

# Chicago

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Only at Muskie Expo can you see the latest in Muskie-fishing innovations, visit with the pros to learn tactics and strategies first-hand, and evaluate thousands of products – all under one roof! We welcome everyone...whether you are a world-class Musky angler, an angler who has experience catching many species but is looking to learn more about Muskie fishing, or a beginner looking for your first rod and reel, you will be exposed to the best in the business, and will walk away with the tools and increased knowledge to help you land the Muskie of your dreams!

## Top Four Reasons to Attend

***New Product Showcase*** – The New Product Showcase offers exhibitors a unique opportunity to debut the upcoming season’s newest innovations, and allows attendees a special opportunity to preview them first. Attendees and media-editorial badge holders will have the opportunity to evaluate each new product and vote for the prestigious “Best of Show” awards in multiple product categories.

***View All Major Product Lines*** – Want to stay ahead of the game? Muskie Expo is the only trade show where major Muskie manufacturers display their entire product lines, giving you the first look at what’s hot for the season. Be the first to know what to throw on your next trip!

***Muskie Expo-only Specials*** – Muskie Expo show specials offer attendees the chance to save big on the newest products for Muskie fishing. Best of all, you walk out of the door with your purchase in hand, ready to use immediately! In 2016, nearly a third of all Muskie Expo exhibitors offered incredible show specials...whether you are new to the sport or a high-roller in the Muskie world, there are huge savings waiting for you!

***Networking Opportunities*** – Knowing that business still revolves around face-to-face meetings, Muskie Expo has created an environment where networking is encouraged, and where industry leaders build and

maintain relationships. Whether you are looking to build your business, or build your fishing network, you can do it at Muskie Expo. There's just no place like Muskie Expo!

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