

January 20-22, 2017

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Gearing Up For 2017!

This "pure" fishing expo is designed to be an event where attendees can spend a weekend enjoying and learning about your favorite pastime. Now in our 4th year, the expo continues to grow toward becoming one of the best fishing expos in all the Great Lakes. With over 200 fishing exhibitor booths and over 3,000 hours of fishing education provided to attendees at our January 2016 show, we are the largest freshwater fishing show in New York State and among the largest fishing expos anywhere in the Great Lakes.



GNF0E Introduces "2017 Walleye School"

The Greater Niagara Fishing and Outdoor Expo is proud to announce that a brand new "Walleye School" will become a part of the overall show experience for the first time in 2017. This "School" will more than double the amount of walleye education from past shows to meet the demand for Walleye education. With the walleye fishery "booming" on the eastern end of Lake Erie, and walleye being the most popular fish to target in WNY, we have created this "School" to help meet the needs of our WNY Anglers.

The "School" will offer Three Days of Intense Walleye Information:

Over 20 Free Seminars featuring more than a dozen regional and local experts including Mark Romanack, Lance Valentine & Captain Pete Alex, to name a few.

Two separate curriculums focusing on "trolling" or "rod-in-hand" fishing techniques.

No registration required, seats available on a first come first serve basis, so plan on arriving early!

See our website at www.niagarafishingexpo.com for a complete listing of speakers and times.

See all you Walleye Fans at the Expo!!!

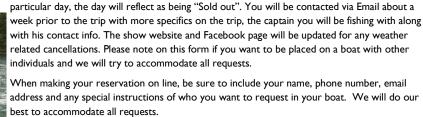


Show Special: Lower River Charter Fishing Trips

Visit http://niagarafishingexpo.com/ after November 25th to purchase a ticket for this amazing experience.

The full cost of a seat is \$100. The ticket sale on line is a \$25 deposit to secure your spot, on the day of your choice from January 19th – 24th. The remaining \$75 is due to the Captain the morning of the trip. The \$25 deposit is nonrefundable unless the Captain cancels the trip. The ticket is also good for free admission to the show for a single day of your choosing.

The Charters will leave from Lewiston Landing at 8:00am sharp and return between 11:30am and 12:00pm. Each boat will take out 3 Customers and seat availability is limited to the number of boats available each day. When all seats are sold for a



Get ready for the trip of a lifetime, on the Lower Niagara River, in January 2017!!! Also remember, you can sign up for the NYS Winter Classic at http://www.nysiceproam.com/winterclassic/home.html.

The Ultimate river experience!!!



Captain Lance Valentine

Join Captain Lance Valentine of Teachinfishin.com for an in-depth clinic designed to help Anglers catch more fish by fully utilizing the features / functions available on their Sonar and GPS units. As the sophistication of these units continue to increase and the prices continue to drop, most serious Anglers have both Sonar and GPS units on their boat. However, Angler education on how to most effectively use them has basically occurred thru word of mouth and trial an error. This two hour class is targeted to fill an education void and teach Anglers how to make their units the most valuable tool on their fishing boat. Topics covered include the setup to maximize the useful "Fishing" information these units provide along with Sonar Interpretation and Advanced GPS Usage / Waypoint Management. Even though Captain Lance is an expert in Lowrance HDS units and will provide many specific tips and techniques for them, the clinic is taught so that it is relevant for all Anglers no matter what brand units they own or type of fish they fish for. The Clinic will be offered on Sunday, January 22nd from 10:30am – 12:30pm, for a price of \$30 which includes admission to the show on Sunday. Seating is limited and quickly sold out for our 2016 show. Tickets can be purchased thru this site or at the door on Sunday, January 22nd if seats are still available.

"This is a fishing show that was developed by anglers for anglers!"



Bring Your Spouse!

Take advantage of deep post holiday discounts when the Fashion Outlets, Niagara Falls, USA hosts their Annual Winer Sidewalk Sale(INSIDE) during the Greater Niagara Fishing and Outdoor Expo!

The Conference & Event Center Niagara Falls will offer a Complimentary SHUTTLE SERVICE back and forth from the Fashion Outlets on Saturday, January 21st from I:00pm—6:00-pm, so you can enjoy the "Sidewalk Sale". Please visit our website for more information.

CALLING ALL ICE FISHERMEN......Over 5,000 square feet of the Conference and Event Center will be

packed full of some of the most cutting-edge gear for the diehard ice fishing and winter sports enthusiast. You'll find everything you will need for above the ice, under the ice and getting through the ice – including fish houses, augers, underwater cameras, digital fish finders, custom rods, reels, tackle, accessories, apparel and new products all designed to help you stay warm, dry and CATCH MORE FISH! Talk to the Clam Ice Fishing Pros one on one about how they use these products to help make them more successful on the ice ... and make helpful suggestions on what products will work best for you.

If you are trying to make buying decisions on ice fishing equipment and other accessories, this is the show to attend. It will offer you one of the best opportunities to save money on purchasing Ice Fishing Gear anywhere in the North East. You will not only see it, but you will be able to talk with some of the best in the business about their own personal experiences using it. Whether you are an avid fisherman looking for a few new accessories, an experienced angler in need of an upgrade or totally new to the ice fishing scene, you will find what you are looking for at this three-day event! Numerous retailers will be at the show selling at "show special" pricing including Thorne Brothers, the Ice Fishing Retail powerhouse from Minnesota.

Stick around and attend great seminars from Ice Team Pros including Dave Genz, Scott Brauer, Tim Moore, James Vladyka, Mandy Walker and Maron Barraclough to learn tips and tricks that will help you to catch more fish this winter. A detailed listing of all of the seminar topics and when they are offered can be found through the Seminar tab on our web site.

In addition to the formal seminars, the Ice Fishing Pros will provide one on one instruction on simulated ice fishing tanks or just be available to talk ice fishing throughout the show with the attendees.

40,000-Square-Feet of Exhibits

More and more of the top fishing manufacturers are choosing to attend The Greater Niagara Fishing and Outdoor Expo, to show off their latest products, talk one-on-one with the anglers in attendance and provide their experts to deliver the educational seminars.

They cover all aspects of "cold" (salmon and trout) and "warm" (walleye, bass and perch) water fisheries along with ice fishing, which are all of interest to our targeted attendees.

Both large and small retailers have booths at the expo selling their products, many of which are at expo special pricing. It's a great opportunity to generate sales in January from the fishing oriented crowd that attends.

We take great pride in offering a multi-species fishing expo with well-known manufacturers, local and regional fishing retailers, local fishing guides and outfitters, family friendly fishing trips, discounted tackle, the best local fishing boat dealers, kayak fishing watercraft, marine electronics, local fishing clubs and much more.



Nanook Thermal flip-over ice fishing shelter will be given away by Clam
Outdoors to a lucky attendee who registers at the Clam Booth during the show.

Niagara Falls in the Winter

Bring your camera to capture the drama of Niagara Falls, NY in the winter months. Each night the illumination will highlight the snow and ice capped area which takes on a whole different look and feel during the winter chill.

With 75,750 gallons of water rushing over these falls every second, you will be anxiously clicking away with your camera. You can get great views by walking or driving over the American Bridge and onto Goat Island, which is home to Niagara Falls State Park, New York's oldest state park dating back to 1885.

Don't forget to bring warm clothes to enjoy your walk, which is only three short blocks from the Conference & Event Center Niagara Falls.





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HOST FACILITY:

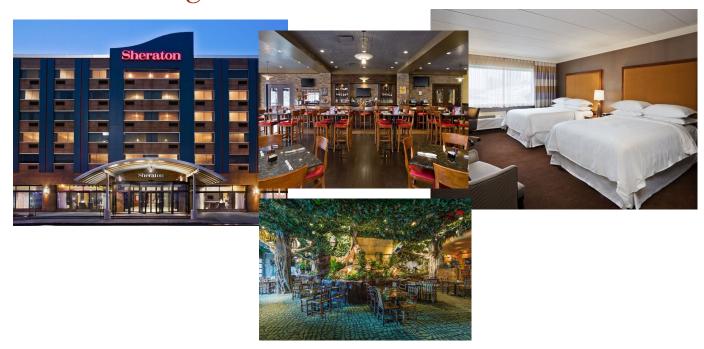
Provides a unique blend of a 32,000-square-foot Event Center, multiple educational rooms with state-of-the-art technology in the downtown core of Niagara Falls and close proximity to everything you and your family may be looking for!

Take advantage of 15 restaurants within one block of the building, three blocks to Niagara Falls State Park, five blocks to Aquarium of Niagara, one block to The Culinary Institute of Niagara which offers three restaurants, a wine tasting room and much more, one block to the Seneca Niagara Casino, three blocks to Hard Rock Cafe, one block to two large arcades or hop on the trolley to Fashion Outlets of Niagara, offering more than 200 designer brand stores just 10 minutes away.

The Sheraton at the Falls is offering a \$69.00 rate for the show, which includes a \$10 rebate to any of their outlets (Starbucks, TGI Fridays, Rainforest Café). Check out their new "The Reef" swimming pool, renovated fitness center and more!

Visit www.niagarafishingexpo.com for more details.

Don't Forget to Book Your Hotel Room!



\$69.00 Rate Per Night with a \$10.00 Credit Per Night for Rainforest Café, TGI Friday's or Starbucks. Visit www.niagarafishingexpo.com to make your room reservation now.....