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Wisconsin Fishing Expo is BACK with epic amounts of inventory!

Get it before it's gone!

Madison, WI - The Wisconsin Fishing Expo (WFE) returns for 2022 and will take place February 25 – 27 at the Exhibition Hall, at the Alliant Energy Center, in Madison. Consumers can expect to see several new vendors and exhibits along with many of the legendary brands they “stock up” on for their gear each year.

Dan Durbin, one of the owners of the event, said that there is a bit of urgency to attend the expo this year if you want the best in gear and boats for 2022.

“Anyone who waited too long last year to pick up their favorite bait or to order a new boat may have found themselves disappointed,” Durbin said. “Lack of inventory hit every part of the fishing industry.”

That led to manufacturers gearing up over the course of the fall so that they have product to sell during the show season.

“Some of our manufacturers specifically set aside product for expos like ours to hit the ground running for the season,” he said. “Some shows have canceled this year, too, so we have the privilege of being able to have vendors packed with tackle and boats from nearly every brand, all in our one facility. Don’t wait to order a boat if you want it early enough to fish with this summer and we’ll have lots to choose from.”

Jeff Bast, of the Expo ownership team, said that the show is very well-rounded and it also gives back to the community.

“We partner with dozens of non-profit groups each year to exhibit for free or reduced rates,” he said. “From vets’ fishing groups, to womans’ groups, to those who help get inner-city kids out on the lake- this is our way to grow fishing and the groups that support it.”

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Kid's Fish Bingo was a family-friendly addition to the event in 2020 and will be back. Each day the first 500 kids, age 12 and under, can grab a Fish Bingo card that will serve as a fun game that encourages them to explore the show.

"The kids can travel through the show with their parents/guardians and visit several booth 'stations' where a vendor will mark their bingo card," said Don Kirby, the floor manager for the event. "When they reach their final turn-in spot, they'll get a prize package consisting of a Little Cleo Spoon, gummy candy from Haribo, stickers, and more."

Also, for the kids there will be a new Bumper Boats attraction, The Touch of the Wild trailers from the Outdoor Heritage Education Center, and the always popular minnow races, fishing pond, balloon animals, and real live-action fishing at the trout pond.

The WFE has always strived to invite seminar speakers that are among the most knowledgeable in the industry, and 2022 is no different.

Speakers for this year's expo include well-known anglers like: Ish Monroe, Tommy Kemos, Tom Keenan, Jay and Jason Przekurat, Rob Manthei, Steve Mortenson, Bill Schultz, Cpt. Cheryl Smith, and many others. Seminars will address salmon, bass, walleye, pike, muskie, kayaking and multispecies.

"We also have Greg Karch who will feature his Fishing Basics 101 Seminar and his Advanced Fishing Basics seminar," Durbin said. "Greg is always popular and really educates new anglers. He has prizes like shirts, rod and reel combos, and tackle boxes for kids that 'graduate' his seminar."

The WFE will also be hosting the Wisconsin Interscholastic Fishing Association (WIFA), which has over 130 High School teams as members, in a special event planned just for them.

"These young anglers are key to helping our sport grow," Durbin said. "With the help of Daiwa as a main sponsor and Blackfish donating some gear, we're having a private event for the student athletes, with two awesome speakers, as well as, special discounts for their teams."

The show runs Friday 3:00 pm - 8:00 pm, Saturday 9:00 am - 7:00 pm and Sunday 9:00 am - 4:00 pm. Tickets are \$10 at the doors with a \$2 discount for veterans presenting a form of military ID. Kids 12 and under are free.

Sponsors include: Wisconsin Outdoor News, Don's Marine, Lucas Oil, Explore La Crosse, The Big 1070, National Professional Anglers Association, Future Anglers Foundation, Blackfish Gear and Daiwa.

For more information about the 2022 WI Fishing Expo go to: www.wifishingexpo.com

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