



The 26th Annual World Beef Expo 2018 Schedule of Events  
September 28-30, 2018 – Wisconsin State Fair Park

\*Schedule is subject to change\* updated 9/18/2018



An **AI** company

Wednesday, September 26

10:00 a.m. Barns Open for Early Arrivals

10:00 a.m. Entry Office Open

Thursday, September 27

10:00 a.m. All Open Show Cattle must be in place

11:00 a.m.-4:00 p.m. Open and Jr Show Check-In

5:00 p.m. Tie Outs Open

5:00 p.m. - 7:00 p.m. Trade Show Open - WPP

5:30 p.m. - 7:00 p.m. Exhibitor Reception - WPP

**5:30 p.m. – 7:00 p.m. -Exhibitor Reception – while enjoying your meal in the Wisconsin Products Pavilion listen to:**

- Value of Wisconsin Cattleman’s Association Membership– **WCA board members**

Friday, September 28

8:00 a.m. Angus Show Ring 1

8:00 a.m. Hereford Show Ring 2

9:00 a.m. - 7:00 p.m. Trade Show Open - WPP

11:30 a.m. American British White Park Show Ring 2

12:00 p.m. Shorthorn Show Ring 1

12:00 p.m. All Sale Cattle must be in place

2:30 p.m. Red Angus Ring 1

2:30 p.m. Simmental Show Ring 2

3:30 p.m. Mini Hereford Ring 1

4:30 p.m. Belted Galloway Show Ring 1

5:00 p.m. Tie Outs Open

**Junior Showmanship – 6:30 p.m. – Coliseum**

Noon – **Chili Lunch** – while enjoying your lunch in the Wisconsin Products Pavilion listen to:

- **Utilizing Technologies to Improve Herd Health & Reproduction** – Don Goodman, DVM.  
Please see a Multimin Team Member for your free lunch ticket. Ticket Required.

Saturday, September 29

8:00 a.m. Maine-Anjou Show Ring 1

8:00 a.m. American Aberdeen Show Ring 2

8:00 a.m. - Noon YS Contest – WPP

9:00 a.m. Chianina Show Ring 1

9:00 a.m. - Noon Junior Show Cattle Check-in – LLDD

9:00 a.m. - 7:00 p.m. Trade Show Open – WPP

9:30 a.m. Highland Ring 2

10:00 a.m. Charolais Ring 1

11:00 a.m. Commercial Show Ring 1

11:00 a.m. Wagyu Ring 2

11:00 a.m. All Junior Show Cattle must be in place

11:30 a.m. All Other Reg. Cattle / AOB \*\* Ring 1

4:00 p.m. YS Live cattle judging

5:00 p.m. Sullivan Supply/Stock Show University Clinic

5:00 p.m. Tie Outs Open

5:00 p.m. Silent Auction Closes- pick up items

6:00 p.m. Early Release Option

12:30 p.m. – **Lunch** – while enjoying your lunch in the Wisconsin Products Pavilion listen to:

**Blueprint Nutrition**

Please see an Alltech, Show-Rite, Hubbard Feeds or Crystalyx Team Member for your free lunch ticket. Ticket Required.

**World Beef Expo Multi-Breed & Club Calf Showcase Sale**

1:30 p.m. – Viewing of animals

2:30 p.m. - 2018 WBE Multi-Breed & Club Calf Showcase sale Managed by Larry Martin Cattle Sales

All Sale activities will take place in the Coliseum.

**Supreme Champion Drive - 7:00 p.m. – Coliseum**

Notice: YS awards, Showmanship awards & Founders Scholarship will be announced during Supreme Drive

Sunday, September 30

8:00 a.m. Junior Heifers Ring 1

8:00 a.m. Junior Prospect Steer Show Ring 2

Followed by Junior Market Steer Show Ring 2

Followed by Junior Heifers Show Ring 2

9:00 a.m. - 2:00 p.m. Trade Show Open WPP

4:00 p.m. Release

6:00 p.m. All Cattle out of Barns

At the conclusion of the junior heifer show all Grand & Reserve breed heifers will be judged for top 5 heifers in the junior show.

YS = Youth Sweepstakes WPP = Wisconsin Products Pavilion LLDD = Lower Level Double Decker

\*\* All other Reg. cattle with shows not listed will show in their own breed division first then the champions will compete for AOB Champion for supreme drive.