# NORWAY INTERNATIONAL CHRISTMAS DANCE FESTIVAL

EST 1985



world DanceSport federation

NORGES DANSEFORBUND SPORTSDANS

DEC | 05 & 06 | 2026

# The Magic Returns

## Exhibit at Norway International Christmas Dance Festival

**Connect. Inspire. Convert.**

The exhibition floor at Norway International Christmas Dance Festival is more than a marketplace, it is a curated commercial platform positioned at the heart of Norway's leading international DanceSport event.

Hosted by The Norwegian Dance Federation in collaboration with LSKdans, NeRo Sportsdansere, Drammen Dance Company and Diamond Dance Sportsdansere  the event attracts competitive dancers, coaches, clubs, families and an engaged spectator audience from across the Nordics and beyond.

For brands in dancewear, footwear, beauty, health, lifestyle, photography, travel and premium consumer goods, this is a high-intent, high-engagement environment where visibility converts into sales.

# Why Exhibit?

- Direct access to competitive dancers and decision-makers
- Premium Nordic audience with strong purchasing power
- Live brand activation during an international WDSF event
- Multi-channel exposure (on-site, digital, streaming, social media)
- Strong brand alignment with performance, excellence and aspiration



# Exhibition Packages 2026

## Bronze Package – Entry Exhibitor

## Investment: NOK 6,000

Ideal for emerging brands and specialist suppliers entering the Nordic DanceSport market.

### Included:

- **Defined exhibition space (typically 2m x 2m or 2m x 3m)**
- **2 tables and 4 chairs**
- **2 - 4 exhibitor passes**
- **Listing on the official event website**
- **Listing in the printed/digital programme**
- **Access to scheduled loading and unloading times**

A professional and accessible entry point to connect directly with dancers and families.

# Exhibition Packages 2026

## Silver Package – Standard Exhibitor

## Investment: NOK 12,500

Designed for established brands seeking stronger visibility and positioning.

### Included:

- **Preferential placement (near entrance, warm-up area or main audience flow)**
- **Logo exposure on digital event screens**
- **Social media mention across event channels**
- **Opportunity to distribute flyers and promotional material**
- **All Bronze inclusions**

A balanced package combining physical presence with digital amplification.

# Exhibition Packages 2026

## Gold Package – Premium Exhibitor

## Investment: NOK 20,500

Our flagship exhibitor opportunity for brands seeking maximum visibility and category leadership.

### Included:

- **Larger stand space and/or corner positioning**
- **Category exclusivity (subject to availability)**
- **Visibility on LED screens and/or event livestream**
- **Speaker mentions during key programme moments**
- **Integration into finals sessions, prize ceremonies or VIP experiences**
- **All Silver inclusions**

This package positions your brand at the centre of the event narrative, not just as a vendor, but as a partner.

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# Practical Information for International Exhibitors

Norway is outside the EU customs union. All international exhibitors must declare goods entering and leaving Norway.

- **All goods must be processed through the red customs corridor**
- **An ATA Carnet must be obtained in advance for temporary import**
- **We strongly recommend arranging documentation well ahead of travel**

For official guidance from Norwegian Customs, please refer to:
https://www.toll.no/no/bedrift/import/midlertidig-import/ata-carnet/

We are happy to guide international partners through the process to ensure smooth arrival and departure logistics.



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# Who Should Exhibit?

- Dancewear and footwear brands
- Beauty and hair specialists
- Sports nutrition and health brands
- Jewellery and accessories
- Photography and media providers
- Travel, insurance and financial services
- Premium lifestyle and gifting brands



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# Position Your Brand Where Performance Meets Passion

The Norway International exhibition floor is intentionally curated to ensure quality over quantity. We limit the number of stands per category to protect commercial value and exhibitor ROI.

If you are ready to connect with the Nordic DanceSport market in a professional, high-energy environment, we would be delighted to welcome you as an official Exhibition Partner

**Enquiries and stand reservations are now open.**

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www.NorwayInternational.dance

**Where Champions Compete. Where Brands Belong.**

## WDSF World Open Norway International

The Magic Returns

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