Alberta Hereford SHOWCASE

2026 Full Exhibitor Itinerary

Tuesday, October 27th

2:00 pm	Cattle can move into tie outs
4:00 pm	Show Office Open

Wednesday, October 28th

8:00 am	Exhibitor Stall set up
10:00 am	Bull Ultrasound | Weigh In
10:00 am – 6:00 pm	Show Office Open – Exhibitor Registration
2:00 pm	Cattle must be onsite
6:00 pm	Exhibitor Meeting - RING

Thursday, October 29th

9:00 am	DLMS – Video sale bulls | sale heifers
10:30 am	RING – steel set up – Carcass Competition
10:00 am – 6:00 pm	**Show Office Open – Exhibitor Registration**
12:30 pm	OLDS COLLEGE – student arrival | registration
12:45 – 3:00 pm	Exhibitor/Olds Introductions/assignments | Photo - RING
3:30 pm	Carcass bulls to RING
	Presentation – Kim Jim - All remaining cattle must be in the barns
4:00 pm	Student Bull Evaluation – RING
5:15 pm	Presentation – Kevin Schultz | Geneseek - East Alley *(Open to ALL)*
	Social – Bar is Open
6:30 pm	Exhibitor Buffet | Presentations

Friday, October 30th

10:00 am	Choice Cut Carcass Competition
12:00 pm	Hereford Genes Event Registration | Sale – Open
	Bar Open
1:00 pm	Hereford Genes Event
	Parade of Bulls
	People's Choice – Voting
4:00 pm	Pub Social | Sliders | Spud Bar |
	People's Choice Awards |Prizing |Trailer Draw
5:00 p.m.	Live Music DUSTIN BAR
	BULL SALE Credit Draw
6:30 pm	Best of the West Bull Sale

Saturday October 31st

9:00 am	**National Open Show – Opening Ceremonies | Official Welcome**
9:15 pm	National Open Show – Polled Show *followed by* Horned Show
12:30 pm	Lunch Break Queen of Hearts: Youth Herd Builder Check-in
4:45 pm	Supreme Drive
6:00 pm	BANQUET | Keynote Speaker | Geneseek | Special Presentations

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Sunday November 1st

Prior to 8:00 am	Junior Show only cattle can arrive
9:00 am	Queen of Hearts Youth Herd Builder Registration – OPEN
	Heifer Sale Bidder Registration
9:30 am	Queen of Hearts – Group PHOTO - RING
	Queen Of Hearts – Demonstrations – RING
	Parade of Lottery Heifers
	Youth Herd Builder Heifer Lottery
	QUEENS HEIFER Fundraiser SALE
11:45 am	Genes of the Future Females to RING
NOON	**Genes of the Future FEMALE SALE**
12:30 pm	Queen of Hearts Youth LUNCH
1:00 pm	OPEN JUNIOR SHOW | All Breeds | Supreme
	Junior Seedstock Sellers Challenge

Cattle will be released after the completion of the Junior show – NO EXCEPTIONS

6:00pm	Barn Tear Down