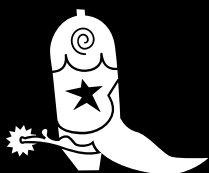


NS&S Entry Deadline: November 10th



NO LATE ENTRIES ACCEPTED!

Round 'Em Up It's Show Time!

**38th Annual National Show & Sale
Denver, Colorado**

January 20-24, 2027



Enclosed is the information you need to exhibit and/or attend the NS&S in Denver. Additional information about check-in procedures, detailed maps, etc. will be sent to exhibitors in December.

This is a quick list of updates and important details. Please read all enclosed information carefully as details won't be duplicated.

- ✓ Exhibitors must submit all show entries to NWSS only [here](#); no show entries to AHCA. This includes all junior, market and group classes too.
- ✓ All exhibitors must submit the AHCA Ticket Order & Sale Entry Form to enter the National Sale, pay AHCA Show and Jackpot Class Fees, order banquet tickets, etc. This can only be submitted online [here](#).
- ✓ **A junior must be an AHCA junior (AHCAj) member as of November 10, 2026 to enter in the Junior Breeding Heifer Show or Showmanship.**
- ✓ **Limit two live lots and one genetic lot per consignor.** The National Sale is a female only sale except for bulls who become eligible if they place Division or Reserve Division Champion. They must meet all Sale Health Requirements.
- ✓ All sale consignors will submit lot photos, videos, descriptions and other details direct to Black Coyote Creative by November 10th [here](#).
- ✓ **Deadline for entries is November 10, 2026. ABSOLUTELY NO LATE ENTRIES WILL BE ACCEPTED! NWSS will not allow late entries for the Highland show.**
- ✓ **The sale commission is still 8%!** Copies of health papers need to be emailed to AHCA in early January so they can be reviewed by the NWSS vets; details to follow. Originals still need to accompany cattle to Denver. Two tests for the sale are optional so look at the Sale Health Requirements closely and be sure that is the form your vet uses for testing.
- ✓ **Photos and videos are due at the time of sale entry November 10th.** Photos or videos that do not represent the animal appropriately will not be used. Retakes must be submitted within a week of notice by the Sale Committee. In the event that retakes can't be done, the photo or video may not be used.
- ✓ Come join us Thursday night at the northwest end of the Livestock Center Concourse (top of escalator) for the Highland Hangout Social (Junior Awards Presentation has been moved back to the banquet). This is a fun, casual event so come as you are. Enjoy a cash bar and hors d'oeuvres and you'll have several chances to win fun door prizes!

HOTEL – The Denver Marriott West (1717 Denver West Blvd., Golden) is our headquarters hotel. The rate is \$109/night; 1-4 people/room. There are two ways to book: 1) call (888) 238-1803 and ask for the American Highland Cattle Association room rate or 2) online [here](#). **Reservation deadline December 28, 2026.** They are keeping the bar open until 10 PM Weds-Fri so you can visit with friends. Parking is complimentary including trailers.

Trailer parking is also at Dick's Sporting Goods Park 6000 Victory Way, Commerce City in the NWSS lot. It is a flat \$50 to park for the duration of the event, payable upon arrival.

AWARDS BANQUET – This year the NS&S Awards Banquet including Junior Awards Presentation will be held in the CoBank Auction Arena.

ENTRY FORMS – Exhibitors must submit all show entries to NWSS only [here](#); no show entries to AHCA. All exhibitors must submit the AHCA Ticket Order & Sale Entry Form to enter the National Sale, pay AHCA Show and Jackpot Class Fees, order banquet tickets, etc. This can only be submitted online [here](#). Deadline for entries is November 10, 2026. **ABSOLUTELY NO LATE ENTRIES WILL BE ACCEPTED!** Plan ahead; allow 8 weeks for registration of bulls and AI/ET calves due to the DNA typing requirement. Please send in registration applications on any animals that are not yet registered no later than November 10th also. You must be a current member of AHCA to show. All sale consignors will submit lot photos, videos, descriptions and other details direct to Black Coyote Creative by November 10th [here](#).

Attendees who are not exhibiting cattle can order badges/tickets on the AHCA Ticket Order Form. This can only be submitted online [here](#). Attendees only (not cattle exhibitors), pick up badges/tickets at the front desk of the Denver Marriott West upon check-in.

SHOW

- The NWSS strongly recommends exhibitors use tie-outs at night as a safety measure and neck ties when stalling.
- All health requirements are listed on the Show Health Requirements and Sale Health Requirements. Keep in mind, there are additional health requirements for the sale.
- Vets need to list specific information (i.e. Bangs tattoos, etc.) on the health certificates to meet NWSS health requirements. Please make sure they receive all of the health information. **No exceptions** will be made... if your cattle don't meet the requirements they will not show and/or sell.

- Read the following info on nationalwestern.com: General Rules and Regulations, National Code of Show Ring Ethics, Junior Livestock Show Rules, Livestock Brand Inspection, etc. By entering the show you agree to abide by these rules.
- Tattoos will be checked on all cattle. **Before leaving home, make sure your animal has the correct, legible tattoo because if tattoos don't match registration papers they will not show or sell. No exceptions!**

MARKET SHOW & CARCASS CONTEST

All market cattle must weigh in Wednesday during designated times. You may enter the market show and not the carcass competition. However, in order to participate in the carcass competition, the animal must be in the market show.

The ultrasound technician will judge the carcass contest. Placings will be based on a USDA yield grade calculation, a USDA quality grade calculation (more emphasis here) and the average carcass value for the previous week on harvested cattle with all standard premiums and discounts. Market cattle will be ultrasounded on Thursday immediately after they show; they should be dry.

SALE

Black Coyote Creative is our marketing and promotions team. They will provide each consignor with light photo and video editing and live lot signs.

Please review the Sale Health Requirements; they are over and above what is required for show only cattle. Due to the holidays, watch your timeline on health requirements needing lab work. The details won't be duplicated so read all information carefully. Please remember that states can change their rules at any time, therefore it is best to be prepared for any eventuality that may occur.

- **Limit two live lots and one genetic lot per consignor.** The **sale entry fee is a non-refundable \$250 per live lot** (\$150 of sale entry fee credited towards commission) **or \$100 per semen/embryo/flush lot** (\$0 of sale entry fee credited towards commission) plus an 8% commission on the sale price. We encourage consignors to provide any comments, i.e. highlights of pedigree, weights (bw, ww, yw) and other performance data, show winnings, etc. in flyer format and display it near the auction arena. Promote your consignments and invite potential buyers to Denver. AHCAj (AHCA junior) members will prepare and take all sale cattle into the ring so consignors can enjoy the event from the audience.
- All Division and Reserve Division Champions are eligible for the sale. You must notify a member of the Sale Committee by 2:00 PM Friday to be eligible to sell your animal not previously entered into the sale. These animals must meet the Sale Health Requirements, which differ from the Show Health Requirements. If you believe your animal may qualify, please be certain to have all Sale Health Requirements met prior to arrival in Denver.
- In addition to animals in the show, the sale is open to non-show females which are of exceptional quality with strong pedigrees and 60-day confirmed recipients. This includes registered full-bloods and Sovereigns. All Sale Health Requirements apply. The Committee reserves the right to accept or reject any non-show entry (notification and refund will be given by December 10th) as well as disqualify any animal in poor health or condition. If an animal does not make the sale the consignor receives their sale entry fee back. All non-show cattle must be entered online with the NWSS and on the AHCA Sale Entry Form along with photos, etc. sent to Black Coyote Creative.
- Semen and embryos may be in the sale and entered on the AHCA Sale Entry Form along with photos, etc. sent to Black Coyote Creative. Semen and embryo lots will be limited to 10 of each. The

Sale Committee reserves the right to choose the 10 entries to be included based on the best interest of the National Sale and its potential buyers. A full refund will be given in the event that there is a surplus of entries. All semen must have verification of viability and letter of acknowledgement from the collection facility stating where eligible for export, if applicable. All collected sires must have DNA on file with AHCA. Embryos must be grade #1 or #2 quality and accompanied by the corresponding embryo recovery sheet and letter of acknowledgement from the collection facility stating where eligible for export, if applicable. All ET sires/dams must have DNA on file with AHCA. The sale commission on semen and embryos is 8%. All buyers/sellers will be notified when genetics can be released. The seller will ship semen/embryos within 60 days of the sale date and buyer is responsible for all shipping costs. The sale of semen/embryos is a transaction between buyer and seller only. AHCA Rules and Regulations apply.

- Semen/flush rights may be in the sale and entered on the AHCA Sale Entry Form along with photos, etc. sent to Black Coyote Creative. Also Grand and Reserve Grand Champions may offer semen/flush rights in the sale. Semen/flush rights are a transaction between buyer and seller only. AHCA Rules and Regulations apply.

Semen Rights

Consignor is responsible for choosing the collection facility and the buyer will be responsible for collection expenses. The sale of semen rights is a transaction between buyer and seller only. AHCA Rules and Regulations apply. A semen rights contract will be signed by consignor and buyer after the sale that defines and guarantees terms and conditions of collection. The sale commission is 8%.

Flush Rights

A minimum of six (6) grade #1 embryos are guaranteed to the buyer. In the event the chosen cow does not produce a minimum of six embryos, the buyer will have the option of flushing the cow again until the minimum and only the minimum of six embryos is achieved or the buyer may have the option of a prorated price per embryo based on purchase price at the National Sale. This settlement will be handled only through the buyer and seller. If the chosen cow produces more than six embryos, all embryos will be the property of the buyer. **Consignor will choose the embryo technician and location for flushing; flush will happen within 6 months of sale date.** The buyer will be responsible for expenses associated with the flush. The sale of flush rights is a transaction between buyer and seller only. AHCA Rules and Regulations apply. A flush rights contract will be signed by consignor and buyer after the sale that defines and guarantees terms and conditions of flush. The sale commission is 8%.

Sale Consignors' Informational Meeting is scheduled for December 3rd at 6:00 PM MST via Zoom. Details to follow.

SALE CATALOG LOT PHOTO, VIDEO & DESCRIPTION – Photos and videos are due at the time of sale entry November 10th. Photos or videos that do not represent the animal appropriately will not be used. Retakes must be submitted within a week of notice by the Sale Committee. In the event that retakes can't be done, the photo or video may not be used. **Submit your sharp, high-resolution photo (150 dpi or higher) in a jpeg file by November 10th.**

Checklist for great photos:

- ✓ If shooting on cell phone, please send photos at actual size.
- ✓ Don't reduce the size, crop, alter, etc. the picture; please send it untouched.
- ✓ Show pictures can be used or those taken on your farm.

- ✓ Take several and send one or two of the best for each animal.
- ✓ Animals should be standing in profile form so their nose is pointed to the right side of the photo, like they are under a show banner.
- ✓ Wash and groom your cattle so they are full of bloom.
- ✓ Make sure cattle look attentive with ears forward.
- ✓ Pay special attention to the background making sure it is attractive. No objects should be blocking the view.
- ✓ Include some background around the entire animal and be sure all parts are in the photo (don't cut off hooves, horns, etc.). It is best for cattle to take the center 2/3 of the screen.
- ✓ Take them on grass, not in mud or dirt lots.
- ✓ Pictures are full color so good ones will look great and anything unfavorable will stand out.
- ✓ Remember the sale catalog is a chance for all buyers to see cattle prior to Denver so it is in the seller's best interest to provide a quality picture as well as an informative and descriptive paragraph.

We will post a video of each lot. A clip 30-45 seconds on a cell phone needs to be taken at the largest file option possible. This can be found under camera settings on your phone. Camera video is preferred.

Submit a maximum 100 word description with highlights of pedigree, weights (bw, ww, yw) and other performance data, show winnings, etc. (AHCA may edit) by November 10th.

- Cattle will be transferred to the highest bidder. Absentee bids are encouraged. Contact Sheridan Auction Company: Bill Sheridan (517) 719-0768, Doug Sheridan (517) 749-7976 or Jason Buher (517) 256-3427.
- The sale will be broadcast live with internet bidding. Details to view and/or bid will be in the sale catalog.
- Jesse Silva (970) 396-0421 will be the transportation coordinator. Contact him to inquire about hauling options and this should be initiated prior to the sale, if at all possible. Buyers are responsible for arrangements and caring for their animals following the sale.

ADVERTISING AVAILABLE IN SHOW CATALOGS – To place your ad in the show catalog, just email in pdf or jpeg format, a business card (we may need a new ad even if you've advertised in the past) or camera ready half/full page ad by November 10th to info@highlandcattleusa.org. If you do not have camera ready copy for the half/full page, layout is available for an additional \$35/\$75 respectively. AHCA has the right to refuse any ad. This is an easy opportunity to promote your farm or business and support the breed!

TROPHY, BANNER & JUNIOR SPONSORS – Promote your farm, ranch or business by sponsoring a grand/reserve champion bronze trophy or a division champion satin banner. Trophy sponsors are \$275 each while division banners are \$100 each. Support is also needed for junior prizes and activities. Thank you!

CONCERNS OR APPLAUDS DURING/AFTER EVENT – Applauds taken any time! Concerns or complaints should be taken directly to chairs, as soon as possible. National Show - Frank Silva (303) 818-6564; National Sale - Heather Bailey (970) 666-1982, Collin Demuth (402) 366-8238 or Jan Larson (262) 539-3257.

AHCAj™ (AHCA Junior) Activities

Fun events below are open to AHCA junior (AHCAj) members. **A junior must be an AHCA junior (AHCAj) member as of November 10, 2026 to enter in the Junior Breeding Heifer Show or Showmanship.** Developmentally disabled juniors up to age 26 may compete in the junior show and activities. By participating in this event, you are authorizing the use of your name, photo and information in any AHCA media coverage (unless you opt out by contacting AHCA directly).

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Junior Breeding Heifer Show

Animals must be owned by the junior and registered in their name only with an ownership date of November 10, 2026 or prior. If you want to be in the junior and open show you need to enter both. Entries must be received by the NWSS online only by **November 10, 2026.**

Showmanship

If you need an animal to show, contact the National Junior Committee (below) by November 10th. Bull calves 12 months of

age and under are allowed in showmanship. You do not have to be entered in the breeding classes to participate in showmanship. Entries must be received by the NWSS online only by **November 10, 2026.**

AHCAj™ Barn Activities

All juniors are welcome to participate in these events even if you aren't exhibiting cattle. If you are not currently an AHCAj member and would like to participate, please contact AHCA to join. No pre-registration is required except for the Junior Breeding Heifer Show and Showmanship on Thursday.

AHCAj™ Futurity

Futurity premiums will pay out a maximum total of \$2000 for qualified enrolled juniors who purchased heifers at the National Sale in Denver the prior year. Premiums shall not exceed \$1000 per junior and shall be prorated if there are multiple qualified juniors. The animal needs to be registered in the junior member's name only. The purchased heifer is eligible for this award if placed Champion or Reserve Champion Breeding Heifer in the junior show or Division Champion or Reserve Division Champion in the open show. Only one award per heifer.

National Sale

All juniors attending Denver are encouraged to help with the sale, preparing and taking cattle into the ring. Please attend the meeting Saturday at 8:30 AM.

Questions? Jackie May – jackiemay00@gmail.com or Bailey Carlson baymccconnell@outlook.com



Schedule of Events



Wednesday, January 20

6:00 AM	Cattle Begin Arrival – CB	New Time!
4:00 PM-7:00 PM	Weigh Females/Market Cattle & Check Tattoos – CB	
5:00 PM-8:00 PM	AHCA™ Board of Directors' Meeting – Mayer	
8:00 PM	Cattle in Place – CB	

Thursday, January 21

8:00 AM-10:00 AM	Weigh Bulls, Check Tattoos & Ultrasound – CB
11:00 AM	Sovereign Heifers & Market Show National Junior Show Jackpot Group Classes – Show
Immediately	
Following Show	Ultrasound Market Cattle – CB
3:00 PM	AHCAj™ Barn Activities – CB
4:00 PM-6:00 PM	Highland Hangout Social – LVC Concourse

Friday, January 22

8:00 AM	38th Annual National Show – Show
8:00 PM	PRCA Rodeo – C

Saturday, January 23

8:30 AM	Meet & Greet Sale Preview – CB
8:30 AM	AHCAj™ Meet in Sale Arena – CoBank
10:00 AM	38th Annual National Sale Performance Genetics with Style – CoBank
6:00 PM	Cocktail Reception – CoBank
7:00 PM	Awards Banquet including Junior Awards Presentation – CoBank

New Location!

Sunday, January 24

6:00 AM	Cattle Release – CB
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C – Coliseum
CB – New Cattle Barns
CoBank – CoBank Auction Arena

LVC Concourse – Northwest End Livestock Center
Concourse (top of escalator)
Mayer – Mayer Family Conference Suite
Show – CoBank Show Arena

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