2026 King of Prussia, PA Convention
EVENT INFORMATION

Sheraton Valley Forge
480 North Gulph Road
King of Prussia, PA 19406
October 18th 2026

Turn It Up Dance Challenge remains committed to providing a professional and fun atmosphere for dancers of all levels to showcase their talents. Below you will find important event information to share with your dancers and parents.

CHECK IN:

- There will be two check in lines - one for Independent Registration and one for Studio Registration.
  - **Studio Registration**: One studio representative will need to check in.
  - **Independent Registration**: A parent/guardian will need to check in.
- Everything needed for the event will be in the check in packet inculding bib numbers for dancers, a schedule for the day and any pre-purchased observer bands.

OBSERVER BANDS:

- An Observer Band is required to watch classes. Wristbands can be purchased at the merchandise station.
  - **All day observer band: $30**
  - **Mini classes ONLY: $15**
- If you pre-purchased Observer wristbands, they will be included in the check In packet.
  - *CREDIT/DEBIT OR APPLE PAY ONLY, cash will not be accepted on site.*

PARKING:

- Parking is $6 for a half day (up to 4 hours) and $12 for overnight/full day. Attendees may self-parking in the attached lot. There are barcodes around the parking lot & at the Front Desk that will direct attendees to Tpark to pay.

LUNCH:

- This venue will **NOT** offer concessions, outside food and beverage is permitted and can be consumed outside of the event ballrooms.

SHOWCASE:

- Join us after the last class for the Showcase!
- Scholarships will be awarded to select dancers
- Select master teachers will perform
- Meet and Greet: opportunity to get autographs and pictures with the Teachers!
- All parents, dancers, and teachers are welcome to attend.

REGISTER AT THE DOOR:

- Space is available!