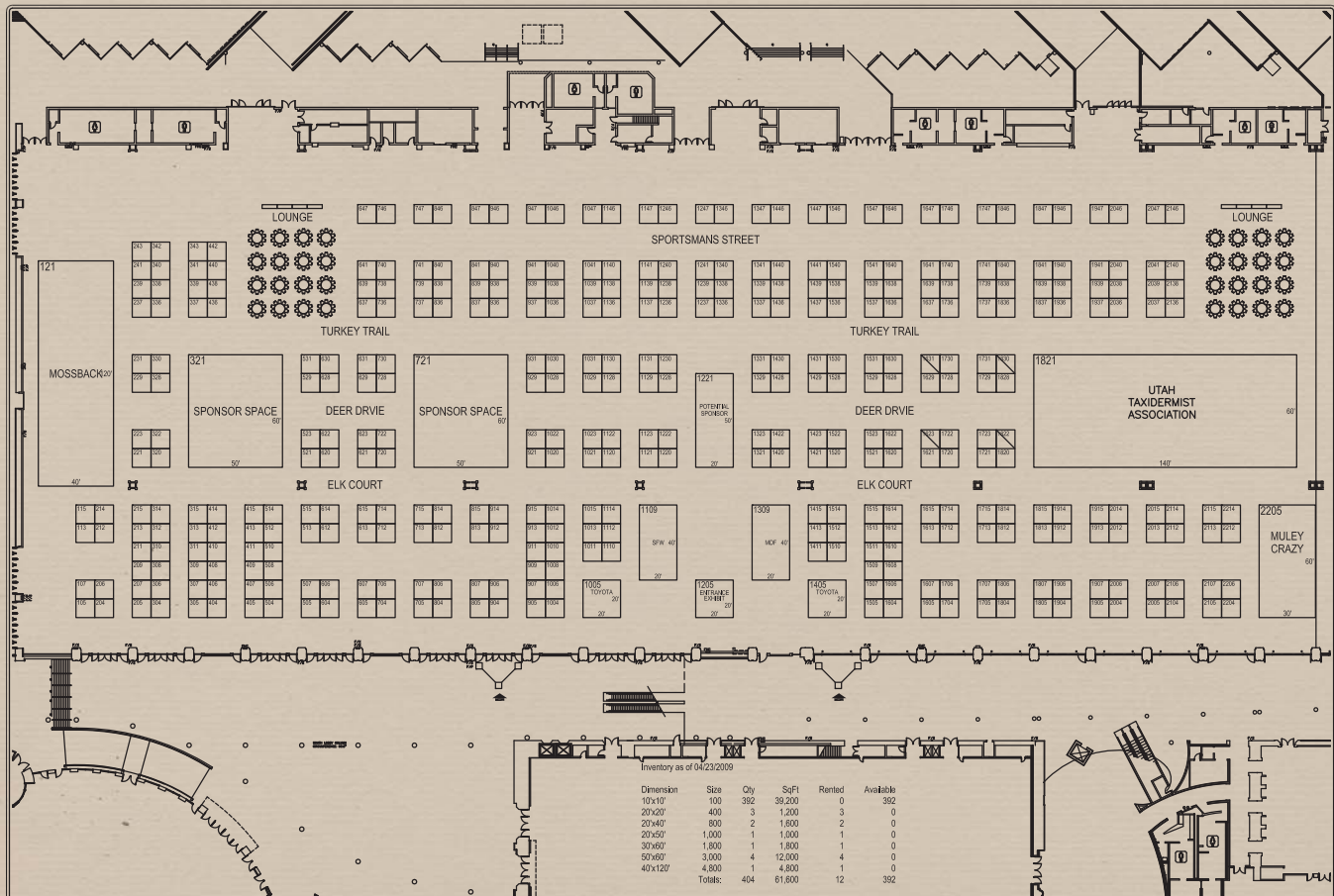
Book Your Space

Contact Shawna or Kate Today

- For more information about exhibiting at the 2010 Expo, contact Shawna Huckabey (775-530-6967) or Kate Schoening (801-253-1549).



2010 Expo Floor Layout



Exhibitors A Partial List

- ◉ 5 Stone Outfitting LTD
- ◉ African Elephant Hair Bracelets
- ◉ Agarob Hunting Safaris
- ◉ Alberta River Valley Lodge
- ◉ American Rustics
- ◉ Arctic Red River Outfitters LTD
- ◉ Badlands Packs
- ◉ Barnes Bullets
- ◉ Bergzicht Game Lodge
- ◉ Big Cat Taxidermy, Inc.
- ◉ Black Canyon Bulls
- ◉ Blu Goo
- ◉ Bonnet Plume Outfitters
- ◉ Brent R. Todd
- ◉ Browning
- ◉ Bugling Bull Game Call LLC
- ◉ Children's Outdoor Adventure Foundation
- ◉ Christensen Arms
- ◉ Crooked Horn
- ◉ Cross Creek Tading
- ◉ Davis Tent & Awning LLC
- ◉ E.A.R. Inc
- ◉ Escalante Ranch
- ◉ Fort Knox
- ◉ Frank Entsminger Wildlife Artist
- ◉ Full Curl Outdoors LLC
- ◉ Global Travel Network
- ◉ Golden Bear Outfitting
- ◉ Grizzly Graphics
- ◉ Gundahoo River Outfitters
- ◉ Hoyt
- ◉ inAfrica Safaris
- ◉ Jakes Archery
- ◉ Kenetrek Boots
- ◉ Ledge
- ◉ Leupold & Stevens
- ◉ Madsen Elk Hunting
- ◉ Montana Decoy
- ◉ Mystery Ranch
- ◉ New Zealand Red Stag/Canada Caribou
- ◉ Nosler, Inc.
- ◉ Outdoorsmans
- ◉ Rawhide Creek
- ◉ Rays Good Stuff
- ◉ Redwillow Outfitting, Inc.
- ◉ Rio Bonito Ranch
- ◉ Rhino Safe Co.
- ◉ Rugg's Outfitting LLC
- ◉ Russ Field Safaris
- ◉ Russell Outdoors
- ◉ Sadaka Safaris
- ◉ Safari Nordik
- ◉ Scentsy
- ◉ Sitka Inc.
- ◉ Sneeky
- ◉ South Pacific Safaris New Zealand
- ◉ Spey Creek Trophy Hunting New Zealand
- ◉ Sport Ear
- ◉ Sportsman's Gold
- ◉ Stacked Rack Trophy Productions
- ◉ Studio Pandora
- ◉ Tabby Mountain Ranch
- ◉ Tennessee Log Homes
- ◉ Tony Adams
- ◉ Ute Tribe Outfitting & Guide
- ◉ Wade Lemmon
- ◉ Wain Soper Pack Station
- ◉ Wasatch Precision Arms
- ◉ Wyoming Expeditions
- ◉ Zingeli Safaris

Visit us online at
www.huntexpo.com

- **Celebrity Entertainers & Hunting Pros**
- **The World's Largest Taxidermy Display**
- **Custom and Exotic Firearms & Knives**
- **Sporting Equipment & Manufacturers**
- **FREE Seminars from Industry Experts**
- **Ladies Only Events & Luncheons**
- **World's Finest Guides & Outfitters**
- **Live & Silent Auctions**
- **Wildlife Artists & Jewelers**
- **MDF & SFW Joint National Convention**
- **Banquets, Awards & Auctions**
- **500+ Exhibitors, Guides & Outfitters from Across the Globe**



Jeff Foxworthy

"I thoroughly enjoy the Western Hunting and Conservation Expo, there is a lot there for everyone! I am extremely impressed with the wildlife conservation and hunter rights accomplishments of the Expo partners. My recent mule deer hunt in Utah with family and friends was truly the best hunting experience of my life. I encourage every sportsmen to spend a few days at the Western Hunting and Conservation Expo in SLC this coming February."

— **Jeff Foxworthy, Comedian & Entertainer**



Jim Shockey

"I've attended the Western Hunting and Conservation Expo each of the past three years and have been very impressed with the caliber of exhibitors and attendees. This is a hunting show with something for everyone. It's perhaps the best place to book a hunt, meet the world's best outfitters and get involved in wildlife conservation."

— **Jim Shockey, Professional Hunter & Guide**



Garth Carter

"Western big game hunting is not a passing fancy. Joining one of the wildlife conservation groups is the least we can do. We'll see you in Salt Lake City for the Western Hunting and Conservation Expo."

— **Garth Carter, Huntin' Fool**



Bonus Features of Holding the Expo in Salt Lake City

- Utah offers “The Greatest Snow on Earth” – 10 ski/vacation resorts within 50 miles of Salt Lake City.
- Dining and nightlife – Salt Lake offers 140 restaurants and cafes downtown with 53 – Zagat rated and 70 – serving authentic ethnic cuisine.
- Salt Lake hosts a vibrant social scene – jazz and dance clubs, brewpubs, sushi bars, sport bars, martini bars, western saloons and more – all downtown and easily accessible.

World-Class Entertainment at the 2010 Expo

Josh Turner
Saturday Night



Jo Dee Messina
Friday Night



To register or reserve your seating at these special events, please visit
www.huntexpo.com



Sportsmen for
Fish & Wildlife
626 East Cottonwood Dr.
South Weber, UT 84405
801-725-8526
www.sfwsfh.org

Mule Deer Foundation
404 East 4500 South
Suite B-10
Salt Lake City, UT 84107
801-747-3344
www.muledeer.org

www.huntexpo.com

Top 10 Reasons Sportsmen Will Come the 2010 Western Hunting & Conservation Expo

1. The biggest hunt drawing in the world – a chance to win one or more of 200 World Class Big Game Tags – 5 for nonresidents only. Plus a drawing for at least 15 Bighorn Sheep Tags and an additional drawing for hunts during Saturday Night's Auction event.
2. Auctions of over 50 of North America's Best Elk, Deer, Moose, Bighorn Sheep, Desert Sheep, Dall Sheep and Stone Sheep hunting tags. Plus drawings for over 15 North American Bighorn Sheep Hunts, Grizzly Bear, African Cape Buffalo and More!
3. A-List entertainment provided by Josh Turner, Jo Dee Messina and Western Underground. Plus, hear from real American War Heroes and seminars by world class hunting experts and celebrities.
4. 500 exhibitors from all over the world.
5. Walk-in traffic over 25,000 from all 50 states, Canada and Mexico.
6. Sponsorship from some of the world's leading companies, Toyota, Cabela's, Sportsman's Warehouse, Browning, King's Camo and others.
7. Marketing budget of over \$200,000 promoting show, sponsors and exhibitors.
8. FREE seminars by some of the biggest names and celebrities in hunting.
9. Best Auction for Governor's and State Auction Tags for Elk, Mule Deer, Bison, Mountain Goat, Desert Sheep, Rocky Mountain Bighorn Sheep and Exotic species in the Western US, Canada and Mexico for the big game hunter.
10. Salt Lake City is at the crossroads of the West at the intersection of Interstate 80 and I-15 – International hub for Delta airlines, easily accessible from anywhere in the US. Airport 10 minutes from Salt Palace Convention Center in downtown Salt Lake City.