

## **Camp Villmark: Archery Special Area "NorBow" 2021**

Every year around 200 exhibitors and over 20,000 outdoor enthusiasts visit the largest trade fair of this kind in Norway. Hunting, fishing, camping, outdoor ... are shown.

The Bogenzeit has been exhibiting here for over 15 years, and the logical consequence was to expand what happened. In 2019 the first small trade fair on 600 sq m took place with 10 exhibitors.

The archery fair is intentionally integrated, as this creates win-win effects on both sides. In the first year, the Archery Area itself attracted around 1200 visitors.

The aim is to create an exhibition that has never been accessible to archery audiences in these latitudes and to attract new audiences to this sport.

The fair started as a pilot project and will be expanded considerably this year.

Training courses from the Norwegian Archery Association will be integrated.

Jes Lysgard, mental coach from Denmark gives lectures on target panic and stress management. His book was published by Angelika Hörnig.

Lars Blomberg, physiotherapist and cotrainer of the German Feldbogen national team will give lectures.

There are separate lecture rooms for the 600 sq m of exhibition space.

The aim is to create an international archery platform based on the Paderbow in Scandinavia. That focuses on advice, training, information exchange, trade, new contacts and sustainability.

The range of exhibitors is again broad: all types of bows as well as accessories, targets, 3D targets, arrows, clothing, archery cinema, active experiences such as bow making, target shooting and indoor 3D shooting range.

The Norwegian Archery Association will take part as internal patronage. Local associations are involved, which present themselves to the public and can recruit new members. Local bow makers and dealers are particularly welcome.

It is interesting for customers from the EU area that dutyfree is purchased in Norway, which means a 25 percent price advantage compared to shopping in your home country.

A small highlight: the 2014 norwegian world champion in longbow discipline bought his first bow from head of the PaderBow fair Klemens Schmelter.

<https://www.campvillmark.no/om-camp-villmark>

<https://www.youtube.com/watch?v=bCK4mVPp3K8>