



# CALIFORNIA'S LARGEST FULL SPECTRUM

## Sportsmen's Boat, RV, and Outdoor Show

100'S OF EXHIBITORS

OUTDOOR DESTINATIONS

MANUFACTURING

BOATING

APPAREL



RV'S  
& BOATS

- Kids Trout Pond
- DockDogs Westcoast Challenge
- Field & Agility Dogs Demos
- Fly Casting Pond and Tying Theatre
- Mobile Bass Bin
- 100's of RV's, Boats & ATV's
- H&H Trophy Mule Deer Display
- Super Cruise Car Show
- Kids Land - Bounce Houses, Rock Walls & Laser Tag
- KUZZ Concert
- Bakersfield's Largest Cornhole Tournament
- Great Food! & Live Music!

*All New*  
**FISHING HALL**  
**HUNTING HALL**  
**GUNS & AMMO DEALERS**



**MARCH 10<sup>TH</sup> - 12<sup>TH</sup>, 2023**  
**The Kern County Fairgrounds, Bakersfield, CA**

Calshows Inc.  
P.O. Box 5176  
Bakersfield, CA. 93388-5334  
Email: [info@calshows.com](mailto:info@calshows.com)

SPONSORSHIP  
PACKAGES AVAILABLE  
Call for Details 661-214-9969  
[www.calshows.com](http://www.calshows.com)

Hours:  
Friday 10:00<sup>am</sup> - 7:00<sup>pm</sup>  
Saturday 10:00<sup>am</sup> - 7:00<sup>pm</sup>  
Sunday 10:00<sup>am</sup> - 5:00<sup>pm</sup>



# Ready for 2023

2022 was the biggest show to date in 44 years and so we have decided to double down for a GIANT

## 45th Anniversary 2023 Central Valley Sportsmen's Boat, RV, and Outdoor Show!

We are all set for a March 10th, 11th, and 12th 2023 show this year and some fabulous weather is forecasted. As always our exhibitors and their success is our focus as we know happy vendors equal happy customers. After the overwhelming turnout in 2022 we are making some adjustments to accommodate more people and facilitate more sales. A few of the updates include moving the fishing hall, KUZZ sponsored concert series happening at the show, utilization of the arena for additional events, overnight camping options, and much more! All this is designed to continue to increase traffic and keep your booth full!

## Join Our Growing Family & Reserve Your Booth Today!

This year will continue to have the great classics that include kids events, car show, dock dog competitions, trout fishing, and bass bin but we will be growing the gun hall significantly and adding many events focused on the hunting side. No matter what side of the outdoors your business is in, we have you covered and look forward to having you in our Calshows family for many years to come. We are committed to your success before, during, and after the show!





Let me start by saying we **WILL** be back! Gerhart Outdoors had an incredible time at the Central Valley Sportsmen's Boat & RV Show. We were able to interface with old clients and meet new ones. Lead generation was fantastic and the crowd was extremely fun and interactive. We don't typically do

trade shows, but this one is definitely worth the trip and setup time. Thank you for the incredible experience, ease of communication, and generous set up and take down times. See you all back in 2023! See You in the Field,

Luke Gerhart  
President / CEO  
Gerhart Outdoors



Royal Coach RV has had the pleasure to be part of the Kern County Sportsman's, Boat and RV show for the last 7 years. I must say that the venue has never disappointed, both from a traffic standpoint for the amount of visitors it draws or the amount of business it

brings to our bottom line. It is a great way to get your name out there in the community and to advertise your business as it gives you not only great exposure but the opportunity to interact with the customers and listen to their wants and needs. When we did our first show this was our main goal, to get our new company's name out, and give our business maximum exposure. This has been a great success every year.

Below are a few references we wanted to use to sprinkle through the flyer. We should have all their logos already

The other great benefit is the amount of revenue the show brings in. Each year we have exceeded our goals for unit sales and gross profit. This last year was no different, we rented 2 spaces, an indoor space for our marine business and our usual outdoor space for our RV business. We literally had thousands of visitors over the 3 day period which accounted for a 50 times return on investment. I would highly recommend this show to any potential vendor and we look forward to continuing to grow our company with our great partner the Kern County Sportsman's, Boat and RV show

Justin Unruh  
Royal Coach RV

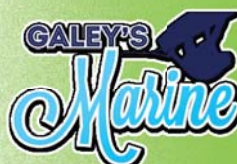
## Sponsorships Available Now!

**Limited Booth Space, Book Today!**

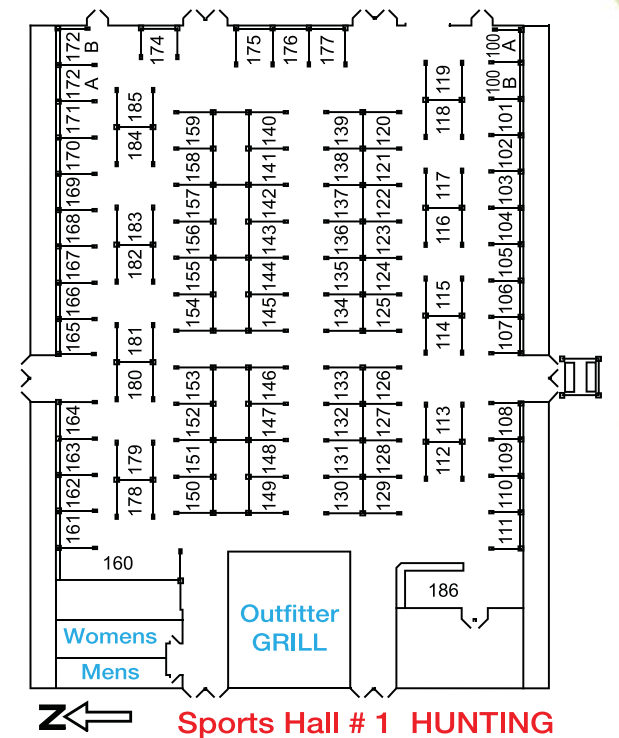
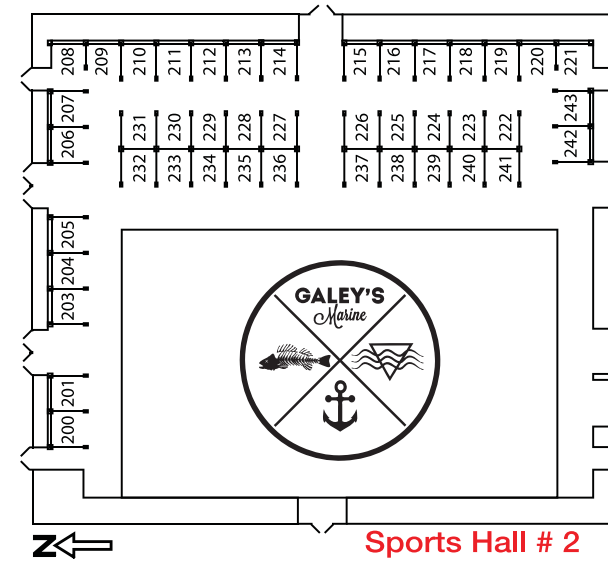
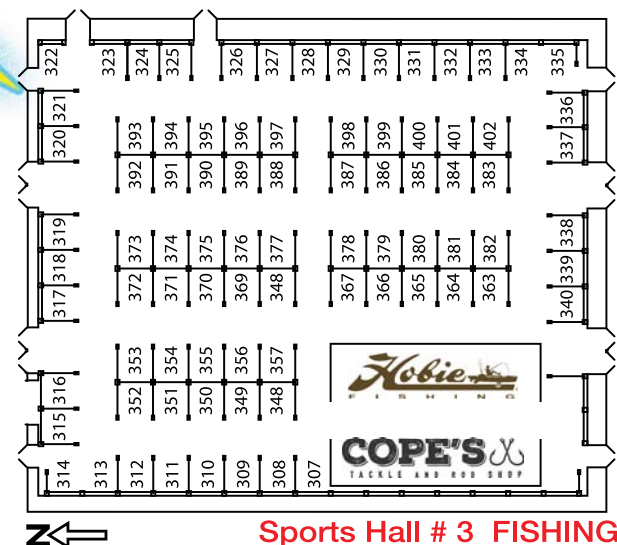
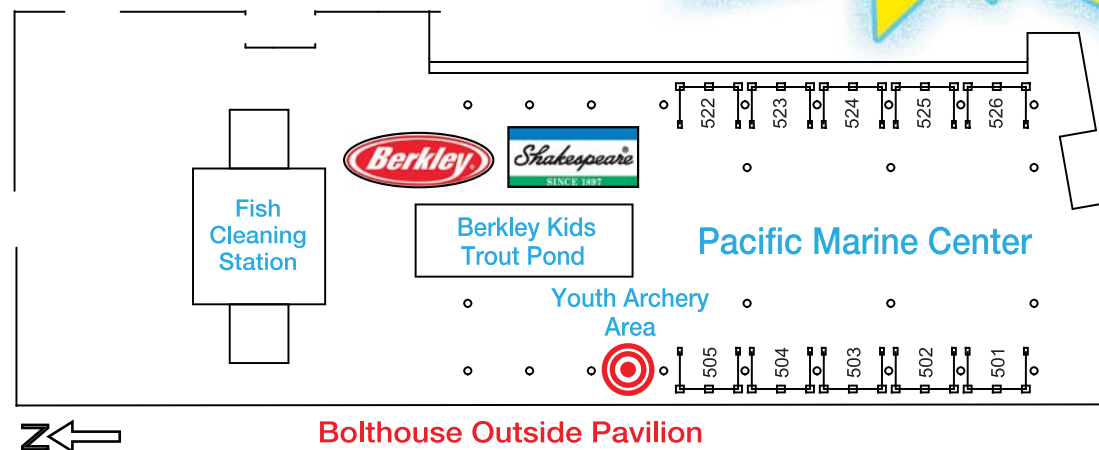
For information and  
Booth Space Reservation Call: 661-214-9969  
or Email: [info@calshows.com](mailto:info@calshows.com)

Calshows Inc.  
P.O. Box 5176  
Bakersfield Ca 93388-5334

# A Special Thanks to All Our 2022 Sponsors



# BAKERSFIELD'S 45<sup>TH</sup> ANNUAL SPORTSMEN'S BOAT & RV SHOW



**RESERVE  
YOUR BOOTH  
TODAY!**

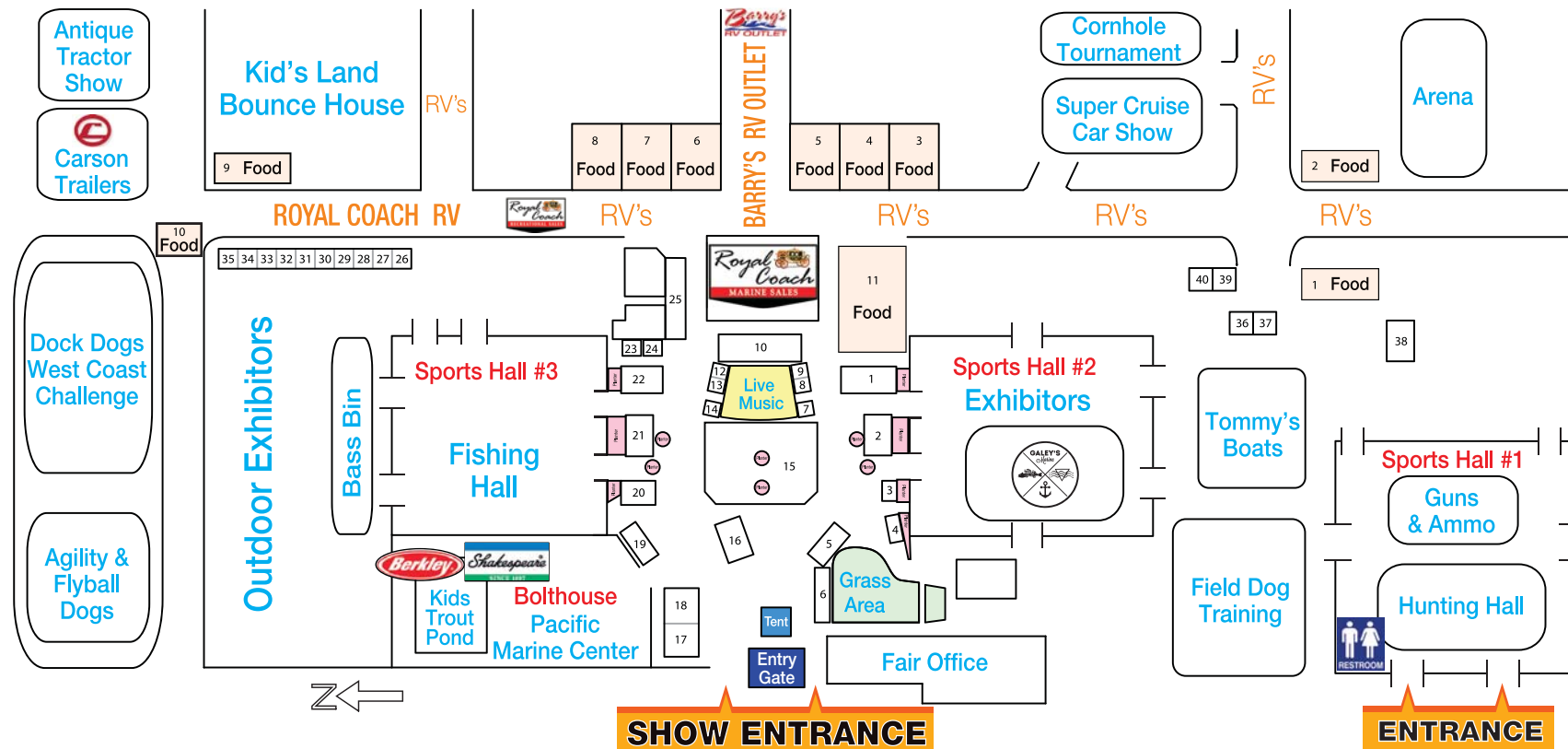
## Exhibitor Move In Date

- March 9th, 8:00 a.m. - 10:00 p.m.
- Boat & RV Dealers - (call for move-in dates & times)

**\*\*Sponsorship packages available,  
email: [info@calshows.com](mailto:info@calshows.com)**

## SHOW HOURS:

**Friday: 10 a.m. - 7 p.m.  
Saturday: 10 a.m. - 7 p.m.  
Sunday: 10 a.m. - 5 p.m.**



**NEW  
Booth Layouts  
for 2023**



**\*RATE \$109 + tax** (for group discount)  
Mention Central Valley Sportsmen's Show  
when booking your reservation.

**3100 Camino Del Rio Court,  
Bakersfield, CA 93308**

**Front Desk: 661-323-7111**

**Phone: Lori Labare 661-426-7919**

**Email: [lori.labare@hilton.com](mailto:lori.labare@hilton.com)**

\*Room reservations must be made  
by February 20, 2023 for this rate.

After 2-years of not having a show, the 2022 Kern County Sportsman's Show received a great welcome back. The turnout was bigger than we could've expected and people were excited to be shopping for their next family adventure. Inventory was slim which gave us a bit of a hurdle to work around, but we closed several deals at the show and continued closing deals during the following weeks. We look forward to 2023 and we will definitely be bigger and have more inventory!

Steve Pinheiro  
Sales Manager  
Galeys Marine



have been just great to work with. Professional and personable, they've treated us right and listened to what we've needed as a vendor, plus they're just great people. The show has been a great event for us as a business, not just for sales but for getting our brand name out to the community. As long as they keep putting on the Boat and RV Show, we'll keep coming back. Thank you guys, great job!

T&T Liberty Safes has been a regular vendor at the Kern County Sportsman's Show for over 20 years and a sponsor for about 15 years. We keep coming back year after year because Mike and his team

# A BIG Thank you to our 2022 Exhibitors

1 Amazing Bounce	Cellular Plus	Kern Canine Activities	Shade Smith LLC
13 Fishing	Chuy's Mesquite Broiler	Kern County Gun Club	Shady Haven RV Park & Storage
4 Point Contractors	Convict Lake Resort	Kern County Sheriff's Posse	Shop Olbos
4-K Labs	Cope Real Estate Team	Kern County Young Marines	Southern CA Ford Dealers
4-Seasons Décor	Cope's Tackle and Rod Shop	Kern Mosquito & Vector Control Dist.	Sport Truck RV
5 S Outfitting	Costa Sunglasses	Kern River Conservancy	Stealth Stixx
A Sign Factory	Costco	Kern River Flyfishers	Strata Credit Union
ABU Garcia	Crazy Bitch Apparel	Kern River Flyfishing	Strikeback Protection
Advance Mobile Security	Cutco Cutlery	Kern River Knives	Sunny West
Adventure Travel Alliance	Daiwa	Kern River Leather Co	Sunrise Electric Bikes
Aftco	Damsel in Defense	Kern River Valley Chamber	Superior Construction
Alea Mari & Company	Diggity Duck Blinds	Kern Valley Search & Rescue	T & T Liberty Safes
All Around Products	Dirty Bird Industries	Kitchen Craft	T-Mobile
All Seasons Stun Guns	Dobyn's Rods	Leaf Filter	Tactical Hearing
Allstate Insurance	DoTerra	Lee-Bones Meat Duster	TCM International
Alpha Bait Company	Eco Spa	LinkUs	Team Whiskey
Amanda Inc.	Electric Sunglasses	Livaj Jewelry	The Archery Shop
Amysing Fishing Bait	Euroshine Inc.	Log Cabin Concessions	The Wooden Flag Company
American Gourmet Products	Executive Yachts	M.R. Enterprises	Thien Dinh Tran
American Patriot Hats	Fibrenew Bakersfield	MAC's PATIO	Tommy's Boats
Anglerettes Clothing	Foot Pain 911	Made In The Shade	Topanga Scents
Anglers Anonymous Central Coast	Four Wheel Campers	Mahogany Smoked Meats	Totem Pole Solutions LLC
Antigravity Batteries LLC	Frandy RV Park Campground	Mia Bella's Candles	Tuff Shed
Anza Knives	Freedom Equity Group	Motor City Buick GMC	Turners Outdoorsman
Armor Coatings	Fuzion Energy	NAG Industries	US Forest Service/KR Ranger Dist.
Atomic Custom Baits	Galey's Marine Supply, Inc.	National Rifle Association	Vague Custom Fishing Rods
Australian BBQ	Gerhart Outdoors	New View Auto Glass	Valley Strong Credit Union
Baby Cakes Donuts	Get Bent Baits	Next Ridge Apparel	Virg's Landing
Backcountry Horsemen of CA.	Giro Lures	Noel's Concessions	West Coast Outfitting
Backyard and Home	Glamour & Bling	One Spade Youth Packers	Western Outdoor News
Bait Pro	Go To My Camp	Order Of The Dragon	Western Wildlife Adventures
Baja Fishing Convoys	Gourmet Roasted Nuts	P-Line	Wins-LA Corp
Bakersfield Car Club Council	Grizzly Joe's Seasonings	Pacific Marine Center	Women In the Outdoors
Bakersfield Ducks Unlimited	H&H Trophy Mule Deer Display	Patrick Fitzgerald	Work Sharp Knife & Tool Sharpener
Bankers Life & Colonial Penn Life	Hammerstahl Cutlery	Paul's Products	Xtreme Backyards
Barry's RV Outlet	Hans Boat Works	Penn International	
Bed Buddi	Heritage Contractors	Premier RV Solutions	
Ben & Jerry's Ice Cream	Heroes On The Water	Pride Sportfishing	
Berchtold Equipment Co.	High Desert Distributing	QUINN Company	
Berkley/Shakespeare	Hillbilly Flannel Company	R-Ranch in the Sequoias	
Big Rock Sports	Honor Flight Kern County	Real Time Pain Relief	
Blout Publishing	Hotsy	RM's RV Service	
Bomber Eyewear	HUK Gear	Roth Hunting	
Boy Scout Troop 194	HWBUSA	Royal Coach RV Sales	
Brenda's Sweet Treats	Iplace Accessories - 3D	RRM-CLM Services	
Bug Dash	Impact Energy & Solar	Rustbelt Industries	
Butcher Block Meats	Infinity Energy	Rusty Brown's Guide Service	
California Deer Association	Institute For Wildlife Studies	Rylee Ann's Boutique	
California Dept. Fish & Wildlife	Jerky Hut	S&B First Cook	
California Energy Contractors	Jim's Custom Fishing Rods	Sam's Club	
California Redwood Signs	JK's Fishing Systems	SAVEAWN	
California Rifle & Pistol Association	Joe Mesmaker Enterprises	Savest Pty LTD	
California Truck Accessories	Joe's Jigs	Scentsy	
California Waterfowl Association	JP's Bratwurst Concession	Sea Jay Sportfishing	
Carson Trailers	JP's Old West Cinnamon Rolls	Seeker Rods	
CCA			

## Thank You



## Sportsman Show Event Program

To be handed out to all guests in attendance at the 45th annual Central Valley Sportsman Show, which takes place at the Kern County Fairgrounds **March 10-12, 2023**

**Advertise in the Show Program**  
**Call for details!**

— Ad sizes and pricing —

1/8 pg. ....	\$ 150
1/4 pg. ....	\$ 200
1/2 pg. ....	\$ 350
Full Page .....	\$ 500
Back Cover.....	\$ 700





# Central Valley Sportsmen's Boat, RV and Outdoor Show

*Where the Great Outdoors, Meets the Great Indoors!*

## 2023 Exhibitor Application Form

Business Name			Contact Person
Street Address (P.O. Box #)			City
State ( )	Zip Code ( )	County ( )	Email Address
Phone	Cell Phone	Web Address	

### TYPE OF BUSINESS:

- |   |                                 |                                  |                                     |  |                                      |
|---|---------------------------------|----------------------------------|-------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Tackle                         | <input type="checkbox"/> Boats  | <input type="checkbox"/> Camping | <input type="checkbox"/> Non-Profit | <input type="checkbox"/> Media                   | <input type="checkbox"/> Hunting     |
| <input type="checkbox"/> Apparel                        | <input type="checkbox"/> Marine | <input type="checkbox"/> RV      | <input type="checkbox"/> Art        | <input type="checkbox"/> Firearms and Ammunition |                                      |
| <input type="checkbox"/> Travel — Resort Location _____ |                                 |                                  |                                     |  | <input type="checkbox"/> Other _____ |

Details: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Bakersfield

Kern County Fairgrounds

**March 10 - 12, 2023**

☐ Indoor Corner Booths \$600

☐ Indoor Inline Booths \$550

### Bulk Price - Indoor

400 sq. ft. + \$450 per 10' x 10'

☐ Outdoor Booth Spaces:

\$300 per 10' x 10'

10' x 10' \_\_\_\_\_ 10' x 20' \_\_\_\_\_

10' x 30' \_\_\_\_\_ Other \_\_\_\_\_

### Bulk Price - Outdoor

Must be at least 500 sq. ft. \$2.00 per sq. ft.

Outdoor bulk space limited to boats, trucks, autos, and specialty displays.

☐ RV: \$175 each \_\_\_\_\_

☐ RV unlimited: \$4,500

## Limited Sponsorship Packages Available

**Call or Email for Details**

**661-214-9969**

**info@calshows.com**

**Please Mail or Email Application to**

Calshows Inc.  
 P.O. Box 5176  
 Bakersfield, CA 93388-5334

Email: info@calshows.com

# California's Largest Full Spectrum Sportsmen's Boat, RV & Outdoor Show 2023

**The Central Valley Sportsmen's Boat and RV Show, California's Largest Full Spectrum Sportsmen's Boat & RV Show is back! The 2023 Show Season is just around the corner and we're geared up to help boost your sales! Join us for the biggest and best Central Valley Sportsmen's Boat & RV Show ever in 2023!**

There are a ton of additions to be excited about at the 2023 Central Valley Sportsmen's Boat & RV Show! We recently acquired our California Gun Show Promoters License which allowed us to add a flurry of new exhibitors to our lineup in 2022. In addition to the hundreds of RVs, boats and ATVs there will be a myriad of outdoor destination exhibits along with fishing and hunting vendors to cater to thousands of outdoor enthusiasts!

The majority of our great exhibitors will be returning in 2023 after record sales and attendance in 2022! This year we are again welcoming new exhibitors to our exciting event fulfilling customers' outdoor interests. Hundreds of exhibitors from around the west will get the opportunity to present their products to thousands of excited customers at the 45th Annual Central Valley Sportsmen's Boat and RV Show March 10th thru 12th 2023 at the Kern County Fairgrounds! With a multitude of new and popular attractions, the show will be bigger and better than ever!

## ATTRACTIONS



Back by popular demand, the Mobile Bass Bin will draw plenty of outdoorsmen to view scores of whopper bass and other species in a

natural environment. Throughout the weekend professional fishermen and fishing personalities from around the country will educate and give informative seminars on new equipment, trends, and techniques to help make your next fishing adventure both a memorable and productive experience.

The Kids Trout Pond is back in 2023! Nothing puts a bigger smile on a kid's face than catching their very first trout! The Taft Sportsmen's Club and California Department of Fish and Wildlife always do a great job making these kids day at the show!



Anglers can visit the Fly-Casting Pond for hands-on demonstrations of casting techniques and presentations by world class fly fishermen. Fly Tying experts will be on hand teaching Fly-Tying classes throughout the show.



With the sport of archery gaining popularity among hunters and novices alike, young archers are invited to try their hand at our Youth Archery Area!

Ever wonder what a 200-plus-inch mule deer antlers look like? Come see Dana Hollinger's Trophy Deer Collection, a must-see attraction in our Hunting Hall!

One of the largest draws at the show year after year are renowned field dog training handlers and their retrievers, pointers and setters. The field dog seminars are amazing to watch as one dog after another finds, points, and retrieves live game birds in full view of the audience.

The 7th Annual DockDogs West Coast Challenge jumping contest will return to dazzle spectators with long canine leaps and speed retrieves. This is a "World Qualifier Event", big news in the DockDog business, where the highest finishing animals will earn their way on into the World DockDog Jumping & Speed Championships.



The always popular 25th Annual Super Cruise Car Show returns to the show March 11th! The car show brings out hundreds of early model and custom owned vehicles vying for the coveted "Best of Show" trophy! Thousands of people attend to 'ooh' and 'ah' over the array of cars.

There's something for everyone at this year's show! Great food and spirits, live music and even a Kids Land complete with bounce houses, a rock wall and laser tag to ensure visitors of all ages have a great time! All in all, 2023 is setup to be the best show we have ever had! Make sure to mark your calendar for the 45th Annual Central Valley Sportsmen's Boat and RV Show on March 10th, 11th, and 12th, 2023 at the Kern County Fairgrounds. We'll see you there!!!

