



MEDIA CONTACT

Jennifer Becker
jennifer@jpbecker.com
619-405-0625

Pacific Coast Sportfishing Show Bringing Rods, Reels, Boats & Deals to Southern California
Family fun, seminars and demonstrations, plus show specials on boats, marine gear, tackle and travel
OC Fair & Event Center, Del Mar Fairgrounds this spring

Costa Mesa March 5 – 8, 2026
Coming to San Diego March 19 – 22, 2026

Southern California (September 17, 2025): The Pacific Coast Sportfishing Show, presented by GEICO, will drop anchor at the OC Fair & Event Center in Costa Mesa March 5 – 8, 2026, before making its debut at the Del Mar Fairgrounds March 19 – 22. Both events will feature 250,000 square feet of salt and freshwater fishing tackle, boats, marine gear and travel opportunities aimed at anglers, boaters and outdoor enthusiasts alike.

Pacific Coast Sportfishing is proud to announce GEICO as the presenting sponsor for its Southern California events. GEICO is a recognized leader in the insurance industry – including boat insurance. With GEICO for your boat, you're backed by specialists who care about making boating safer and more enjoyable.

"PCS is honored to add GEICO to the PCS family as presenting sponsor, and we look forward to working together to deliver an unforgettable experience to the fishing and outdoor community in 2026," said Pacific Coast Sportfishing Show Producer, Bill DePriest.

Set for Thursday, March 5 through Sunday, March 8 at the OC Fair & Event Center (88 Fair Drive, Costa Mesa, CA) and Thursday, March 19 through Sunday, March 22 at the Del Mar Fairgrounds, home of the San Diego County Fair (2260 Jimmy Durante Blvd., Del Mar, CA), PCS is one of the nation's biggest and best-attended fishing, boating, travel and outdoors shows.

"The expansion of the Pacific Coast Sportfishing Show to the San Diego County Fairgrounds represents an exciting opportunity to showcase the leading brands and products from the outdoor and fishing industries. We look forward to engaging with San Diego's passionate community of Fishing and outdoor enthusiasts this Spring," said DePriest.

Featuring a massive selection of fishing and luxury boats as well as tackle, marine electronics, adventure gear and travel opportunities from reputable West Coast retailers, attendees can expect big savings and special deals on thousands of items, with event-only discounts on a large selection of reels, fishing rods and other equipment available throughout the weekend.

“As our audience grows, so does our lineup of vendors, demonstrations, seminars and special experiences, so whether you’re a PCS regular or a first-time attendee, there’s plenty to experience at our Costa Mesa and new San Diego event,” said DePriest. “From anglers and adventurers to those in the fishing and outdoor sports community, there’s something for everyone to discover at both events.

In addition to entertainment and educational seminars led by industry experts, PCS promises a day for the whole family, including a kid’s trout pond and wildlife education opportunities to interactive activities and “meet and greets” with curious critters and reptiles.

Now in its 16th year, PCS has firmly established itself the nation’s premier fishing, boating, travel and outdoors show, featuring one of the nation’s largest gatherings of fishing gear, boats and outdoor enthusiasts all in one place. PCS will also again offer free admission to active-duty members of the U.S. Armed Forces (with a valid ID), as well as to children 12 and under.

Additional show information available at <https://sportfishingfestival.com/>.



SHOW DATES & TIMES:

March 5-8 Orange County

Thursday and Friday 12-7

Saturday 10-7 and Sunday 10-5

March 19-22 San Diego

Thursday and Friday 12-7

Saturday 10-7 and Sunday 10-5

PRICING:

\$20 at the Gate / \$23.18 Online (includes fees). No refunds on ticket sales.

- *Kids 12 and under & active-duty military with valid current ID are free.*

FOLLOW PCS ON SOCIAL



<https://www.facebook.com/pacificcoastsportfishingmag>



<https://www.instagram.com/pacificcoastsportfishingmag>



@Pacificcoastsportfishingshow