

GENERAL RULES: Wild West Groom Fest 2026

***Please read ALL RULES before registering for competitions. Registration will open at 8 AM on July 26, 2026. There will be NO CONTEST REFUNDS after August 9, 2026. Drop-out spots will be given to the waiting list on a first-come, first-served basis.**

Bring your own cordless equipment. Electricity will not be provided in the contest ring.

Contest Tables will be provided and set up in the ring. The judges will assign you a table.

Plan on arriving at the contest ring one hour before your class begins so you have time for Before Photos with our photographer.

Competitors' Meeting: Thursday October 29 at 5:00pm at the Competition Main Stage. It is not required, but highly recommended that you attend, as this will allow you to have your questions answered and meet your judges. Please help us make the competitions run more smoothly by attending this meeting.

BREED STANDARD CLASSES & SALON FREESTYLE

SHOW STRUCTURE, DIVISIONS AND AWARDS STRUCTURE:

Dual-Division Competition

Divisions "A" and "B" compete separately for titles of first, second, and third in their division classes. The first-place winner from each Division will compete against all other first-place winners from their division for Best in Show. There will be a Best in Show Division "A" winner and a Division "B" winner.

COMPETITION LEVEL DIVISIONS:

GroomTeam Sanctioned Class rules will apply to all levels with the following exception: ONLY Division "B" may use clippers, scissors, and thinning shears when bodywork is typically hand stripped and/or carded for the show ring in sporting class and wire coat class. A fifteen-minute time reduction will be levied.

DIVISION "A":

Open to all competitors. Competitors who have won three Best in Show or two three Best All Around groomer titles, from intermediate division or "B" division at any show OR four group placements from any tiered show, OR six 1st placements from intermediate division at any show MUST enter DIVISION "A". Recommended for groomers with intermediate to advanced styling skills, previous successful competition experience, and for intermediate to advanced conformation dog show exhibitors and/or certifiers and instructors.

DIVISION "B":

Restricted to competitors who have not won three Best in Show or three Best All Around groomer titles, from the intermediate division at any show. OR four group placements from any tiered show, OR six 1st placements from intermediate division at any show. Recommended for groomers who have never competed and/or possess novice-grooming skills. Confirmation dog show exhibitors, owners, breeders, handlers who have finished a champion, and/or certifiers and grooming instructors are not permitted to compete in Division "B" and must enter Division "A".

AWARDS:

Both divisions are judged simultaneously. Three placements are awarded in each division.

BEST IN SHOW:

Best in Show will be chosen from the 1st place winners from both division A and B from each class: Wire Coat Class, All Other Purebred, Salon Freestyle, and Poodles. The 1st place winners then return with their entry to the Best in Show Awards Presentation at designated time and place. Those winners not present for final Best in Show judging will not be eligible. There will be a Best In show awarded for both Division A and B.

AWARD POLICIES:

Provided sufficient eligible competitors are entered, 1st, 2nd and 3rd placements must be awarded in that order. Awards will not be withheld unless there is a specific disqualifying factor as described in Warnings and

Disqualifications.

Refer to Procedures and Protocols for other important information.

Procedures, Policies and Protocols WWGF 2026

CHECK IN PROCEDURES:

- Contestants must pick up their registration packet at the show registration desk upon arrival to the show.
- Competition check-in station opens 1 hour prior to contest start time.
- Contestant must bring their contest entry ticket, signed acceptance of the rules, competition dog, and equipment to contest check in station prior to entering the ring.
- Contestants will have pre-contest photos taken and will be assigned a grooming table.
- Check in station closes 15 minutes prior to competition start time.
- Contestants should arrive with their dog at check in station 45 to 60 minutes prior to competition start time.
- Contestants who have not checked in 15 minutes before contest start time will not be permitted to compete.

COMPETITION DOG QUALIFICATION:

- Dogs should be clean, dry, and free of mats and tangles. Nails should be clipped and/or filed, ears clean. Sanitary and pads may be clipped prior to competition. Poodles should have their feet pre-shaved, added time will not be allotted for shaving feet. Poodle faces must be shaved during the competition time frame. Poodle faces may be shaved up to 2 weeks prior to competition for cleanliness. All other grooming must take place during contest time frame with the exception of Pre-Groomed Creative Runway.
- Must be of an age appropriate for competition environment. Suggested age is between 1 year and 10 years.
- Must appear healthy, in good condition and free of infectious disease and parasites
- Must not show obvious signs of pregnancy or nursing
- Must not show signs of viciousness or aggression
- Must NEVER be left unattended
- Must be properly cared for with food, water and exercise while on the show premises
- Must be leashed when not crated or not being groomed
- Must follow applicable vaccination regulations for city, county, state and country hosting the competition

PREJUDGING DOCUMENTATION AND ENTRY CONFIRMATION:

- Judge will evaluate, confirm and note the following: • Correct class
- Sufficient coat growth (average of 4-6 weeks of growth) and evaluate preparation
- Time frame by size, breed or technique
- Correct division
- If pattern is pre-set

PRODUCT APPLICATIONS:

- Decorative objects such as bows, and scarves are not permitted in regular purebred classes.
- Coloring, other than to enhance natural coat color of the dog is prohibited in purebred classes.
- Hair extensions that are the same coat color of the dog, are permitted and if used, must be applied during the competition time frame.
- Products such as hair sprays and styling gels may be applied during the competition time frame. Spray is limited to "freshening up" once time is called. Re-shaping such as that done on Kerry Blue jacket, shaping or patting coat into place utilizing water or product or shaping a show Poodle headpiece may not be done once time is called. Hair spray is prohibited on poodle tie-ups prior to competition time frame and after time is called.
- Chalk, such as terrier chalk may be applied prior to or during the competition time frame to aid in hand stripping or enhance coat color. It is prohibited to apply after time is called.
- Salon freestyle may apply up to two bows.
- Small amounts of color (1 inch or less) may be added and is limited to paws, ears, tail and/or cheeks.

COMPETITION END:

- Contestants should remove hair, tools and equipment from the grooming table.
- A comb should be placed on the table.
- Contestants may comb their dogs after scissors down, prior to and after judging.
- Contestants may use finishing sprays to freshen up their dogs after scissors down, prior to and after judging, but ANY reshaping or styling with hair spray, products or water is prohibited.
- Contestants should stack and present their dog to the judges.

JUDGES WILL EVALUATE THE FOLLOWING:

- Overall uniformity of the trim
- Balance, symmetry and style of the trim
- A distinct change of appearance must be made in the groom
- Purebred: adherence to correct breed profile
- Freestyle: ability of groomer to create the best possible profile according to body type, conformation and coat
- Scissoring: plush appearance without scissor marks
- Hand stripping and carding: smooth natural appearance and proper technique
- Clipper lines should be clean and free of irritation
- Edges such as cocker and poodle feet should show neat and tidy bevels
- Difficulty regarding the amount of coat removed, pattern created or followed, coat type, texture, quality and quantity
- Camouflaging conformation faults and accentuating profile attributes

POST CONTEST PHOTOS:

- Post contest photos will be taken after technical evaluation has been completed.
- The contestant should take their number and dog to the photo station and then return to their table and await further instructions.

POLICIES STRICTLY PROHIBITED IN THE CONTEST RING:

- Cell phones, radios and headsets
- Standing on tables or chairs
- Beverages NOT in spill proof containers
- Coaching by anyone, at any time during the competition time frame or Potty Break
- Visual or written instructions
- Smoking, Flame devices
- Hair dryers
- Holding crates
- No open toed shoes

GROOMING EQUIPMENT:

- Contestants must provide all of their own equipment including but not limited to: grooming table, grooming loops, scissors, clippers, blades, brushes etc.
- All personal equipment must be removed immediately from the arena after each class.
- All grooming tools are permitted such as snap on combs
- Flat irons are permitted

PROFESSIONAL IMAGE, CONDUCT, SKILL APPLICATION:

- Appropriate grooming attire and shoes should be worn at all times
- Open toe shoes are not permitted
- Contestants determined to be dressed inappropriately will not be permitted to compete • Professional manner and attitude must be maintained at all times
- Contestants must maintain a safe styling station at all times Example: Open scissors left on the table for the dog to step on would be considered unsafe styling station
- Contestants must practice kind and safe handling techniques at all times
- Dogs must never be left unattended
- Contestants must apply technical skills with safety
- Nicks, cuts and clipper irritations are considered unsafe technical skill application and will be penalized
- Good sportsmanship must be displayed at all times
- Poor sportsmanship is displayed when a contestant shows disrespect to fellow competitors, judge, contest dog, staff, sponsors and spectators
- Professional conduct is also carried into the care and responsibility of your contest dog and the hotel grounds, rooms and property

DISQUALIFICATIONS & WARNINGS:

- Contestants may receive warnings or notification of disqualification for rule infractions as described in rules.
 - Judging panel will determine if rule infraction(s) result in disqualification.
 - Judging panel will determine if injury to contest dog result in disqualification depending upon severity and cause.
 - Awards will not be withheld unless the judging panel determines there is a disqualifying factor.
- Clarification of Any issues that may arise that are not covered by the rules will be determined by the judging panel and/or show management.

Conflict of Interest Policy

This policy helps establish the highest standards in the pet styling profession, as outlined in the Code of Conduct and guidelines. Board Members, Officers, and Official Representatives are prohibited from competing in Classes or judging Division "A" classes.

1. Competitors will not be eligible to compete under the following conditions:

- a. Entry provided by your judge(s).
- b. Entry prepared by any judge(s) throughout the duration of the show.
- c. Familial relationship with any judge(s) assigned during the timeframe(s) of that class(es).
- d. Personal Mentoring Relationship with judge(s) assigned during the timeframe(s) of that class(es). (Excluding post-contest critiques).

- Private or semi-private instruction (less than six attendees) within four months of competition.

- Instructor/Student/Apprentice within the last six months.

e. Vested business relationships, defined as an involvement having the element of personal gain, within the last twelve months, including but not limited to:

- Employee/Employer/Subcontractor
- Consulting
- Professional Handling or Handling Assistant
- Business Partnership or Venture

2. Show Organizers must adhere to the following conflict of interest policies. Show management:

a. May not influence or advise contest placements.

b. May not utilize the services of judges who:

- Are employees/employers (free-lance authors/sub-contractors are exempt).
- Are directly involved with the planning and production of the contest.
- Are relatives of the show management.
- Have a business ownership/partnership with show management.
- Use professional handler services for/with show management.

3. Although judge/competitor conflicts of interest are ultimately the competitor's responsibility, it is in the best interest of show management to hire judges who have retired from the competition ring. Show Management should prohibit judges from:

a. Judging their students, relatives, or employees/employers.

b. Judging contestants with whom they have a vested business relationship.

c. Providing contest dogs to contestants in a class that they are judging.

d. Personally assisting a competitor with any dog entry preparation for the show duration.

The Rocky Mountain Groom Expo has the responsibility to address issues directly related to the above policies quickly. To resolve issues, immediately submit a Grievance Form for the perceived infraction to the attention of the Rocky Mountain Groom Expo. All other concerns should be brought to the attention of the Rocky Mountain Groom Expo director. Contact information can be found on the RMgX website.

b. Judging contestants with whom they have a vested business relationship.

c. Providing contest dogs to contestants in a class that they are judging.

d. Personally assisting a competitor with any dog entry preparation for the show duration.

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Contestant Code of Conduct WWGF 2026

The Wild West Groom Fest code of conduct establishes expectations for professional behavior and actions of all WWGF Contestants. Adhering to these policies protect the reputation and perception of groomers on an individual level as well as the entire organization.

As a contestant of the Wild West Groom Fest, I promise to:

- ~ Aspire to the highest professional standards
- ~ Treat all team members and industry professionals with respect, honesty, and kindness
- ~ Treat all pets with kindness, patience, and respect, and provide for their health and safety while they are entrusted to my care
- ~ continue to pursue education and skill development
- ~ encourage unity among pet stylists by promoting professionalism, the highest ethical standards, education, and creativity
- ~ exhibit conduct befitting these standards in my actions, whether it be in writing, in person, or through online communications
- ~ discourage unprofessional behavior toward others in my industry community Adhere to the Standards of Conduct and Sportsmanship Rules

I understand that failure to adhere to the Code of Conduct may result in the elimination of honors and privileges awarded by the Wild West Groom Fest.

Printed

Name: _____

Signature: _____

Date: _____

REMEMBER:

POLICIES STRICTLY PROHIBITED IN THE CONTEST RING:

- NO Cell phones, radios and headsets, or earbuds
- NO Standing on tables or chairs
- NO Beverages NOT in spill proof containers
- NO Coaching by anyone, at any time during the competition time frame or Potty Break
- NO Visual or written instructions
- NO Smoking, Flame devices
- NO Hair dryers
- NO Holding crates
- NO open toed shoes

Violation of these rules WILL RESULT in DISQUALIFICATION

All Wire Coated Pure Breeds Rules for WWGF

Confirmation Acceptable breeds, Open Division: Pure breeds with wire coat types that are hand stripped. (See specific breed list.)

Styling: Must be groomed to breed profile as presented in the show ring.

A distinct change of appearance must be made in the groom

Time Frames:

See the specific breed list.

Sporting Rules for WWGF

Acceptable breeds Open Division: Spaniels and Setters (see specific breed list.)

Styling: Must be groomed to breed profile as presented in the conformation show ring.

A distinct change of appearance must be made in the groom

Time frame: 2 hours

All Other Purebreds Rules for WWGF

Acceptable breeds, Open Division: See specific breed list.

Styling: Must be groomed to breed profile as presented in the conformation show ring.

A distinct change of appearance must be made in the groom

Time Frames: See specific breed list.

REMEMBER:

POLICIES STRICTLY PROHIBITED IN THE CONTEST RING:

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- NO Standing on tables or chairs
- NO Beverages NOT in spill proof containers
- NO Coaching by anyone, at any time during the competition time frame or Potty Break
- NO Visual or written instructions
- NO Smoking, Flame devices
- NO Hair dryers
- NO Holding crates
- NO open toed shoes

Violation of these rules WILL RESULT in DISQUALIFICATION

Poodle Rules for WWGF

Acceptable coat growth for all competitors in Rocky Mountain Groom Expo; It is the responsibility of the show promoter and/or their designated judges to determine adequate coat growth. **A distinct change of appearance must be made in the groom.**

Acceptable breeds: All sizes, natural colors of purebred Poodles.

- 11" and under - 1:30 (One hour & thirty minutes)
- Over 11" up to and including 17" - 1:45 (one hour and forty-five minutes)
- Over 17" up to and including 23" - 2:00 (Two hours)
- Over 23" - 2:15 (Two hours and fifteen minutes)

POODLE STYLING: ALL PET AND SHOW POODLE STYLES ARE ACCEPTABLE PROVIDED THEY RESPECT THE BREED PROFILE OF THE POODLE.

- Feet must be shaved
- Feet may be shaved prior to the competition start time. No extra time will be permitted if not completed prior to the class start.
- Face and tail band (if applicable) must be shaved during the competition time frame.
- A small mustache or goatee is permitted
- Scissored face styles, such as a Bichon or scissored type face, are prohibited.
- Show topknots may be pre-banded, including hair extensions prior to the start of the class, spray-up products are prohibited prior to the start of the class

Breed Competition Times WWGF

Breeds by Class Time Allowances:

Poodles		Wire Coats - Handstrips		Setter and Spaniels	
11" and Under	1:30	Affenpinscher	1:45	Clumber Spaniel	2:00
		Airedale	2:15	American Cocker Spaniel	2:00
Over 11" up to and including 17"	1:45	Australian Terrier	2:00	English Cocker Spaniel	2:00
		Border Terrier	1:45	English Setter	2:00
		Brussels Griffon	1:45	English Springer Spaniel	2:00
Over 17" up to and including 23"	2:00	Cairn Terrier	2:00	Field Spaniel	2:00
		Dachshund Wire (Miniature)	1:45	Gordon Setter	2:00
		Dachshund Wire (Standard)	2:00	Irish Red and White	2:00
Over 23"	2:15	Dandie Dinmont	2:00	Irish Setter	2:00
		Giant Schnauzer	2:15	Sussex Spaniel	2:00
		Irish Terrier	2:00	Welsh Springer Spaniel	2:00
Other Purebred Scissoring		Lakeland Terrier	2:00		
Bedlington Terrier	2:00	Miniature Schnauzer	2:00		
Bichon Frise	2:00	Norfolk Terrier	1:45		
Black Russian Terrier	2:15	Norwich Terrier	1:45		
Bouvier des Flanders	2:15	Sealyham Terrier	2:00		
Irish Water Spaniel	2:00	Standard Schnauzer	2:00		
Kerry Blue Terrier	2:00	Welsh Terrier	2:00		
Portuguese Water Dog	2:00	West Highland White Terrier	2:00		
Soft Coated Wheaten	2:00	Wire Fox Terrier	2:00		

Salon Freestyle Wild West Groom Fest

Acceptable breeds:

Open to ALL BREEDS AND MIXES

- Any mixed breed of dog
- Any purebred CLEARLY NOT groomed to the breed profile style

Examples: Cocker in a sporting trim with scissored legs, ShihTzu in a puppy trim, Poodle in a Bedlington trim, Old English Sheepdog in a teddy bear

- Asian Fusion styles
- Poodle face and/or feet may not be shaved

Product application:

- No more than two (2) bows are permitted
- Colored hair extensions are permitted
- Small amounts of color, (1 inch or less) is limited to paws, ears, tail and/or cheeks

Judging Considerations:

- Balance, symmetry and style
- Ability of groomer to create the best possible profile according to the dog's body type, coat and structure
- Scissoring: plush appearance without scissoring marks
- Hand stripping and carding: smooth natural appearance and proper technique
- Clipper lines: clean and free of irritation
- Difficulty: amount of coat removed, pattern created or followed, coat type, texture, quality and quantity
- Time Frame • 17" and under - 1:45
- Over 17" - 2:00
- Placement for Best in Show:
- The first place winner is eligible to compete in Best in Show

REMEMBER:

POLICIES STRICTLY PROHIBITED IN THE CONTEST RING:

- NO Cell phones, radios and headsets, or earbuds
- NO Standing on tables or chairs
- NO Beverages NOT in spill proof containers
- NO Coaching by anyone, at any time during the competition time frame or Potty Break
- NO Visual or written instructions
- NO Smoking, Flame devices
- NO Hair dryers
- NO Holding crates
- NO open toed shoes

Violation of these rules WILL RESULT in DISQUALIFICATION

Salon Creative - Wild West Groom Fest

Open to Division A and B: **The Salon Creative Grooming Class** celebrates fun, imaginative, and salon-appropriate creativity that can be achieved safely and quickly within a professional grooming environment. All designs should enhance a finished groom with temporary, non-toxic, pet-safe products and be something a salon client would enjoy – not a full fantasy transformation.

Total time: 1 hour and 30 minutes (90 minutes).

Dogs may enter the ring with a pet haircut. Minus the creative part. All creative work – carving, temporary coloring, airbrushing, styling, and accessorizing – must be completed in the ring during the competition timeframe.

Allowed Techniques & Materials

The following materials and methods are approved as long as they are temporary, non-toxic, and pet-safe:

Coloring & Artistic Design

- Temporary pet-safe color sprays, blow pens, chinks, gels, or mousses
- Pet-safe airbrush paints
- Light, pet-safe glitters
- Permanent or semi-permanent color is allowed only if it covers no more than 25% of the dog's coat (examples: ears, tail, Mohawk, feet, or poms).

Carving & Styling

- Scissor or clipper carving performed in the ring
- Styling using:
- Got2B Glued hairspray or similar temporary styling products
- Water-soluble, non-toxic glues for securing small accents (bows, gems, etc.)
- Pet-safe finishing sprays

Accessories & Embellishments

- Removable bows, feathers, ties, clips, hats, bandanas, or similar accents
- Small, rounded gems or rhinestones are allowed if they are:
- Smooth-edged (no sharp or jagged surfaces)
- Lightweight and safe if touched or brushed through
- Attached with water-soluble, non-toxic glue.
- Easily removable before the next grooming

Prohibited Items

- No toxic or unsafe color products
- No adhesives that are not water-soluble and non-toxic
- No heavy, wired, or sharp decorations
- No pre-colored coats or carving done before the competition
- No bathing, conditioning, or rinsing in the ring

Product Safety & Clean-Up

- All materials must be temporary, pet-safe, and removable
- Products must not cause irritation, coat damage, or discomfort
- Competitors are responsible for cleaning their workspace after the competition
- The show committee or judges may inspect any product for safety approval

Judging Criteria

- 1 Salon Practicality (25%) - Realistic for salon settings and client appeal
- 2 Creativity & Originality (25%) - Artistic concept, design flow, and innovation
- 3 Execution & Technique (25%) - Clean work, balance, and precision
- 4 Overall Presentation (25%) - Finishing, harmony, and visual impact

Bonus Points:

- Safe, positive handling and pet comfort
- Clever, tasteful use of color, carving, or accessories

Disqualification

A competitor may be disqualified for:

- Use of unsafe, toxic, or non-pet-safe products
- Pre-coloring more than 25% of coat, or carving prior to competition
- Causing distress or harm to the pet
- Ignoring directions from judges or stewards

Within each division, competitors will be placed into one of two coat-length categories:

- **Short Coat Category** – Dogs whose coat length is too short to support visible scissor/clipper carving (examples: short clip, smooth-coated breeds)
- **Medium Coat Category** – Dogs whose coat length allows carving, shaping, or sculpting (examples: trims with length left on ears, legs, poms, tail, or a mohawk).

Dynamic Duo Rules

Dual Divisions A or B; If the Team consists of a Division A-level competitor with a Division B-level competitor, the team will compete in Division A.

See definitions of Divisions A and B in the General Rules, Page 1.

Two Groomers, One Dog!

This is a "Just for Fun-zies Competition," Meant for much laughter and enjoyment!

You may even groom with a theme and costumes! • Open to all breeds and mixes.

Team Grooming Procedure:

Only one competitor may actively groom the dog at any given time. The non-grooming team member must refrain from touching the dog, grooming tools, or workstation during this time period. At the discretion of the judging panel, the command "Switch" may be called at any moment. Upon this cue, competitors must promptly exchange positions with the inactive groomer, assuming the active grooming role. Compliance with the "Switch" command must be immediate and without hesitation.

Bribery IS ALLOWED. Contestants should come prepared to "Bribe" the judges with goodies!

No open alcohol is allowed, but sealed bottles are permitted. Research your judge and find out their favorite things and try to influence their choice in placement.

The audience will also be judging, so consider winning the audience over with Bribery and Compliments!

Prizes for First, Second, Third, and People's Choice in each division. Judges may also award a "Best Bribe" award!

Check in at 8:00 AM, Pre-Judge at 8:30 AM (bribery may begin),

Contest starts at 9:00 AM, Scissors Down at 11:00am Awards at 11:15 AM

Contest Winners not eligible for Best In Show

Product application:

- No more than two (2) bows are permitted
- Colored hair extensions are permitted
- Small amounts of color (1 inch or less) are limited to paws, ears, tail, and/or cheeks

Judging Considerations:

- Balance, symmetry, and style
- Ability of groomer to create the best possible profile according to the dog's body type, coat, and structure
- Scissoring: plush appearance without scissoring marks
- Hand stripping and carding: smooth natural appearance and proper technique
- Clipper lines: clean and free of irritation
- Difficulty: amount of coat removed, pattern created or followed, coat type, texture, quality, and quantity within the designated time frame
- 17" and under - One Hour
- Over 17" - 90 Minutes

Limited to 20 Tables

Note: Awards times may vary depending on class size and judge evaluations

REMEMBER:

POLICIES STRICTLY PROHIBITED IN THE CONTEST RING:

- NO Cell phones, radios and headsets, or earbuds
- NO Standing on tables or chairs
- NO Beverages NOT in spill proof containers
- NO Coaching by anyone, at any time during the competition time frame or Potty Break
- NO Visual or written instructions
- NO Smoking, Flame devices
- NO Hair dryers
- NO Holding crates
- NO open toed shoes

Violation of these rules WILL RESULT in DISQUALIFICATION

Model Dog Contest

This is a Pre-Groomed Contest

Two Divisions: A or B See Page 1 for definition. Multiple entries are allowed.

Rules:

Model dogs must be purchased by competitors before the show. You may enter as many model dogs as you like. You may deliver and set up your model dogs starting Friday October 30 at 8:00am.

Deliver dogs to the Judge's Table no later than 10:00am.

***No late entries will be accepted.*

Fill out an Entry Form and leave it with your Model Dog

Model dogs must be fully groomed into a Freestyle, Purebred Profile or Creative Style.

Judging will be completed by 2:00pm. Models will remain on display for People's Choice Voting. Winners will be announced Sunday afternoon during the Best In Show Presentation.

Judge will place First, Second, Third places. Awards for each category in each division. Judge will also place One Best Overall in Each Division. Peoples choice will be determined by written ballots returned.

Model Dog - Display Competition (Friday)

Check-In: 8:30 AM (Display Area)

Awards: Sunday during Best In Show Presentations

Pick-Up: After Best In Show Awards on Sunday

Model Dogs will be placed on display beginning Friday and will remain out for attendees to enjoy all weekend.

Competitors may collect their model dogs after the Best In Show Awards on Sunday afternoon.

NEW FOR 2026 – "People's Choice" Award

For the first time ever, attendees will help select a **People's Choice Model Dog Champion!**

- Ballots will be included in all registration packets
- Additional ballots will be available at the **Judge's Desk**
- **One vote per attendee**
- Ballot collection closes at **5:00 PM** on Saturday
- People's Choice winner will be announced during the **Best In Show** on Sunday afternoon.

Pre-Groomed Extreme Creative

This is a Pre-Groomed Creative Styling Competition open to any purebred or mixed-breed dog.

The Creative Styling Contest is an exhibition of colorfully staged, uniquely presented, and exquisitely groomed dogs, utilizing props and music to enhance their presentation. Competitors will present fully completed designs in a staged performance format.

DIVISION "A" (Open Division)

Open to all competitors.

Competitors **MUST** enter Division A if they have achieved any of the following:

- Three (3) **First Place finishes** in an Intermediate or Division B class at any show
- Four (4) group placements from any tiered show
- Six (6) First Place placements in an Intermediate division at any show. Recommended for groomers with intermediate to advanced styling skills, previous successful competition experience, and for intermediate to advanced conformation dog show exhibitors, certifiers, and/or instructors.

DIVISION "B" (Entry Division)

Restricted to competitors who have **not** achieved:

- Three (3) **First Place finishes** in an Intermediate or Division B class at any show
- Four (4) group placements from any tiered show
- Six (6) First Place placements in an Intermediate division at any show

Recommended for groomers who are new to competition and/or possess novice-level grooming skills.

The following individuals are **not permitted** to compete in Division B and must enter Division A:

- Conformation dog show exhibitors who have finished a champion
- Professional handlers
- Certifiers and grooming instructors

Profile

- Concept is easily recognizable
- Intricacy balance
- Originality of design
- Original concept for previously executed design
- Unique use of color, decorations, or applications

Difficulty

- Intricacy of design and color application
- Color application prior to competition

Final Presentation

- Not to exceed 5'x5' space
- A maximum of 2 assistants may enter the arena for prop setup
- Up to three people may assist in the presentation on stage and three off stage
- Contestants have a maximum of two minutes for their presentation
- Presentation may engage the audience
- Lights cannot be dimmed during performance.
- Smoke, confetti, streamers, or explosive items are strictly prohibited
- DVD and Video presentations are not permitted.

Schedule Pre-Groomed Creative

- **12:30 - 1:00 PM** → Presentation Set Up
- **2:30 PM** → Creative Presentations Begin
- **3:30 PM** → Creative Awards (This could vary depending on number of entries and judge's decisions)

AWARDS

Each Division (A & B) will award:

- **1st Place**
- **2nd Place**
- **3rd Place**

People's Choice Award

- One overall winner
- Chosen by audience vote and confirmed by judges

Extreme Creative - continued:

- People's Choice: One winner; The award is chosen by the audience and determined by judges

Products, Decorative Objects, Color

- All products, decorative objects, coat coloring, and applications must be safe for the dog and the stylist.
- Costumes and ornament applications to the dog must not hinder the dog's ability to move or impair the movement of ears, legs, or tail
- Costumes and/or decorations must be easily removable for the judge & inspection
- Glues should be non-toxic and water-soluble type
- Use of duct tape, carpet tape, or any other substance that pulls on the skin or hair to remove is prohibited.
- Large or heavy objects placed on the dog are prohibited

Judging Considerations: Technical Finish

- Precision and sharpness of the clipper lines
- Quality of scissor finish
- Overall decorative application
- Overall color application, depth of color, separation of color, and blending

Abstract Runway ~ Rocky Mountain Groom Expo

The Abstract Runway contest is designed to underscore the beauty of a simple abstract design, beautifully sculpted, no use of props costumes, accessories, etc. **Minimal color**, if any, is permitted.

We are looking for stunning quality and artistry which would be appropriate for a client's dog and can be reproduced in one day. Competitor's attire should not detract from or overpower the groom; it can be complementary or an extension of the design.

Before each presentation, the emcee will briefly interview the Competitors for biographical information and design explanation. Runway music will be provided by the show producer.

Entries used for this class must be groomed prior to competition. Any Purebred or Mixed Breed dog, as well as cat, may be used. If using an entry from a previous class, Competitor must make a distinguishable difference in the design.



Examples from our 2025 Competition

PACK AWARDS:

Speaker:

"Leader of the Pack" - *Best Seminar Presentation*

Rules

1. **Eligibility:** All speakers presenting at Wild West Groom Fest are automatically entered.
2. **Voting Method:** Attendees can vote using the official **Speaker Evaluation Forms** provided at each seminar. Votes are only counted from completed forms turned in during the Expo.
3. **Categories:** Awards will be presented in *Best Demo Presentation, Best Business Presentation, Best Motivational Presentation* .
4. **Voting Deadline:** Evaluation forms must be submitted by 12:00noon on Sunday July 19
5. **Winners:** Winners will be announced on Sunday, during the Best In Show Awards and featured on Wild West Groom Fest's website, newsletter, and social media.
6. **Fair Play:** Only official evaluation forms submitted at the Expo are eligible. Duplicate or incomplete forms will not be counted

Vendor:

"Best Booth Spirit Award" - *For the vendor with the most creative, welcoming, or fun booth setup.*

Rules

1. **Eligibility:** All vendors and exhibitors at Wild West Groom Fest are automatically entered.
2. **Voting Method:** Ballots for the Best Vendor Award will be available at the **Registration Desk** throughout the Expo.
3. **Voting Deadline:** Completed ballots must be submitted to the Registration Desk ballot box by 12:00noon on Sunday July 19.
4. **Winners:** The vendor with the most votes will be announced on Sunday, during the Best In Show Awards and featured on Wild West Groom Fest's website, newsletter, and social media.
5. **Fair Play:** One ballot per attendee. Duplicate or incomplete ballots will not be counted.

Judge:

“Excellence in Judging Award” - Best Contest Judge



Rules

- 1. Eligibility:** All judges at Wild West Groom Fest contests are automatically entered.
- 2. Voting Method:** Only contestants who participate in contests at Wild West Groom Fest are eligible to vote.
 - Ballots will be distributed with contestant paperwork at contest check-in.
 - Completed ballots must be turned in to the Contest Desk by Sunday 12:30pm.
- 3. Criteria:** Contestants are encouraged to consider judges’ professionalism, fairness, constructive feedback, and positive impact on the competition experience.
- 4. Winners:** The judge with the most votes will be announced during the Best In Show Awards Ceremony and featured on the Expo’s website, newsletter, and social media.
- 5. Fair Play:** One ballot per contestant. Duplicate or incomplete ballots will not be counted.

Awards aren’t just for competitions - They’re for Everyone!

Handpicked by our Expo Team for spreading smiles and good vibes.

Social Butterfly Award

- For the attendee most active in sharing the Expo on social media (#WildWestGroomFest).

Heart of the Pack Award - Outstanding Volunteer

- Presented to a volunteer who went above and beyond to support the Expo, the community, and the spirit of WWGF. This award honors dedication, reliability, kindness, and the behind-the-scenes work that helps the entire pack thrive.

Spirit of the Expo Award

- For an attendee, speaker, or vendor who embodies the positivity, kindness, and community vibe of the event.



Rules

- No ballots needed – these are surprise awards handpicked by our staff to honor the weekend’s stand-out personalities!
- Keep your tails wagging and your smiles shining – our team is on the lookout for Expo spirit all weekend long!
- These special awards aren’t voted on... they’re spotted in the wild by our staff and celebrated at Best In Show Awards Ceremony!

Heart and Hands -

An Award Beyond Sportsmanship, Sponsored by **All For Groomers**



Rules

1. **Eligibility:** All competitors in Wild West Groom Fest contests are eligible for the Heart and Hands Award.
2. **Criteria:** This award recognizes a competitor who:
 - **Kindness & Respect**
Shows consistent respect toward fellow competitors, judges, show staff, and pets.
 - **Offers encouragement, positivity, and empathy – even under stress.**
 - **Helpfulness**
Willingly assists other competitors (sharing tools, offering advice, lending a hand when equipment fails, etc.).
 - **Provides guidance or reassurance to less experienced groomers without judgment.**
 - **Welcoming Spirit**
Makes an effort to greet and include others, especially newcomers.
 - **Creates a supportive and friendly environment backstage and ringside.**
 - **Team Player Attitude**
Balances their own competitive drive with concern for the well-being of others.
 - **Demonstrates good sportsmanship – celebrates others' wins, handles losses gracefully.**
 - **Role Model Behavior**
Upholds high professional standards of conduct that reflect well on the grooming community. Nomination Process:
 - Judges, contest coordinators, and/or fellow competitors may submit nominations during the Expo.
 - Nomination slips will be available at the **Contest Check-in Desk** and should be submitted by Sunday 12:00noon.
4. **Selection:** The Contest Committee (or designated panel) will review nominations and select the winner.
5. **Announcement:** The Heart and Hands Award will be presented during the Best In Show Awards Ceremony and highlighted on the Expo's website, newsletter, and social media.

Note: Awards times may vary depending on class size and judge evaluations

*Registration will open at 8 AM on July 26, 2026. There will be
NO CONTEST REFUNDS after August 9, 2026.*

Drop-out spots will be given to the waiting list on a first-come, first-served basis.



Wild West groom Fest

We are committed to providing a safe, respectful, and welcoming environment for everyone. All attendees are expected to act with courtesy and professionalism.

Those who do not may be asked to leave.