



2024
National 
PICKLEBALL TRADE
ANNUAL CONVENTION **SHOW**

Las Vegas Convention Center



ABOUT US

The World Pickleball Group is an all-encompassing event production company who produces several of the nation's premier pickleball events.

In 2022 our events brought in over **10,000** players, spectators and attendees from around the world as well as the live event television show, *Inside World Pickleball*, with over **50,000** Spectators per event, making World Pickleball Group the most watched & attended pickleball events in the United States. We employ over 150 execs, staff and volunteers to staff all our events, ensuring quality for all attendees, exhibitors, venues and media.

We have over 20 Years of Tournament/Event Experience and the References to back it up!



Delray Beach, FL



West Palm – Miami – Las Vegas



Boca Raton, FL



“in three to four years, pickleball will be bigger than golf, and it won’t even be close.”

- HANK HANEY
Tiger Woods former Coach

What is Pickleball

Pickleball is the fastest growing sport in the world. No other sport has ever had such explosive growth. In the past 2 years, pickleball has taken over tennis for active players.

The APP has unveiled the 2023 APP Pickleball Participation Report which shows that 14% of adult Americans (36.5 million people) have played pickleball at least once from August 2021 to August 2022. This figure surpasses Tennis & Golf combined.

[Read Full Report](#)



Delray Beach, FL



West Palm – Las Vegas - Daytona



Boca Raton, FL



Trending

Pittsburgh Post-Gazette

“Big Crowds Expected for Nation’s 1st Pickleball Expo”

[Click to read news story](#)

BOSTON HERALD

“Major Companies Take Center Stage at National Pickleball Expo”

[Click to read news story](#)

The New York Times

“Pickleball Is Ready for Prime Time”

[Click to read news story](#)



Delray Beach, FL



West Palm – Las Vegas - Daytona



Boca Raton, FL



THE 2023 DELRAY BEACH PICKLEBALL OPEN

The Delray Beach Pickleball Open is one of the Elite tournaments in the Nation, and is sanctioned by the governing body, USA Pickleball (USAPA).

In May 2023, the Delray Beach Pickleball Open will see some of the world's best Male/Female Professional & Amateur pickleball players competing over 5 days. Pro's will also be competing for prize money.

*Location: Delray Beach Tennis and Pickleball Center
Date: May 10-14, 2023*

6,000 Seat Stadium Court
1,000 Players – 5 Days
Sold-out 2 consecutive years



Broadcasts via Inside World Pickleball TV Show as viewed on:





THE 2023 National Pickleball Expo & Tournament

The National Pickleball Expo premiered in 2022 as the world's first Pickleball Expo & Indoor Tournament. Our event featured thousands of players, spectators and exhibitors, and was a hit with attendees from around the nation along with 7 identified countries.

In January 2023, the National Pickleball Expo and Tournament continued where it left off, when hosting an expo village to thousands of attendees at the Masters Pickleball Tournament. A 5-Day event with thousands more attendees and players.

2023 Location: West Palm Beach, 12/15, 16, 17, 2023 & Miami 12/2-12/3, 2023

Broadcasts via Inside World Pickleball TV Show as viewed on:





World-Class Facilities



THE DELRAY BEACH TENNIS CENTER



LAS VEGAS CONVENTION CENTER



PALM BEACH CONVENTION CENTER



USAPA proposal



THE 2024 NATIONAL PICKLEBALL CONVENTION

Benefits & Features for USAPA Partnership

- **EDUCATIONAL OPPORTUNITIES** using 130,000 Square Feet including 5 Break-out Rooms of 3,000 square feet each.
 - Continuing Education Opportunities led by USAPA leaders for Official Referees, Line Judges, Ambassadors, Coaches, Instructors, Clubs
 - USAPA to receive break-out rooms at no cost, and receive revenue for all seminars, training, and continuing education presented by them.
 - Symposiums – multi-day courses during the week of the convention. Events feature speakers from across the industry and engage attendees through in-depth conversations and case studies. Symposiums are a great way to earn credits for continuing certifications.
- **KEYNOTE SPEAKER** – The role of USAPA is crucial in moving the industry forward. The Keynote Speech should be delivered by USAPA and will engage all professionals, players, and industry leaders and challenge ways of thinking about how the industry should move forward. The Key Note Speaker is an opportunity to show leadership in the sport and to serve as the subject matter expert.
- **REVENUE OPPORTUNITIES** - Revenue will be provided in several ways.
 - Sponsors – USAPA will be provided revenue for all sponsors whether referred by USAPA or not. Levels of revenue will be discussed and agreed upon prior to commencement.
 - Exhibitors – USAPA will be provided revenue for all exhibitors whether referred by USAPA or not. Levels of revenue will be discussed and agreed upon prior to commencement.
 - Attendance – USAPA will be provided revenue for all attendees whether sold by USAPA or through other channels.
 - Education – USAPA will be provided with 75% of revenue at all educational sessions produced by USAPA.
 - Membership – USAPA will be provided with 100% of revenue through new memberships gained at the expo.



USAPA proposal



THE 2024 NATIONAL PICKLEBALL CONVENTION

Benefits & Features for USAPA Partnership

- BRAND RECOGNITION

- USAPA LOGO will appear above all logos, brands, and marks in all print, digital, video and audio media.
- On-site Logo Placement – Dominant Banners throughout the facility.
- Daily PA Announcement – USAPA will be mentioned in all PA Announcements
- Billboards on Inside World Pickleball TV show coverage along with a 30 second commercial spot each hour of broadcast.
- Digital Media – USAPA Logo on Website, Social Media Posts, Press Releases, Weekly Event Newsletter
- Printed and Digital Event Program – Featuring a full page color ad on inside front cover (or back).
- Logo on all Awards backdrops. USAPA executive to present awards.

HOSPITALITY

- VIP Hospitality – USAPA will receive their own VIP Hospitality Tent
- VIP Hospitality Suite – USAPA will receive their own Hospitality Suite in the official hotel for the convention.
- CONFERENCE ROOM – USAPA will receive their own conference rooms throughout the event for any meetings they would like to hold.



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