2012 FACT SHEET -Field & Stream Deer & Turkey Expo / WISCONSIN (28th year)

Dates:March 30-31, Apr 1, 2012Fr-Sa-SuHours:Friday, March 302 p.m. – 9 p.m.Location:Alliant Energy Center, 1919Alliant Energy Center Way, MadisonSaturday, March 319 a.m. – 7 p.m.Sunday, April 19 a.m. – 4 p.m.

Tickets:

REGULAR Adult 1-Day \$13* Youth (6-11 yrs) \$4

Adult 2-Day \$21* 5 & Under FREE (when accompanied by an adult)

Military Personnel 1-Day - \$12* / 2-Day - \$19*

- * \$2-off discount coupon, available in print ads, on info flyers & on web-site (downloadable) to Adult and Military ticket buyers SPECIAL
- * Trophy Contest Entrant: Anyone entering a trophy whitetail deer (entry fee: \$20) gets a FREE three-day pass to the Expo.
- * Free Ticket Offer to 1st-Year Hunters: Any first-year hunter who received a hunter education certificate between January 1, 2010, and March 31, 2011, will receive free admission to the 2011 Wisconsin Deer & Turkey Expo upon showing proof of course completion at a ticket window.
- * Hunter Education Grad 12-18 yrs: \$9/\$12 -- Reflects \$3 discount to Hunter Education on graduates ages 12-18 who show proof of course completion at ticket window. Otherwise, pay adult price.
- * Friday Family Night -- Youth ages 11 and under admitted free when accompanied by adult.

Parking: \$5.50/vehicle daily fee; \$15/vehicle weekend (three-day) fee

Hotels: Several hotels/motels have special rates. Go to show web-site (www.deerinfo.com) for hotels and rates.

Show Highlights:

- * NEW -- Trail Camera Demonstration Area and Seminars
- * NEW name and owners, and sponsors. The four Midwestern deer and turkey expos owned and produced for 27 years by Target Communications in Michigan, Ohio, Illinois and Wisconsin have been purchased by Field & Stream and Outdoor Life magazines. The expos have been renamed the Field & Stream Deer & Turkey Expos, presented by Remington. Outdoor Life will sponsor the seminar series at each expo. The expos will continue to be produced and operated by the previous management team from Target Communications. Expo quality and content depth you have come to expect will continue. In addition, Yamaha has recently signed on as the expo's 'Official ATV partner'.

Returning Favorites:

- * 340+ entries expected in the trophy whitetail deer and black bear contest. This is an annual event, but almost all entries are new each year. Trophies can be entered noon Friday to 10 a.m. Sunday. Firearms, archery, black powder, crossbow divisions; typical and non-typical antler sections in each. Measuring by members of Wisconsin Buck & Bear Club. Boone & Crockett/ Pope & Young Club scoring system used.
- * The seminar program returns every year, but all seminars are new, as are several seminar speakers; more than 40 seminars, how-to deer and turkey hunting topics, plus food plot development and habitat improvement topics.
- * Nearly 600 exhibit booths of hunting products (bows, crossbows, firearms, muzzleloaders) and accessories, hunting clothes, guides & outfitters, hunting associations, and "outdoor lifestyle" products for home/cabin/den. New products. Great bargains; this is a selling event.
 - * Byron Ferguson, internationally known archery trick shot, packs them in. Always a crowd favorite. Saturday and Sunday only.
 - * New Products Special Display Area Get a look at new products without a salesman at your shoulder.
 - * Optics Hands-on Tryout Area -- Try firearms scopes and binoculars, with expert help for most value and best glass for the job.
 - * Flint Knapping -- See arrowheads, spear points, knives and axes chipped from stone by Art Boehm, Conrath.
 - * Wisconsin fur-bearers -- Furs, hides, pelts; some full mounts.
 - * Venison butchering demonstrations Learn to process your venison, get the cuts you want and enjoy healthy, tasty meals.
 - * Hands-On Shooting Laser firearms and archery, airguns, bow tryout area, archery range.
 - * Before & After Deer -- Mounted fawn and skeleton of adult whitetail deer (all bones identified). Natural history, educational display.
 - * Outdoor Photo Contest open to all attendees. Go to show web-site (www.deerinfo.com/Wisconsin/Contests) for rules.
 - * Trail Camera Photo Contest -- open to all attendees. Go to show web-site (www.deerinfo.com/Wisconsin/Contests) for rules.
 - * Live Animal Display -- wolf, bobcat, black bear, grizzly bear, cougar and more
 - * Mountain Men Camp-Out -- by members of the Wisconsin Muzzle Loaders Association
 - * "Wall of Shame" -- DNR display of illegally taken whitetail deer
 - * U.S. Sportsmen's Alliance Raffles & Sweepstakes
 - * Hunting Dogs, Puppies & Kids

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Other Info Sources: www.alliantenergycenter.com