



SHOWTIME NEWS

DISCOVER.

SAVE & WIN.

NETWORK.

WELCOME To The 2013 Big Rock Sports West Dealer Show.

This year's Big Rock Sports West Dealer Show is larger than ever. Building on the success of last year's show, we are once again offering a full line of shooting, hunting and camping products. From cutting-edge compound bows and bolt-action rifles to the hottest handguns and tactical guns, you will find all the gear you need for the new year.

Fishing dealers will discover a complete selection of freshwater fishing products in addition to saltwater fishing products. Whether your customers are casting for bass or bounce-balling for halibut, you can stock up on the most sought-after tackle. You will also find new marine brands such as MotorGuide® and LEHR® propane motors.

Be sure to make the most of the exclusive show pricing, dealer-friendly dating terms and show and attendance specials, including the always-popular Hot Profit event. This year Hot Profit is scheduled for Tuesday, January 8 from 7 pm-9 pm.

Don't forget that the 2013 Big Rock Sports West Dealer Show is much more than a buying opportunity. The overwhelming interest at the last West Show prompted us to offer you ACCESS Ecommerce seminars again this year. By using our unique ACCESS Ecommerce tool, Big Rock Sports can help you build a dynamic turnkey website that will drive customers to your store day and night. Stop by our Dealer ACCESS booth to learn more about ACCESS Ecommerce and all the other exciting new retail tools offered by Big Rock Sports.



DEALER ACCESS FROM BIG ROCK SPORTS

Whether it's hunting and shooting or fishing and marine, you are the expert on the outdoors. You know your customers and you know your products. With Dealer ACCESS, Big Rock Sports helps you become the expert at maximizing your store's potential.

Booth #643

SEMINAR TIMES

MONDAY, JANUARY 7
12:00 pm-1:00 pm

TUESDAY, JANUARY 8
12:00 pm-1:00 pm

WEDNESDAY, JANUARY 9
12:00 pm-1:00 pm

SCHEDULE OF EVENTS:

MONDAY, JANUARY 7

8:00 am-6:00 pm..... Show
11:30 am-1:00 pm..... Lunch
12:00 pm-1:00 pm..... Dealer ACCESS Seminar
5:30 pm-8:30 pm..... DEALER APPRECIATION NIGHT

TUESDAY, JANUARY 8

8:00 am-6:00 pm..... Show
11:30 am-1:00 pm..... Lunch
12:00 pm-1:00 pm..... Dealer ACCESS Seminar
6:00 pm-7:00 pm..... Hot Profit Dinner
7:00 pm-9:00 pm..... HOT PROFIT

WEDNESDAY, JANUARY 9

8:00 am-5:00 pm..... Show
11:30 am-1:00 pm..... Lunch
12:00 pm-1:00 pm..... Dealer ACCESS Seminar

**DEALER APPRECIATION
TAILGATE PARTY**
MONDAY, JANUARY 7 • 5:30 PM-8:30 PM
On show floor lunch area

- Food and Beverages
- Showing the NCAA College Football Championship Game

Lunch Area

Lunch Area

Baiter Trucks

Pure Fishing

1002	1008	1010
H&K Bore-cores	IRP Bait Box	Krebs Culverts
IM Photo Stream-light	Spears	Outcast Hatchery
		HM Baiter

900	902	904	906	908	910	912
Spring Supply	Radio Systems	LDO Supply	DPWS	Advanced Ammunition	Legend Sports	
Galco	Hot-A-Mix	Tackle	Ultra-max	Baldan	Cremona Anglers	

800	802	804	806	808	810
Dale	Isco	Curry	CZ/Tie	Ker	Smith & Wesson
BSA Camp	MAM	Tackle Farm	Pokan		

700	702	704	706	708	710
Southwest HVAC	Northwest HVAC	TRAKTUSA Tracing	Kean Boat Rental	PMC	Thompson Center
Nelson	Knock-Shop	Tackle	Shackles	Scorpy Equip	

600	602
Impac Rifles	Gender
CRKT	Woolsey Ammo

500	502	504	506	508	510
Outdoor Concrete	Outdoor Fiber/Cable	Kayak Systems	Iron Man Tackle	Chiono Tackle	Springfield
Buda	Woods	Tennessee	Trophy	Mag Tech	

400	402	404	406	408	410
Genove	LO	Swartie	CANAD	Proch	Legend
Camargo	Sears	Noble	Duck-Back	Verlan	Brehan

300	302	304	306	308	310
Writing Tables	Bill Computer				

200	202	204	206	208	210
Van's Sporting Goods	Amber	Tackle			

100	102	104	106	108	110
Entrance					

820	824	826	828	830	832	836
K&H	Magnum	Armed	Dalton	Armed	Harro's	Technology

821	824	826	828	830	832	836
Bennigan						

721	724	726	728	730	732	734	736
Conal	Boat Rigging	SFS	Meyers	Conner	End-Lap	Tantrum	
Bols	ATI	Gun Vault	SEVY	Meiberg			

621	624	626	628	630	632	636
ATK						

521	524	526	528	530	532	534
Blackhawk						

421	424	426	428	430	432	434	436
Jacobson	Lofton	Alber	NR-Care	Tropics	DYZ	Amador	
Colt	Pro-Mag	Jama	US-Race	Outdoor Cup	Alber		

321	324	326	328	330	332	334
Ball Rig	Rehmann	MMA	UMAP	Nikon		
GMG	MK&L					

221	224	226	228	230	232	234
Workshop						

121	124	126	128	130	132	134	136
IT	FTK	Central	Amoral	Quik	Magpul		

900	902	904	906	908	910
Colman	Quik	Peak-Side	Shaner	ALPS	Broning

800	802	804	806	808	810
Longer	Calder	Wason	Wassman	True-Aid	Blaze Food

700	702	704	706	708	710
Dale ACCESS					

600	602	604	606	608	610
Osium	Western	G-Pace	Z-Alfa		

500	502	504	506	508	510
BR&M	Wagon	Golden	Pro-Tan	Linker	Wagon

400	402	404	406	408	410
Optimus	Frog	Clair	Pino	Baker	Sung-pool

300	302	304	306	308	310
WRT	Blas	Silver	Day Creek	Manna	Spr-Pro

200	202	204	206	208	210
Red-Rose	Line	Flite	Waco-Style	Imperial	Norson

100	102	104	106	108	110
Senior	Keen				

967	971	973	975
Isco	Snake-Home	Landings	Franklin

867	871	873	875
Manard	Boon	True-Aid	True-Aid

767	771	773	775
Manard	Boon	True-Aid	True-Aid

667	671	673	675
Manard	Boon	True-Aid	True-Aid

567	571	573	575
Manard	Boon	True-Aid	True-Aid

467	471	473	475
Manard	Boon	True-Aid	True-Aid

367	371	373	375
Manard	Boon	True-Aid	True-Aid

267	271	273	275
Manard	Boon	True-Aid	True-Aid

167	171	173	175
Manard	Boon	True-Aid	True-Aid

100	102	104	106	108	110
Entrance					

Vendor Listing with Booth Number

Refer to Show Floor Map.

1000 WEST/BAKER	553	BURRIS COMPANY	329	FIOCCHI AMMUNITION	410	INVINCIBLE MARINE	252
3M/PELTOR	901	BUSHMASTER FIREARMS	821	FISHING TACKLE RETAILER	128	INVINCIBLE RODS	255
ABSOLUTE OUTDOORS	243	BUSHNELL	507	FISHSTICKS	273	ITHACA	804
ACME TACKLE	871	CABIN CREEK	846	FLAMBEAU	747	IVER JOHNSON ARMS, INC	909
ADCOR DEFENSE	430	CAGI	371	FLAMBEAU-FALL LINE	736	IZOR LINE	551
ADVANCED ARMAMENT,LLC	910	CALCUTTA	255	FLITZ INTERNATIONAL	246	J & B IMPORTERS	558
ADVENTURE PRODUCTS	574	CALCUTTA VENDING	253	FLYING FISHERMAN	766	JACK'S LINK'S	858
ALLEN	233	CANINE HARDWARE, INC.	1010	FNH	221	JACKALL LURES	179
ALPS/BROWNING	958	CATCHER	375	FOODSAVER	851	JACKSON CARDINAL	377
ALTUS BRANDS	337	CENTURY ARMS	806	FORTUNE PRODUCTS, INC/ ACCUSHARP	605	JACOB ASH CO. INC.	424
AMERICAN MAPLE	770	CHARTER ARMS	?	FRABILL	359	JARVIS WALKER	251
AMERICAN TACTICAL IMPORTS	830	CIMARRON FIREARMS	301	FRANKLIN SPORTS	972	KAHR ARMS	820
ANDE	749	CLIFF WEIL/SEA STRIKER	356	FROGG TOGGS	446	KENT CARTRIDGE	810
ANGLER'S CHOICE	549	CMMG	408	G. PUCCI	650	KERSHAW KNIVES	437
ANGLER'S MARKET	555	COASTAL PET PRODUCTS	724	GALCO	803	KEYSTONE SPORTING ARMS, LLC	506
AQUATEKO	974	COGHLAN'S	950	GAMAKATSU	442	KIRSCH OUTDOORS	1008
ARMALITE	824	COLEMAN	843	GARMIN INTERNATIONAL	149	KLEENBORE	708
ARMSCOR	339	COLT MFG	325	GARY YAMAMOTO CUSTOM BAITS	559	KOPPERS FISHING TACKLE	477
ARSENAL, INC	132	COLUMBIA RIVER KNIFE & TOOL	502	GERBER	602	KUNNAN RODS	255
ATI-ADVANCED TECHNOLOGY INT'L LLC	627	COSTA DEL MAR	867	GIBBS/DELTA TACKLE	548	KWIK TEK	132
ATK/BLACKHAWK/ FEDERAL/OUTERS	521	COUNTER ASSAULT	732	GLACIER GLOVE	448	LAMIGLAS	343
ATLAS-MIKE'S BAIT	659	CRIMSON TRACE CORP.	510	GLOCK	134	LASERMAX	810
ATTWOOD/MOTORGUIDE	157	CROSMAN AIRGUNS	813	GROVTEC US, INC	402	LDB SUPPLY, LLC	906
AVET REELS	342	CZ USA	808	GSM, LLC	800	LEATHERMAN TOOL	826
BARNES BULLETS INC.	821	DAC TECHNOLOGIES & DIAMONDBACK FIREARMS	735	GUN VAULT	629	LEGACY SPORTS	912
BARSKA	401	DAIWA	467	H&R 1871 LLC/NEF	821	LEHR PROPANE	143
BASS ASSASSIN	344	DAMIKI CORP	447	HAMMOND FUEL ADDITIVES - BIO BORE	242	LEUPOLD & STEVENS INC.	313
BATTENFELD TECHNOLOGIES	700	DEAD RINGER	726	HARRISON-HOGE	366	LEW'S	461
BEAU MAC/DICK NITE/ SMT	443	DEALER ACCESS	643	HAWKEN INDUSTRIES	552	LINDY-LITTLE JOE	373
BENCHMARK MAPS	852	DEL-TON	828	HEAT FACTORY USA	601	LIP RIPPERZ	557
BERETTA USA CORP.	311	DEXTER RUSSELL	675	HEATMAX INC.	805	LOOPROPE	151
BIANCHI	708	DNZ PRODUCTS	436	HECKLER & KOCH	1000	LOWRANCE	159
BILL LEWIS LURES	376	DO-ALL TRAPS	225	HEVI-BEADS	455	LUCK E STRIKE	671
BIRCHWOOD LAB. INC.	326	DOLPHIN TACKLE	449	HOMAC MFG.	907	LUCKY CRAFT	267
BOOMERANG TOOL	870	DON COFFEY CO.	1002	HONEYWELL SAFETY PRODUCTS	470	LUNA SEA	344
BPI OUTDOORS	911	DORCY INTERNATIONAL	857	HOOYMAN /BIG GAME/BEAR ARCHERY/EXCALIBER/SOP/ BIOLOGIC/BIG GREEN	900	LUNKER HUNT	451
BRAZTECH/ROSSI	321	DPMS/PANTHER ARMS	908	HORNADY MFG. CO.	621	LYMAN	909
BROWNING	135	DRI DUCK	307	HOT SPOT	353	M&M	707
INFORMATION	118	DRY CREEK OUTFITTERS	348	HPR AMMUNITION	1004	MACE	809
IT	124	DUKE COMPANY	802	HUNTER'S ADVANTAGE	255	MACK'S LURE	667
BRUCE FOODS/CAJUN INJECTOR	856	E.L.K. INC.	532	HUNTER'S SPECIALTIES	832	MAG INSTRUMENT	853
BRUNTON/PRIMUS	860	E21 FISHING	474	I.O.	404	MAGIC PRODUCTS	768
BS FISH	775	EAGLE CLAW	567	IGLOO	966	MAGNUM RESEARCH INC.	820
BSA OPTICS INC.	703	ENERGIZER	842	IMPORT MERCHANDISERS	600	MAGPUL INDUSTRIES CORP	136
BUCK KNIVES	625	ENVIRON METAL INC.	508	INFINITY	970	MAGTECH AMMUNITION	411
BULL DOG GUN CASES	324	EOTECH	428	INTEX RECREATION	244	MAKO GROUP	737
BULLET WEIGHTS	355	E-RPC/REMINGTON	821			MARLIN	821
		EZE-LAP DIAMOND PRODUCTS	734			MASTER FISHING TACKLE	767
		FALL CONCEPT AREA	300			MASTERPIECE ARMS	701
						MAXIMA AMERICA	350
						MCCOY FISHING	378
						MCNETT	743
						MEYERCO	730
						MISTER TWISTER	702
						MOSSBERG	633
						MOTOROLA	147

Vendor Listing with Booth Number cont.

Refer to Show Floor Map.

MTM MOLDED PRODUCTS	330	SAFARILAND	708	TRUGLO, INC.	409
MUSTAD	866	SAVAGE ARMS	721	TRU-TURN	550
NAVIONICS, INC.	256	SCCY INDUSTRIES	631	UDAP INDUSTRIES	332
NCSTAR	603	SCIENTIFIC ANGLER	275	ULTRAMAX	809
NICE PAK PRODUCTS (GRIME BOSS)	745	SCOTTY FISHING	153	UMAREX USA	733
NIKON, INC.	334	SEA STRIKER	358	UNCLE JOSH	872
NORTH PASS, LTD/HI-VIZ	704	SEAGUAR	475	US PEACEKEEPER	333
NOSLER BULLETS	305	SECURITY EQUIPMENT CORP	611	VANCES TACKLE	371
OKUMA	543	SEIRUS INNOVATION	303	VICIOUS FISHING	247
OPTIMUM BAITS	444	SEP'S PRO FISHING	354	VIRIDIAN GREEN LASERS	309
OREGON FREEZE DRIED	859	SHAKESPEARE	973	W.R. CASE & SONS CUTLERY COMPANY	432
OREGON TACKLE	347	SHASTA TACKLE	453	WAHOO TACKLE	556
ORION	154	SHEFFIELD	702	WALTHER	729
OTIS TECHNOLOGY, INC	836	SHELDON'S MEPPS	459	WATER GREMLIN	370
OUTDOOR CAP CO. INC.	335	SHIMANO	167	WATERSNAKE	248
OUTDOOR CONNECTION	502	SIMON	552	WEATHERBY INC-AMMO	503
OUTDOOR EDGE CUTLERY	504	SILVER HORDE	346	WESTERN FILAMENT	648
OWNER AMERICAN	661	SMITH & WESSON	713	WESTON	850
PACHMAYR/TACSTAR DIVISION	331	SMITH ABRASIVES, INC	534	WILDLIFE RESEARCH CENTER INC.	433
PACIFIC CATCH	269	SMOKEHOUSE PRODUCTS	968	WILEY X	546
PAUTZKE BAIT	771	SNAGPROOF	357	WILLAPA MARINE	554
PEET SHOE DRYER/IR/PRO TROLL	952	SOG	728	WINCHESTER AMMUNITION	121
PELICAN PRODUCTS, INC	711	SPERIAN PROTECTION AMERICAS, INC	905	WINDHAM WEAPONRY	403
PENN FISHING TACKLE	975	SPORTING SUPPLIES INTERNATIONAL, INC	902	YAKIMA BAIT	651
PERSUADER AMERICAN ANGLER	673	SPRINGFIELD ARMORY	413	YO-ZURI AMERICA	561
PLANO	450	SPRO	873	ZEBCO	367
PMC/POONGSAN	710	STACK-ON PRODUCTS CO.	609	Z-MAN FISHING PRODUCTS	660
POULSEN-CASCADE TACKLE	372	STANSPORT	954	ZT-ZERO TOLERANCE	435
PRADCO	875	STAR BRITE	145		
PRIMOS INC.	507	STREAMLIGHT	927		
PRO-CURE	657	STRIKE KING LURE	472		
PROMAG	327	SUMO TACKLE	457		
PRO-TROLL	773	SUNLINE	269		
PURE FISHING - CONSUMABLES	967	SUREFIRE & BOYT HARNESS	406		
PURE FISHING - DURABLES	971	SWAMP FOX	229		
RADIANS	811	SWORMING HORNET LURES	374		
RADIO SYSTEMS CORPORATION	904	TANNERITE SPORTS LLC	405		
RAINBOW PLASTICS	371	TAURUS/HERITAGE/ROSSI	321		
R-A-M MOUNTS	152	TAYLOR BRANDS	807		
RAPALA	750	TEAR-AID	854		
REDFIELD, INC.	313	THERMACELL	855		
REEL ADRENALINE	158	THOMAS SPINNING LURES	574		
REMINGTON	821	THOMPSON CENTER ARMS	613		
RESCUE TAPE	142	TORNADO PERSONAL DEFENSE SYSTEMS	500		
RIVER GRAPHICS	349	TR&Z USA TRADING CORP.	706		
ROCKY MOUNTAIN TACKLE	271	TRADITIONS	407		
RUGER	913	T-REIGN	607		
		TRIJICON, INC	434		
		TRISTAR ARMS	709		

Show Specials & Cash Back Fall Vendors

Refer to Show Floor Map.

WINCHESTER AMMUNITION 121

* Receive \$5.00 Cash Back for Every \$100.00 on Orders Exceeding \$2,000.00 in the Following Categories

* Super-X and Supreme Rifle

* High Brass Lead Shotshells (including XX Magnum and Turkey)

* Xtended Range Hi-Density

* All Slugs and Buckshot

* All Steel Waterfowl Shotshells (excludes Xpert Game & Target and Super-Target)

* All Super-X and Supreme Rimfire

GLOCK, INC. 134

* Purchase 20 Glocks at the Show, Receive a FREE Model 19

* Orders under 20 Glocks will Receive a FREE Range Bag

* See Booth For Stocking Dealer Program

BROWNING 135

* Receive \$10.00 Cash Back on all Firearms Excluding Buckmarks.

* Receive \$50.00 Cash Back on all Citori Firearms Purchased at the Show

* Receive \$10.00 Cash Back on all Firearms Excluding Buckmarks.

* Receive \$50.00 Cash Back on all Citori Firearms Purchased at the Show

U.S. REPEATING ARMS/WINCHESTER 135

* Receive \$10.00 Cash Back Per Firearm Purchased at the Show

FNH USA 221

* See Booth For Stocking Dealer Program

* \$5.00 Cash Back on Each FNX-45 or Five-Seven Handgun Purchased at the Show

* \$10.00 Cash Back on Each FNS-9, FNS-40, FNX-9, FNX-40 Handguns Purchased at the Show.

* \$10.00 Cash Back on Each FNAR, Shotgun, PS90, FS2000, Scar 16S and Scar 17S Firearms Purchased at the Show

* \$20.00 Cash Back on Special Police Rifles (SPR) and Tactical Sport Rifles (TSR) Purchased at the Show

DO-ALL TRAPS 225

* Receive \$3.00 Cash Back for Every \$100.00 worth of Product between \$600.00 and \$999.000 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product between \$1,000.00 and \$1,999.000 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product \$2,000.00 and over Purchased at the Show. Hot Profit Items Excluded from Cash Back.

SWAMP FOX 229

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

ALLEN COMPANY, INC. 233

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

HUNTERS ADVANTAGE HATS 255

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

HUNTERS ADVANTAGE WADERS 255

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

CIMARRON FIREARMS COMPANY, 301

* Receive \$25.00 Cash Back Per Firearm on Evil Roy ER4100, ER4101, ER4103 ER4104's Purchased at the Show

* Receive \$30.00 Cash Back Per Firearm on Thunderstorm CA451LT5M10G27 Purchased at the Show

* Receive \$15.00 Cash Back Per Firearm on Derringers Titon 45/410BR, PSR, SR Purchased at the Show

* Receive \$30.00 Cash Back Per Firearm on Wyatt Erp PP558 Purchased at the Show

* Receive \$25.00 Cash Back Per Firearm on Holy Smoker PP310GCI01's Purchased at the Show

* Receive \$25.00 Cash Back Per Firearm on Man with No Name PP410SSI01 Purchased at the Show

* Receive \$30.00 Cash Back Per Firearm on Man With No Name CA908ISSI01 Purchased at the Show

VIROIDIAN GREEN LASERS 309

* For Every 6 Elite Purchased, Receive a FREE CSL

* Receive a FREE TL-LCP with every 7 Reactors Purchased at the Show. Shipped direct to customers

* Receive \$20.00 Cash Back for Viridian Elite Green & Packages Purchased at the Show. C5, CTL, X5L, X5L-RS, C5L Packages X5L Packages. Excludes C5L

BERETTA USA CORPORATION 311

* Purchase 10 Tikka Rifles Receive \$5.00 Cash Back per Firearm. Additional \$100.00 Cash Back if Dealer Purchases 40 Tikkas

2013 Q1 Stocking Dealer Promotion, For Authorized Beretta Distributors: Purchase the Two (2) PX4 Full Size Pistols, Two (2) PX4 Compacts, Two (2) PX4 Subcompact, Two (2) 90 Series Pistols and Two (2) BU-Nano pistols and receive One (1) FREE Nano and One (1) FREE 3032 Tomcat .32ACP. Order Dates: January 1, 2013 - March 31, 2013; Ship Dates: January 1, 2013 - April 30, 2013 Free Goods will be shipped with complete order.

* Receive \$5.00 Cash Back Per Firearm Purchases at the Show

* Receive \$10.00 Cash Back Per 5 Package Purchases at the Show

* Receive \$15.00 Cash Back Per 10 Package Purchases at the Show.

* Purchase 6 Assorted Firearms, Receive a Free Nano

* Purchase 6 Nano's or PX4 Sub Compacts, Receive a FREE Nano

* Purchase 6 Nano's Receive a FREE Nano

* Purchase 10 -6PX4 2 90 Series and 2 Nano at the Show, Receive a FREE Nano and Tomcat

* Purchase 10 Tikka Rifles Receive \$5.00 Cash Back per Firearm. Additional \$100.00 Cash Back if Dealer Purchases 40 Tikkas

2013 Q1 Stocking Dealer Promotion, For Authorized Beretta Distributors: Purchase the Two (2) PX4 Full Size Pistols, Two (2) PX4 Compacts, Two (2) PX4 Subcompact, Two (2) 90 Series Pistols and Two (2) BU-Nano pistols and receive One (1) FREE Nano and One (1) FREE 3032 Tomcat .32ACP. Order Dates: January 1, 2013 - March 31, 2013; Ship Dates: January 1, 2013 - April 30, 2013 Free Goods will be shipped with complete order.

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* Receive \$15.00 Cash Back Per 10 Package Purchases at the Show.

* Purchase 6 Assorted Firearms, Receive a Free Nano

* Purchase 6 Nano's or PX4 Sub Compacts, Receive a FREE Nano

* Purchase 6 Nano's Receive a FREE Nano

* Purchase 10 -6PX4 2 90 Series and 2 Nano at the Show, Receive a FREE Nano and Tomcat

LEUPOLD & STEVENS, INC. 313

* Receive \$30.00 Cash Back Per VX6 Rifle Scope Purchased at the Show

* Receive \$20.00 Cash Back Per VX3/VXR Rifle Scope Purchased at the Show

* Receive \$10.00 Cash Back Per VX2/MKAR Rifle Scope Purchased at the Show

* Receive \$5.00 Cash Back Per VX1/Ultimate Slam Rifle Scope Purchased at the Show

* Receive \$40.00 Cash Back Per MK8/MK6/MK4/HAMR/CQT Rifle Scope Purchased at the Show

* Receive \$15.00 Cash Back Per Mojave/McKinley Binoculars Purchased at the Show

* Receive \$10.00 Cash Back Per Cascade/Acadia Binoculars Purchased at the Show

* Receive \$5.00 Cash Back Per Rogue/Yosemite Binoculars Purchased at the Show

* Receive \$30.00 Cash Back Per Golden Ring/M4 Spotter Purchased at the Show

* Receive \$20.00 Cash Back Per Kenai Spotter Purchased at the Show

* Receive \$15.00 Cash Back Per Ventana Spotter Purchased at the Show

* Receive \$5.00 Cash Back Per RX600/RX800/Full Draw Rangefinders Purchased at the Show

* Receive \$10.00 Cash Back Per RX1000 Rangefinder Purchased at the Show

* Receive \$5.00 Cash Back Per RCX1 Trail Camera Purchased at the Show

* Receive \$10.00 Cash Back Per RCX2 Trail Camera Purchased at the Show

* Receive \$50.00 Cash Back Per 50 Units Mounts (Steel & IMS Only) Purchased at the Show

* Receive \$110.00 Cash Back Per 100 Units Mounts (Steel & IMS Only) Purchased at the Show

* Receive \$275.00 Cash Back Per 250 Units Mounts (Steel & IMS Only) Purchased at the Show

* 2013 Tactical & Sport Shooting "Stocking Dealer Program": Receive \$500.00 Cash Back when you Purchase: 1 Unit MK6, 2 Units MK4, 6 Units MKAR MOD/VXR Patrol, 2 Units BXT Bino, 1 Unit HAMR/CQT and 1 Unit Tactical Prismatic. This Package is not Eligible for standard "Cash Back Program". Units are any mix from designated category.

REDFIELD, INC. 313

* Stop by the Booth for Details on Stocking Dealer Program.

* See Booth for FREE Goods

BRAZTECH/ROSSI 321

* Receive \$5.00 Cash Back Per Firearm when 1 to 50 Firearms are Purchased at the Show.

* Receive \$10.00 Cash Back Per Firearm when 51 to 100 Firearms are Purchased at the Show.

* Dealer Purchases 100 Guns Receives 1 FREE SCJ4510, Circuit Judge or R98104, 22LR Plinker

* Receive \$5.00 Cash Back Per Firearm when 1 to 50 Firearms are Purchased at the Show.

* Receive \$10.00 Cash Back Per Firearm when 51 to 100 Firearms are Purchased at the Show.

HERITAGE 321

* Receive \$5.00 Cash Back per Pistol Purchased at the Show.

TAURUS 321

* Purchase 1-50 Firearms at the Show, Receive \$10.00 Cash Back per Firearm.

* Purchase 51-75 Firearms at the Show, Receive \$15.00 Cash Back per Firearm.

* Purchase 76-100 at the Show, Firearms, Receive \$20.00 Cash Back per Firearm.

* Purchase 50 Firearms, Receive 1 FREE 709FS

* Purchase 75 Firearms, Receive 2 FREE 709FS's

* Purchase 100 Firearms, Receive 4 FREE 709FS's

* No Cash Back on FS Models. FS Models Excluded from Cash Back Levels

BULLDOG 324

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product on Orders from \$500.00 to \$2,000.00 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product on Orders from \$2,001.00 and Above Purchased at the Show. Hot Profit Items Excluded from Cash Back.

COLT 325

* Purchase Select Model of Firearms at the Show, Receive 2 FREE Magazines with Each.

PRO MAG 327

* Buy \$500.00, \$1,000.00 or \$1,500.00 at the Show Receive a FREE Item Package. See Booth for Details.

BURRIS COMPANY 329

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product between \$701.00 to \$1,500.00 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$15.00 Cash Back for Every \$100.00 worth of Product over \$1,500.00 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

Show Specials & Cash Back Fall Vendors cont.

Refer to Show Floor Map.

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product up to 700.00 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

MTM MOLDED PRODUCTS 330

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

PACHMAYR/TACSTAR DIVISION 331

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

US PEACEKEEPER 333

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show up to \$499.00. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show with a Minimum \$500.00 Purchase. Hot Profit Items Excluded from Cash Back.

NIKON 334

* Receive \$5.00 Cash Back on All Binoculars Purchased at the Show

* Receive \$7.00 Cash Back on All Rifle Scopes Purchased at the Show

* Receive \$15.00 Cash Back on All Spotting Scopes Purchased at the Show

ARMSCOR AMMUNITION 339

* Receive \$5.00 Cash Back Per 1000 Rounds on 10mm, 357 Mag Both 125GR and 8158GR, 30M1, 22 Mag and 22TCM. Hot Profit Items Excluded from Cash Back.

* Receive \$5.00 Cash Back on All Revolvers Purchased at the Show

* Receive \$10.00 Cash Back for All 1911's Purchased at the Show

* Receive \$5.00 Cash Back on All Rifles Purchased at the Show

LASERMAX 400

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show with a \$1.00 to \$999.00 Purchase. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100 worth of Product Purchased at the Show with a Minimum \$1000 Purchased at the show

BARSKA 401

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show with a Minimum \$500.00 Purchase. Hot Profit Items Excluded from Cash Back.

GROVTEC 402

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

WINDHAM WEAPONRY 403

* Receive \$10.00 Cash Back per Firearm Purchased at the Show

I.O. 404

* Receive \$5.00 Cash Back per Pistol Purchased at the Show

* Receive \$10.00 Cash Back per Rifle Purchased at the Show

TANNERITE SPORTS LLC 406

* Receive a FREE 1/2 target (4850-0001) with every \$100.00 purchased. Minimum Qualifying Order is \$500.00

TRADITIONS 407

* Receive \$10.00 Cash Back for Every \$100 worth of Accessories Purchased at the Show. Guns and Hot Profit Items Excluded from Cash Back.

* 6 Gun Dealer Pack, Purchase 3 Tracker 209's or Buckstalker Accelerators and 3 Vortek Ultralights or Vortek Ultralight LDR's, Dealer Receives FREE R44003470 Tracker 290 (\$185 Value) OR Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* 6 Gun Dealer Pack, Purchase 3 Pursuit Ultralights or Pursuit Ultralight XLTs and 3 Vortek Ultralights or Vortek Ultralight LDR's, Dealer Receives FREE R72003570 Buckstalker Accelerator (\$215 Value) OR Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* 12 Gun Dealer Pack, Purchase 3 Buckstalker Accelerator, 5 Pursuit Ultralight or Pursuit Ultralight XLT and 4 Vortek Ultralight or Vortek Ultralight LDR, Dealer Receives FREE R761174-Pursuit Ultralight XLT (\$399 Value) or Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* 12 Gun Dealer Pack, Purchase 3 Tracker 209's or Buckstalker Accelerators, 5 Evolutions or Pursuit Ultralights or Pursuit Ultralight XLT's and 4 Vortek Ultralights or Vortek Ultralight LDR's, Dealer Receives FREE R461120WM Vortek Ultralight NW Mag (\$465 Value); Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

CMMG 408

* Buy \$5,000.00 in CMMG Product at the Show, Receive a FREE 22BA6E1 ARC 22LR Upper, 25 rd.

FIOCCHI AMMUNITION 410

* Receive \$3.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Super Show Specials and Hot Profit Items Excluded from Cash Back.

* Waterfowl & Upland Bird Stocking Dealer Program

* Program includes our Famous Golden Pheasant, Steel Shotshell and High Velocity Lead Hunting Loads.

* Purchase 30 Cases, Any Mix, from above categories of Fiocchi Hunting Shotshells. Receive 30 Fiocchi Hats FREE. (3% Cash Back Applies)

* Program only offered to dealers attending the Big Rock Sports 2013 Show.

* Concealed Carry & Defense Ammunition Stocking Dealer Program

* Program Includes Fiocchi Extrema XTP Handgun Ammunition features the Hornady XTP Bullet, nickel plated brass and is offered in all popular calibers.

* Purchase 10 Cases, Any Mix, from our Extrema XTP Handgun Line, Receive 4 Fiocchi Range Bags (3% Cash Back Applies)

* Purchase 30 Cases, Any Mix from Extrema XTP Handgun Line, Receive 30 Fiocchi Hats and 8 Fiocchi Range Bags (3% Cash Back Applies).

* Available only to dealers attending the Big Rock Sports 2013 Show.

TRUGLO 409

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Super Show Specials and Hot Profit Items Excluded from Cash Back.

SPRINGFIELD ARMORY 413

* Stop by the Booth for Details on the Stocking Dealer Programs

ATK/BLACKHAWK 421

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

EOTECH 428

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

INSIGHT 428

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

W.R. CASE & SONS CUTLERY 432

* Cash Back on Displays Purchased at the Show. See Booth for Details.

TRIJICON 434

* Purchase 10 Night Sights Receive a FREE GLO1

* Purchase 2 ACOGS Receive a FREE GLO1

* Receive \$15.00 Cash Back on all Accupoint Purchased at the Show

DNZ 436

* Receive \$2.00 Cash Back on All Scope Mounts Purchased at the show

KERSHAW 437

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

TORNADO PERSONAL DEFENSE SYSTEMS 500

* Receive \$20.00 Cash Back for Display. See Booth for Details

COLUMBIA RIVER KNIFE & TOOL (CRKT) 501

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

WEATHERBY 503

* Buy Any Weatherby Firearm at the Show, Receive a FREE Weatherby Gun Case.

OUTDOOR EDGE CUTLERY 504

* Receive \$10.00 Cash Back for Every 2813-0072 Display Purchased at the Show.

* Visit the Booth for a Free Knife Offer.

BUSHNELL OUTDOOR ACCESSORIES 507

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

BUSHNELL OUTDOOR PRODUCTS 507

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100.00 worth of NEW 2013 Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

ENVIRON METAL, INC./HEVI SHOT 508

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product From \$0.01 to \$499.00 Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product From \$500.00 or Above Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$15.00 Cash Back for Every \$100.00 worth of Speed Ball Product Purchased at the Show. Cannot be combined with other Cash Back Offers. Hot Profit Items Excluded from Cash Back.

CRIMSON TRACE 510

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Defender Series and Hot Profit Items Excluded from Cash Back.

* Purchase 15 Sku's Receive 1 FREE SKU

* Purchase 25 Sku's Receive 2 FREE SKUS

ATK/OUTERS 521

* \$10.00 Cash Back for every \$100.00 for All Accessory Brand Displays (Excluding Outers #42570, \$42644 and RCBS #99961)

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

ATK/RCBS 521

* \$5.00 Cash Back for every \$100.00 for All Accessory Brand Displays (Excluding Outers #42570, \$42644 and RCBS #99961)

ATK/FEDERAL 521

* Receive \$5.00 Cash Back for Every \$100.00 worth of Ammunition Purchased at the Show. Hot Profit Items Excluded from Cash Back. Includes Federal Premium Centerfire Rifle, Federal Premium Centerfire Pistol, Federal Premium Slugs and Buck, Federal Premium Shotshell (Excludes Gold Medal Target), Black Cloud Waterfowl, Federal Speed Shok Steel, Fusion Centerfire Rifle, Slugs and Black Powder, Power Shok Centerfire Rifle, Power Shok Slugs & Buck, Heavy Weight Turkey, Strut Shok Turkey, Federal Hi Brass Shells

* Federal Premium Watch Promotion

* Purchase 20 cases of Federal Premium® Trophy Bonded® Tip or Trophy® Copper rifle (any mix) and receive a FREE BLACKHAWK!® Advanced Field Operator™ Watch

* Purchase \$10,000 total in Federal ammunition and receive FREE multiple header graphics:

* \$6,000.00 Federal Premium centerfire rifle, centerfire pistol, rimfire or slugs

* \$2,000.00 Fusion®

* \$2,000.00 Federal Premium shotshell

ELK CALLS 532

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

SMITH ABRASIVES, INC 534

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

Show Specials & Cash Back Fall Vendors cont.

Refer to Show Floor Map.

GERBER 602

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

NCSTAR 603

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

THOMPSON CENTER ARMS 613

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

HORNADY 621

* Receive \$5.00 Cash Back for Every \$100.00 worth of Accessories Purchased at the Show. Hot Profit Items Excluded from Cash Back.

BUCK KNIVES 625

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

ATI 627

* Purchase \$1,500.00 Receive an ATI Product Display for \$200.00 or 10% Cash Back

* Purchase \$2,500.00 Receive an ATI Product Display for \$100.00 or 10% Cash Back

* Purchase \$5,000.00 Receive an ATI Product Display or 10% Cash Back

SCCY 631

* See Booth for Details on Stock Dealer Program & Much More.

O.F. MOSSBERG & SONS 633

* Buy a 50673 (0902-0818) at the Show, Receive a FREE Tactical Stock

* Stop by Booth for Details on the Triple Crown Program

* Receive \$10.00 Cash Back per Firearm for Each ATR Purchased at the Show. Cash Back does not apply towards Triple Crown Orders

* Receive \$25.00 Cash Back per Firearm for Each 27203 Night Train Purchased at the Show. Cash Back does not apply towards Triple Crown Orders

* Receive 10.00 Cash Back per Firearm for every 6 Pumps or Auto Shotguns Purchased at the Show

* Receive \$20.00 Cash Back per Firearm for each 464 Purchased at the Show.

* Receive \$20.00 Cash Back per Firearm for each 4X4 Rifle Purchased at the Show.

BATTENFELD TECHNOLOGIES 700

* Receive a FREE Lead Sled Plus (6035-0098) with Every \$1,000.00 Purchased. (\$139.99 Retail Value)

BSA OPTICS 703

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

M&M, INC. 707

* Receive \$10.00 Cash Back on all 7.62's Purchased at the Show Excluding 4801-0001, 4801-0007 and 4801-0004.

SAFARILAND 708

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

BIANCHI 708

* Receive \$15.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

TRISTAR 709

* Receive \$5.00 Cash Back per Firearm Purchased at the Show.

* Receive \$20.00 Cash Back on Selected Firearms Purchased at the Show.

SMITH & WESSON 713

* Buy 12 M&P Pistols at the Show, Receive a FREE M&P Shield

* Buy 10 ea MP15-22 Rifles and Receive a FREE MD15-22 Rifle.

* Buy 6 M&P 22's or P22 Pistols at the Show Receive 12 Free Magazines

SAVAGE 721

* Stop by Booth for Details on the Stocking Dealer Program

* Receive \$5.00 Cash Back on All Rascals, Model 42's, 93-22 WMR Rifles, Pump Shotguns, 93R17 Rifles, M64's Purchased at the Show

* Receive \$10.00 Cash Back on All Over/Under Shotguns, Mark I & II Rifles, and All Centerfire Rifles Purchased at the Show

DEAD RINGER 726

* Receive \$5.00 Cash Back for Every \$100.00 worth of Select Product Purchased at the Show. See Booth for Details. Hot Profit Items Excluded from Cash Back.

SOG 728

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

WALTHER ARMS, INC. 729

* Receive \$10.00 Cash Back per 5790300, 5790301, 579030010 Purchased at the Show

COUNTER ASSAULT 732

* Receive \$20.00 Cash Back on DS Display X-66-2012 Purchased at Show.

* Receive \$50.00 Cash Back on DS Display POP48-2013 Purchased at Show.

* Receive \$1.00 Cash Back per Can of 3112-0001 and/or 3112-0003 Purchased at the Show.

UMAREX USA 733

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

DAC TECHNOLOGIES 735

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product on Entire Order When You Purchase 6 Each of the New Gun Master Cleaning Kits.

ITHACA GUNS 804

* Receive \$75.00 Cash Back per 1911 Pistols Purchased at the Show

* Receive \$20.00 Cash Back per Shotgun Purchased at the Show

CZ 808

* Receive \$2.00 Cash Back for Every \$100.00 worth of Firearms Purchased at the Show Excluding P07 Duty Pistols. Hot Profit Items Excluded from Cash Back.

MACE 809

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

ULTRAMAX AMMUNITION 809

* Receive \$3.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Super Show Specials and Hot Profit Items Excluded from Cash Back.

KENT CARTRIDGE 810

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Includes 50 Case DropShips. Hot Profit Items Excluded from Cash Back.

CROSMAN AIRGUNS 813

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show with a Minimum \$500.00 Purchase. Hot Profit Items Excluded from Cash Back.

KAHR 820

* Receive \$5.00 Cash back for Every CM9093, GM4043, CM4503 or CW3833 Purchased at the Show

* Purchase Any 10 Models at the Show, Receive a FREE PM9 with Crimson Trace Lazer Package.

* Receive \$20.00 Cash Back for Every P, PM, K Series Purchased at the Show. Excludes Lazer Models

MAGNUM RESEARCH 820

* Receive \$10.00 Cash Back per MLR 22LR Rifles Purchased at the Show

* Receive \$20.00 Cash Back on All Steel Frame Baby Eagles Purchased at the Show

* Receive \$15.00 Cash Back on All Poly Frame Baby Eagles Purchased at the Show

* Receive \$5.00 Cash Back on All Desert Eagle 1911, DE1911G and DE1911C's Purchased at the Show

* Receive \$20.00 Cash Back on All Desert Eagle 44.50 Purchased at the Show

* Receive \$10.00 Cash Back per MLR 22LR Rifles Purchased at the Show

THOMPSON 820

* Receive \$30.00 Cash Back on All Thompson SKU's Purchased at the Show Except SBR's.

E-RPC/REMINGTON 821

* Receive a FREE #85633 770 with Scope with every 5 (Any Mix) Purchased at the Show.

BUSHMASTER 821

* Purchase 10 Select Bushmaster Rifles at the Show, Receive a FREE 90391 XM15 or Carbine Rifle.

H&R 1871 LLC/NEF 821

* Purchase 5 Select H&R Rifles at the Show, Receive a FREE 72554 243 Handi Rifle.

MARLIN 821

* Purchase 10 X7 Marlin Rifles at the Show, Receive a FREE 70382 X7 30-06 Rifle

REMINGTON AMMUNITION 821

* Receive one free Versa Max shotgun for every \$7,500.00 qualifying order increment of standard catalog ammunition, any mix. See Booth for Qualifying Ammunition.

REMINGTON ARMS/ACCESSORIES 821

* Purchase \$500.00 Worth of Accessories at the Show, Receive a FREE Remington Knife

REMINGTON FIREARMS 821

* Purchase 10 SPS Rifles at the Show, Receive a FREE 27363 SPS 30-06 Rifle

* Purchase 10 770 Scoped Combos, Receive a FREE 85633 30-06 770 Combo

* Purchase 5 Versa max Shotguns, Receive a FREE 96323 1911

* Purchase 10 Pump Shotguns, Receive a FREE 25568 870 Express

ARMALITE 824

* Receive \$50.00 Cash Back Per 50 Cal Purchased at the Show

* Receive \$50.00 Cash Back Per New Model 30's Purchased at the Show

* Purchase 5 AR10's and Receive \$100.00 Cash Back Purchased at the Show

* Purchase 5 M15's and Receive \$100.00 Cash Back Excluding LEC's Purchased at the Show

LEATHERMAN 826

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

AMERICAN TACTICAL IMPORTS 830

* Receive \$20.00 Cash Back per FX Pistols Purchased at the Show

* Receive \$10.00 Cash Back per Firearm on All Omni 22 and Omni Ops Purchased at the Show

* Receive \$10.00 Cash Back on All Calvary Shotguns Purchased at the Show

* Receive \$50.00 Cash Back per Hand Down Rifles Purchased at the Show

* Receive \$10.00 Cash Back for Every GSG Firearm Purchased at the Show.

OTIS TECHNOLOGY INC 836

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Purchase 1 Each #1025 Display & Receive 1 FREE Elite Cleaning System

* Purchase 1 Each #1020 or #1040 Display & Receive 1 FREE FG-750 Tactical Cleaning System

* Buy 6 of any one Cleaning System (FG-753-G, FG-556-MSR or FG-753-Z), Receive 1 FREE

Show Specials & Cash Back Fall Vendors cont.

Refer to Show Floor Map.

* Buy 3 Otis Elite Cleaning Systems & 6 Tactical Cleaning Systems and Receive 1 FREE Canister of Blue Nylon A/P Brushes.

* FREE GOODS WILL BE HANDED OUT IN THE BOOTH

* Receive \$2.00 Cash Back for each F6-375-BP Tactical Replace Brushes (5Pk) (1266-0004)

COLEMAN COMPANY, INC. 843

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

CABIN CREEK CAMPING 846

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

FOODSAVER/JARDEN CONSUMER PRODUCTS 851

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

BRUCE FOODS CORP/CAJUN INJECTOR 856

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

JACK LINK'S 858

* Receive \$12.00 Cash Back with Every S2619 Jack Links Display (1889-0093) Purchased at the Show.

* Receive \$15.00 Cash Back with Every S2748 Jack Links Display (1889-0094) Purchased at the Show.

* Receive \$18.00 Cash Back with Every S2575 Jack Links Display (1889-0080) Purchased at the Show.

* Receive \$8.00 Cash Back with Every S2720 Jack Links Display (1889-0097) Purchased at the Show.

BRUNTON/PRIMUS 860

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show Excluding Optics. Hot Profit Items Excluded from Cash Back.

* Receive \$15.00 Cash Back For Every \$100.00 with Minimum \$250.00 in Optics Purchased at the Show. Hot Profit Items Excluded from Cash Back

3M/AEARO/PELTOR 901

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

STREAMLIGHT 903

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

LDB SUPPLY, LLC 906

* Purchase Any 5 Colored Firearms (Muddy Girl, Desert Camo or Reaper Green), Receive \$100.00 Cash Back

IVER JOHNSON 909

* Receive \$10.00 Cash Back Per Firearm Purchased at the Show

BPI OUTDOORS 911

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

LEGACY SPORTS INTERNATIONAL 912

* Receive \$5.00 Cash Back on Citadel 1911-22 Firearms Purchased at the Show

* Receive \$20.00 Cash Back on ISSC Rifles Purchased at the Show

* Receive \$5.00 Cash Back on Escort Youth Shotguns Purchased at the Show

* Receive \$10.00 Cash Back on Escort Field Shotguns Purchased at the Show

* Receive \$10.00 Cash Back Axiom Rifles Purchased at the Show

* Receive \$5.00 Cash Back on Howa Rifles Purchased at the Show Excluding Gameking Combos

* Receive \$5.00 Cash Back on Escort Home Security Firearms

* Receive \$5.00 Cash Back on Citadel 1911-22 Firearms Purchased at the Show

* Receive \$10.00 Cash Back on ISSC Pistols Purchased at the Show

* Receive \$20.00 Cash Back on ISSC Rifles Purchased at the Show

* Receive \$5.00 Cash Back on Escort Youth Shotguns Purchased at the Show

* Receive \$10.00 Cash Back on Escort Field Shotguns Purchased at the Show

* Receive \$10.00 Cash Back Axiom Rifles Purchased at the Show

* Receive \$5.00 Cash Back on Howa Rifles Purchased at the Show Excluding Gameking Combos

* Receive \$5.00 Cash Back on Escort Home Security Firearms

STURM, RUGER & COMPANY, INC. 913

* Stop By Booth For Details on New Retail Program

* Stop By Booth For Details on New Retail Program

HECKLER & KOCH 1000

* Stop By Booth For Details on Stocking Dealer Program

* Receive \$5.00 Cash Back for Every \$100.00 worth of 745001-A5, 745031-A5, 730903S-A5, 7340035-A5 CA Only, 709001, 709031, 704001, 704031, 704501, 704531 Products Purchased at the Show. Hot Profit Items Excluded from Cash Back.

HPR AMMUNITION 1004

* Receive \$50.00 Cash Back on Orders Over \$500.00. Maximum Cash Back is \$50.00 per Dealer

CANINE HARDWARE, INC. 1010

* Receive \$20.00 Cash Back for each Displayer sold at the show.

Show Specials and Cash Back Spring Vendors on Page 4.

Show Specials & Cash Back Spring Vendors.

Refer to Show Floor Map.

STAR BRITE 145

* Order 1-10 cases of Star Brite products at the show and receive \$1.00 per case.

* Order 11+ cases of Star Brite products at the show and receive \$2.00 per case.

LOOPROPE LLC 151

* Receive \$5.00 cash for every \$100.00 worth of Looprope products purchased at the show.

SCOTTY FISHING AND MARINE PRODUCTS 153

* Receive \$5.00 cash for every \$100.00 worth of Scotty products purchased at the show.

ATTWOOD /MOTORGUIDE 157

* Purchase \$500.00 worth of Attwood Water System products at the show and receive \$25.00 cash back.

* Purchase \$500.00 worth of Motorguide products at the show and receive \$25.00 cash back.

* Purchase \$500.00 worth of Attwood Portable Fuel products at the show and receive \$25.00 cash back.

* Purchase \$500.00 worth of Swivl-Eze products at the show and receive \$25.00 cash back.

* Purchase \$500.00 worth of Attwood Lighting products at the show and receive \$25.00 cash back.

* Qualify in 3 or more of the above categories and receive an additional \$25.00 cash back.

SHIMANO AMERICAN CORPORATION 167

* All dealers qualifying for the free goods will need to fill out a "Free Goods Order Form" in the Shimano booth.

REELS

* Purchase any 10 Citica Reels and get 1 free.

* Purchase any 12 TLD Reels and get 1 free.

* Purchase any 10 SP/SOC Reels and get 1 free.

* Purchase any 12 SN/SC/SOC Reels from two series, receive one free of largest SKU ordered.

* Purchase any 20 Baitrunner Reels and receive 2 free.

RODS

* Purchase any 12 Sellus Rods and receive 1 free.

* Purchase any 12 Stimula Rods and receive 1 free.

* Purchase any 12 Saguaro Rods and receive 1 free.

COMBOS

* Purchase any 10 Zeles Combos and receive 1 free.

BIOBORE 167

* Receive \$10.00 cash for every \$100.00 worth of BioBore products purchased at the show.

POWER PRO 167

* Receive \$10.00 cash for every \$100.00 worth of Power Pro products purchased at the show. (Hot Profit items excluded from cash back)

ABSOLUTE OUTDOOR 242

* Receive a FREE #R441 tow rope for every Full Throttle Towable purchased at the show.

* Receive a FREE Full Throttle towel for every #1420 Rapid Dry Vest purchased at the show.

VICIOUS FISHING 247

* Receive \$10.00 cash for every \$100.00 worth of Vicious Line products purchased at the show. (Min. \$200 order)

WATERSNAKE TROLLING MOTORS 248

* Receive \$3.00 Cash Back For Every \$100.00 worth of Watersnake products purchased at the show.

* Order Any 2 Bow Mounts and 3 Transom Mount Motors, and Receive A Free Watersnake Display.

* Receive \$10.00 cash for every \$100.00 worth of Watersnake products purchased at the show.

JARVIS WAKER FISHING 248

* Receive \$10.00 cash for every \$100.00 worth of Jarvis Walker Fishing products purchased at the show.

JARVIS WALKER FISHING 251

* Receive \$10.00 Cash Back For Every \$100.00 worth of Jarvis Walker products purchased at the show.

INVINCIBLE MARINE 252

* Receive \$10.00 Cash Back For Every \$100.00 worth of Invincible Marine products purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Invincible Marine Boat Covers purchased at the show.

* Receive \$10.00 cash for every \$100.00 worth of Invincible Marine Boat Covers purchased at the show.

CALCUTTA BAIT MACHINES 253

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Bait Machines purchased at the show.

CALCUTTA BRAID 255

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Braid purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Can Coolers purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Decals purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta DH Offshore Tackle purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta FC Leader products purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Fillet Kits purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Flip Flops purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Gifts purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Gloves purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Hats purchased at the show.

* Order 144 Assorted Calcutta Hats and Visors - Receive a Free Hat Rack (0000-HAT).

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Hooded Sweatshirts purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta I-Phone cases purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Jigs purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Jigs purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Knives purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Ladies T's purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Performance T's purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Rainwear purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Rainwear purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Rainwear purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Shads purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Sun Catchers purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Sunglasses purchased at the show.

* Purchase A 66 Piece Pre-Pack Assortment of Sunglasses and Receive A Free Counter Display.

* Purchase Two 66 Piece Pre-Pack Assortment of Sunglasses and Receive A Free Floor Display.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta SW Tanner purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Tools purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Tools & Accessories purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta T-Shirts purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 worth of Calcutta Waders-Pro Line products purchased at the show.

INVINCIBLE RODS 255

* Receive \$10.00 Cash Back For Every \$100.00 worth of Invincible Rods purchased at the show.

* Receive \$10.00 cash for every \$100.00 worth of Invincible/Kunnan Rod products purchased at the show.

LUCKY CRAFT 267

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

PACIFIC CATCH 269

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

SUNLINE AMERICA 269

* Receive \$5.00 cash for every \$100.00 worth of Sunline America products purchased at the show.

ROCKY MOUNTAIN 271

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

SCIENTIFIC ANGLER 275

* Receive \$10.00 cash for every \$100.00 worth of Scientific Angler products purchased at the show.

AVET REELS 342

* Receive \$5.00 cash for every \$100.00 worth of Avet Reel products purchased at the show.

LAMIGLAS CORP. 343

* Receive \$5.00 cash for every \$100.00 worth of Lamiglas products purchased at the show.

LUNA SEA 344

* Buy 12 Cushits at the Show, Receive a FREE Cushit (Pick up in Booth).

HOT SPOT 353

* Receive \$10.00 Cash Back For Every \$100.00 in Agitator Flasher Purchases. Hot Profit Items Excluded from Cash Back.

SEP'S PRO FISHING 354

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

BULLET WEIGHT 355

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

CLIFF WEIL, SEA STRIKER 356

* Receive \$20.00 Cash Back For Each H48D13 Counter Display purchased at the show.

* Receive \$40.00 Cash Back For Each H108D13 Floor Display purchased at the show.

FRABILL 359

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

Show Specials & Cash Back Spring Vendors cont.

Refer to Show Floor Map.

HARRISON HOGE IND/PANTHER MARTIN 366

* Receive \$5.00 Cash Back For Every \$100.00 from \$100.00 to \$500.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$7.00 Cash Back For Every \$100.00 from \$501.00 to \$2499.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back For Every \$100.00 from \$2500.00 and Above in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive a FREE Panther Martin Fish Sea UV Lure with every order.

* Stop by the booth for a chance to win a Sea Eagle Pro Package Inflatable Kayak with Pump, 2 seats, 2 paddles & carry bag. \$349.00 Value

ZEBCO CORP. 367

* FREE GOODS - For every \$100 purchased at the show-receive either an Optix Reel or Zebco 33 Reel (\$24.99 suggested retail value) or for every \$150 purchased at the show - receive either an Optix Combo or a 33 Combo (\$34.99 suggested retail value). (Excludes Hot Profit items)

VANCES TACKLE 371

* Receive \$8.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

CAGI 371

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

POULSEN 372

* Buy 36 Assorted Trolls at the show Receive a FREE assorted 6-pack of Arrow Dodgers

* Drop Ship a Spinner Component Package for \$300.00, Receive a Free Twistech and DVD

LINDY-LITTLE JOE 373

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Super ShowSpecials and Hot Profit Items Excluded from Cash Back.

BILL LEWIS 376

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

MCCOY 378

* Receive \$10.00 cash for every \$100.00 worth of McCoy products purchased at the show.

* Receive \$20.00 cash for every \$100.00 worth of McCoy 250 yd Extra Clear.

GAMAKATSU 442

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

OPTIMUM BAITS 444

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

FROGG TOGGGS 446

* Receive \$10.00 cash for every \$100.00 worth of Frogg Toggs products purchased at the show.

PLANO MOLDING COMPANY 450

* Receive \$10.00 cash for every \$100.00 worth of Plano products purchased at the show. (Hot Profit items excluded from cash)

LUNKERHUNT 451

* Receive a FREE carton of Spicy Bites with every \$500 purchased at the show.(\$71.88 Retail Value)

SHASTA TACKLE 453

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

HEVI-BEADS 455

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

SUMO 457

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

MISTER TWISTER 459

* Receive \$20.00 Cash Back For Every \$200.00 in Purchases. Hot Profit Items Excluded from Cash Back.

SHELDONS/MEPPS 459

* Receive \$20.00 Cash Back For Every \$200.00 in Purchases. Hot Profit Items Excluded from Cash Back.

DO OUTDOORS/LEW'S 461

* Lew's DAILY SHOW BONUS!!! The first 20 dealers placing a Lew's and/or Wally Marshall/Mr. Crappie order (\$2000.00 min.) each day of the 2013 Show will receive a FREE BONUS of a BBI series reel-Retail Value \$159.99! (Reels will be handed out at the show while supplies last)

* Receive 5% cash back: on all Lew's and Wally Marshall Rods, all Lew's Spinning Reels, all Wally Marshall Reels, and all Lew's Combos.

* Receive 10% cash back on all Mr. Crappie line and Mr. Catfish line.

* For every \$100.00 purchased of Mr. Crappie-Poles/Rods/Reels/Combos and receive FREE: 1 case (4 spools) Mr. Crappie "Mega" Spools in Camo or Clear (\$26.00 Retail Value). Your choice of 4Lb, 6Lb, 8Lb, or 10LB test line.

* Buy any 10 Lew's Speed Spool Baitcast Reels and Receive FREE: two (2) Laser LG IM6-Graphite Speed Stick Rods (\$120.00 Retail Value). Your choice of actions.

* Buy any 24 Lew's Rods or Combos and receive FREE: one (1) Lew's Deluxe Wood Rod Rack (\$79.99 Retail Value) Limit 2 Per Dealer

* Receive a FREE \$34.99 Mr. CRAPPIE Display Rack with the purchase of any: (15) Mr. CRAPPIE Combos or (20) Mr. CRAPPIE Extended Poles or Rod

* LEW'S RED HOT SHOW SPECIAL! Lew's Wally Marshall Signature Series Baitcast Reel: WMC100 1 FREE with 5--Plus 5% cash back. Net Dealer cost \$26.32* Earn over 47% profit on everyone you sell! *(Includes cash back and free goods)

DAIWA CORP. 467

* Receive \$5.00 cash for every \$100.00 worth of Daiwa products purchased at the show. (Hot Profit items excluded from cash back)

E21 FISHING 474

* Receive \$10.00 cash for every \$100.00 worth of E21 products purchased at the show.

KUREHA AMERICA/SEAGUAR 475

* Receive \$10.00 cash for every \$100.00 worth of Kureha/Seaguar products purchased at the show.

KOPPERS LIVE TARGET LURES 477

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

OKUMA FISHING TACKLE CORP. 543

* Receive \$10.00 cash for every \$100.00 worth of Savage Gear products purchased at the show.

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$5.00 cash for every \$100.00 worth of Okuma products purchased at the show. Order 18 assorted Helios, C3, Citrix, EVX, Reflexions, Cedros, Solaris Surf, Cruz, Adnos, Nomad, Makaira and Cortez rods get \$10.00 per \$100.00.

GIBBS/DELTA 548

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

IZOR LINE 551

* Receive \$10.00 cash for every \$100.00 worth of Izor Line products purchased at the show.

SIMON 552

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

BAKER 553

* Receive \$5.00 Cash Back For Every \$100.00 in Tool Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back For Every \$100.00 in Lure Purchases. Hot Profit Items Excluded from Cash Back.

WAHOO 556

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

LIP RIPPERZ 557

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

EAGLE CLAW FISHING TACKLE-RODS/REELS 567

* Receive 3% cash back on \$1500+, 5% cash back on \$3000+, 7% cash back on \$5000+. (Hot Profit items excluded from cash back)

ADVENTURE 574

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

WESTERN FILAMENT, INC. 648

* Receive \$10.00 cash for every \$100.00 worth of Western Filament products purchased at the show.

G. PUCCI & SONS/LINE 650

* Receive \$10.00 cash for every \$100.00 worth of P-Line products purchased at the show. (Excludes - C21, Braided Line, CXX 1/4 lb. spools, Shinsei, P-Line 1/4 lb. & bulk spools.

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Buy any new 2013 Introductions at the show, Receive a FREE P-Line Briefcase (While Quantities last)

* Buy 2 Spectrex 2500 yd spools: Get 6 CXX 1/4lb spools FREE (\$76.00 value) Shipped by Pucci

* Buy 3 get 1 FREE: Shinsei leader material (2-25lb)

* Buy 3 get 1 FREE: P-line 1/4 lb spool and bulk spools (braid and fluorocarbon not included)

YAKMIA BAIT 651

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

PRO-CURE 657

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

ATLAS-MIKES 659

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

OWNER 661

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

MACKS LURE 667

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.Receive

PERSUADER 673

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

Show Specials & Cash Back Spring Vendors cont.

Refer to Show Floor Map.

DEXTER-RUSSELL 675

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

GRIME BOSS 745

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

FLAMBEAU CORP. 747

* Receive \$10.00 cash for every \$100.00 worth of Flambeau products purchased at the show. (Hot Profit items excluded from cash)

ANDE 749

* Receive \$5.00 cash for every \$100.00 worth of Ande products purchased at the show.

BLUE FOX 750

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

MAGIC 768

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

AMERICAN MAPLE 770

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

BS FISH 775

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

ARMALITE 824

* Receive \$50.00 Cash Back Per 50 Cal Purchased at the Show

* Receive \$50.00 Cash Back Per New Model 30's Purchased at the Show

* Purchase 5 AR10's and Receive \$100.00 Cash Back Purchased at the Show

* Purchase 5 M15's and Receive \$100.00 Cash Back Excluding LEC's Purchased at the Show

LEATHERMAN 826

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

AMERICAN TACTICAL IMPORTS 830

* Receive \$20.00 Cash Back per FX Pistols Purchased at the Show

* Receive \$10.00 Cash Back per Firearm on All Omni 22 and Omni Ops Purchased at the Show

* Receive \$10.00 Cash Back on All Calvary Shotguns Purchased at the Show

* Receive \$50.00 Cash Back per Hand Down Rifles Purchased at the Show

* Receive \$10.00 Cash Back for Every GSG Firearm Purchased at the Show.

OTIS TECHNOLOGY INC 836

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

* Purchase 1 Each #1025 Display & Receive 1 FREE Elite Cleaning System

* Purchase 1 Each #1020 or #1040 Display & Receive 1 FREE FG-750 Tactical Cleaning System

* Buy 6 of any one Cleaning System (FG-753-G, FG-556-MSR or FG-753-Z), Receive 1 FREE

* Buy 3 Otis Elite Cleaning Systems & 6 Tactical Cleaning Systems and Receive 1 FREE Canister of Blue Nylon A/P Brushes.

* FREE GOODS WILL BE HANDED OUT IN THE BOOTH

* Receive \$2.00 Cash Back for each F6-375-BP Tactical Replace Brushes (5Pk) (1266-0004)

CABIN CREEK CAMPING 846

* Receive \$10.00 Cash Back For Every \$100.00 worth of Cabin Creek products purchased at the show.

CALCUTTA 846

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 cash for every \$100.00 worth of Calcutta Braid products purchased at the show.

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

*Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 cash for every \$100.00 worth of Calcutta FC Leader products purchased at the show.

* Receive \$10.00 cash for every \$100.00 worth of Calcutta Gift products purchased at the show.

*Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

* Receive \$10.00 cash to every \$100.00 worth of Calcutta Wader products purchased at the show.

INVINCIBLE MARINE 846

* Receive \$10.00 cash for every \$100.00 worth of Invincible Marine products purchased at the show.

JARDEN CONSUMER PRODUCTS 851

* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

BRUCE FOODS CORP/CAJUN INJECTOR 856

* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.

JACK LINKS 858

* Receive \$12.00 Cash Back With Every S2619 Jack Links Display (1889-0093) purchased at the show.

* Receive \$15.00 Cash Back With Every S2748 Jack Links Display (1889-0094) purchased at the show.

* Receive \$18.00 Cash Back With Every S2575 Jack Links Display (1889-0080) purchased at the show.

* Receive \$8.00 Cash Back With Every S2720 Jack Links Display (1889-0097) purchased at the show.

O. MUSTAD & SON INC 866

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

COSTA 867

* Buy any combination of 12 pairs of Costa Del Mar WAVE 400 Sunglasses or WAVE 580 Sunglasses: Get a free pair of sunglasses up to \$149.00 Retail Value

* Buy any combination of 20 pairs of Costa Del Mar WAVE 400 sunglasses: Get a free pair of sunglasses up to \$269.00 Retail Value

* NEW Buy any combination of 12 Long or Short Sleeve Costa T-Shirts: Get 1 Free T-shirt of your Choice**

** does not include Costa Performance Shirt

*** All Dropship Shirt and Hat orders of \$1,000 or more will receive 60 dating

* Free Displays for New Costa Del Mar Dealer:

* Buy 20 pairs and get 1 DI18 free.

* Buy 50 pairs and get 1 DI40 free.

* Buy 80 pairs and get 1 DI72 free.

* All orders Must Ship by 2/1/13

BOOMERANG TOOL 870

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Combo Pak, Big Grip Pliers and Hot Profit Items Excluded from Cash Back.

ATOM 872

* Receive \$5.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

SPRO 873

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

PRADCO 875

* Receive \$10.00 Cash Back For Every \$100.00 in Purchases. Hot Profit Items Excluded from Cash Back.

PURE FISHING/CONSUMABLES 967

* Receive \$15.00 cash for every \$100.00 worth of Pure Fishing bulk line purchased at the show.

PURE FISHING/DURABLES 971

* For every \$3000 of Revo Spinning or Bait Cast Reels purchased - get (8) Individual Reel Displays (limit 16) -or- (1) 8 Reel Revo Casting Reel Display free (limit 2) -or- buy \$1500 get 3 individual displays free (your choice spinning of casting).

SHAKESPEARE 973

* Receive a FREE Pflueger Reel Display with every \$600.00 worth of Pflueger spinning reels purchased at the show

* Receive a FREE Peggable Rod/ Combo Display with every 18 assorted SXP or Ugly Stik combos purchased at the show. (Limit 4)

* Receive a FREE Shakespeare Rod Rack with every Shakespeare or Ugly Stik rods or Shakespeare combos purchased at the show. (Limit 4)

AQUATEKO 974

* Dealer Special. Please see Rep in Booth for a new Display Pack Offer with your choice of Knot2Kinky Wire & Invisawivel Product.

PENN FISHING TACKLE CO. 975

* Receive a FREE Penn Spinning Reel display with every \$600.00 worth of Penn Spinning reels purchased at the show.

* Receive a FREE Penn Rod Rack with every 18 Penn rods or combos purchased at the show. (Limit 4)

MAGNUM RESEARCH 820

* Receive \$10.00 Cash Back per MLR 22LR Rifles Purchased at the Show

* Receive \$20.00 Cash Back on All Steel Frame Baby Eagles Purchased at the Show

* Receive \$15.00 Cash Back on All Poly Frame Baby Eagles Purchased at the Show

* Receive \$5.00 Cash Back on All Desert Eagle 1911, DE1911G and DE1911C's Purchased at the Show

* Receive \$20.00 Cash Back on All Desert Eagle 44.50 Purchased at the Show

* Receive \$10.00 Cash Back per MLR 22LR Rifles Purchased at the Show

THOMPSON 820

* Receive \$30.00 Cash Back on All Thompson SKU's Purchased at the Show Except SBR's.

E-RPC/REMINGTON 821

* Receive a FREE #85633 770 with Scope with every 5 (Any Mix) Purchased at the Show.

BUSHMASTER 821

* Purchase 10 Select Bushmaster Rifles at the Show, Receive a FREE 90391 XM15 or Carbine Rifle.

Show Specials & Cash Back Spring Vendors cont.

Refer to Show Floor Map.

H&R 1871 LLC/NEF	821	LEGACY SPORTS INTERNATIONAL	912
* Purchase 5 Select H&R Rifles at the Show, Receive a FREE 72554 243 Handi Rifle.		* Receive \$5.00 Cash Back on Citadel 1911-22 Firearms Purchased at the Show	
MARLIN	821	* Receive \$20.00 Cash Back on ISSC Rifles Purchased at the Show	
* Purchase 10 X7 Marlin Rifles at the Show, Receive a FREE 70382 X7 30-06 Rifle		* Receive \$5.00 Cash Back on Escort Youth Shotguns Purchased at the Show	
REMINGTON	821	* Receive \$10.00 Cash Back on Escort Field Shotguns Purchased at the Show	
* Receive one free Versa Max shotgun for every \$7,500.00 qualifying order increment of standard catalog ammunition, any mix. See Booth for Qualifying Ammunition.		* Receive \$10.00 Cash Back Axiom Rifles Purchased at the Show	
* Purchase \$500.00 Worth of Accessories at the Show, Receive a FREE Remington Knife		* Receive \$5.00 Cash Back on Howa Rifles Purchased at the Show Excluding Gameking Combos	
* Purchase 10 SPS Rifles at the Show, Receive a FREE 27363 SPS 30-06 Rifle		* Receive \$5.00 Cash Back on Escort Home Security Firearms	
* Purchase 10 770 Scoped Combos, Receive a FREE 85633 30-06 770 Combo		* Receive \$5.00 Cash Back on Citadel 1911-22 Firearms Purchased at the Show	
* Purchase 5 Versa max Shotguns, Receive a FREE 96323 1911		* Receive \$10.00 Cash Back on ISSC Pistols Purchased at the Show	
* Purchase 10 Pump Shotguns, Receive a FREE 25568 870 Express		* Receive \$20.00 Cash Back on ISSC Rifles Purchased at the Show	
BRUNTON/PRIMUS	860	* Receive \$5.00 Cash Back on Escort Youth Shotguns Purchased at the Show	
* Receive \$10.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show Excluding Optics. Hot Profit Items Excluded from Cash Back.		* Receive \$10.00 Cash Back on Escort Field Shotguns Purchased at the Show	
* Receive \$15.00 Cash Back For Every \$100.00 with Minimum \$250.00 in Optics Purchased at the Show. Hot Profit Items Excluded from Cash Back		* Receive \$10.00 Cash Back Axiom Rifles Purchased at the Show	
* Receive \$10.00 Cash Back For Every \$100.00 worth of Brunton products with minimum of \$250.00 purchased at the show.		* Receive \$5.00 Cash Back on Howa Rifles Purchased at the Show Excluding Gameking Combos	
* Receive \$15.00 Cash Back For Every \$100.00 worth of Brunton Optics Purchased at the show.		* Receive \$5.00 Cash Back on Escort Home Security Firearms	
3M/AEARO/PELTOR	901	STURM, RUGER & COMPANY, INC.	913
* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.		* Stop By Booth For Details on New Retail Program	
STREAMLIGHT	903	* Stop By Booth For Details on New Retail Program	
* Receive \$5.00 Cash Back for Every \$100.00 worth of Product Purchased at the Show. Hot Profit Items Excluded from Cash Back.		HECKLER & KOCH	1000
LDB SUPPLY, LLC	906	* Stop By Booth For Details on Stocking Dealer Program	
* Purchase Any 5 Colored Firearms (Muddy Girl, Desert Camo or Reaper Green), Receive \$100.00 Cash Back		* Receive \$5.00 Cash Back for Every \$100.00 worth of 745001-A5, 745031-A5, 730903S-A5, 7340035-A5 CA Only, 709001, 709031, 704001, 704031, 704501, 704531 Products Purchased at the Show. Hot Profit Items Excluded from Cash Back.	
IVER JOHNSON	909	HPR AMMUNITION	1004
* Receive \$10.00 Cash Back Per Firearm Purchased at the Show		* Receive \$50.00 Cash Back on Orders Over \$500.00. Maximum Cash Back is \$50.00 per Dealer	
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The all-new *Big Rock Sportsman* is an essential retail tool that brings you tips from successful dealers, industry news, advice from business and retail experts, the hottest new products and much more. We've even included long-term weather forecasts to help with your planning.

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Inside The January Issue:



The Power of POS Systems

Virtually every large retailer in the world uses a point-of-sale (POS) system that tracks sales, inventory and orders. POS systems can be just as important—if not more—for small retailers who want to grow their businesses. Here's what you need to know.



Hot Products

We're bringing you 10 of the hottest products on the market. From the FoxPro WF2 Wildfire Game Caller to the Lowrance HDS-7 Touch Gen-2 83/200 Insight, these are the products your store should be stocking in 2013.



We Asked, You Answered

Whether it's Facebook, Twitter or LinkedIn, everybody and their grandma is using social media these days. We spoke with three dealers and asked them, "How is social media benefitting your store?" You may be surprised at what they said.

Not Receiving the *Big Rock Sportsman* but would like to? Contact your sales representative to learn more.