

# ***“Where the World Meets Pickleball”***

*October 17-19, 2026, Palm Beach*

*March 3-5, 2027, Chicago*

*June 17-19, 2027, London UK*

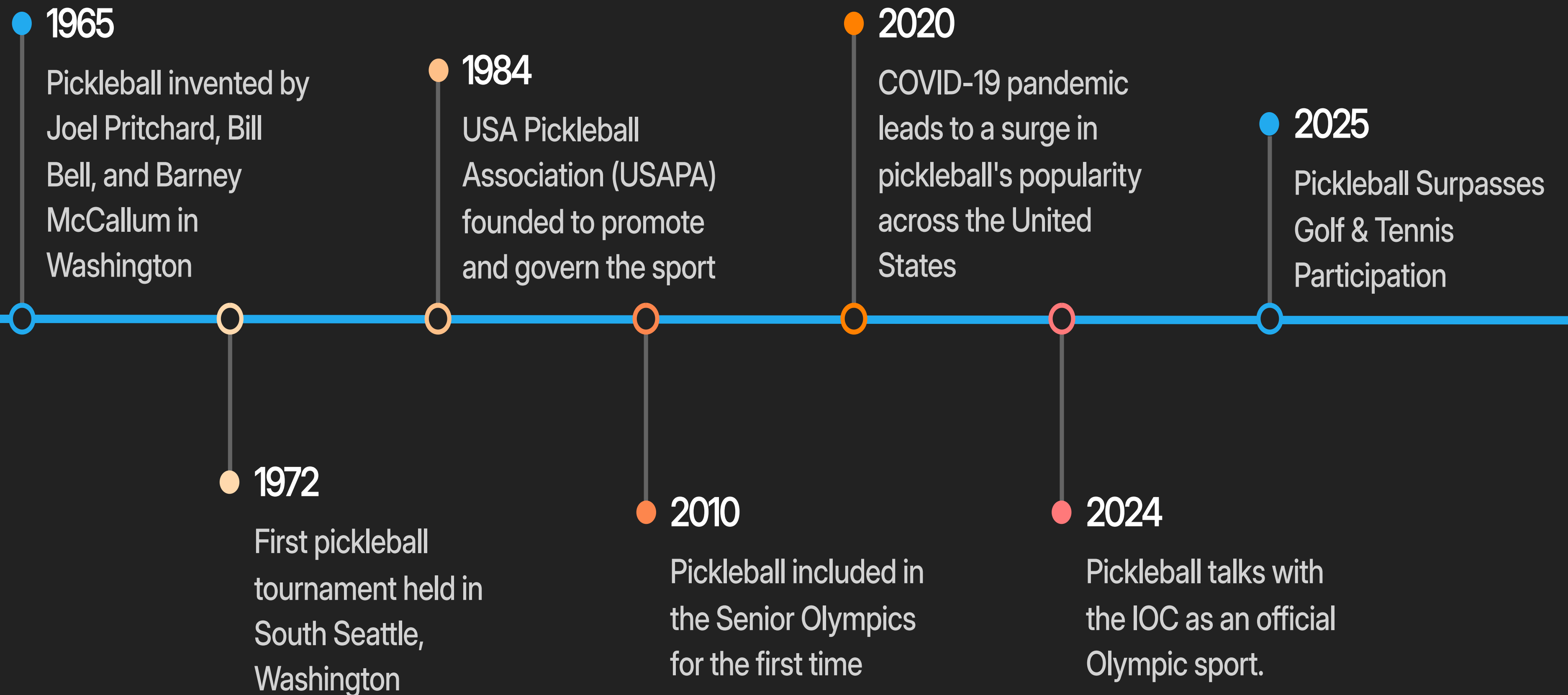


## **The 2026 World Pickleball Convention & Conference**

*Pickleball's Official Convention*



# The Rise of Pickleball



# **Welcome to the 2026 World Pickleball Convention & Conference**

**Uniting Communities and Cultures through the Fastest Growing Sport on Earth**

## **Who is Coming?**

- **Over 200 Leading Companies will showcase gear, apparel, court tech, travel packages, & more.**
- **Industry leaders and panelists with over 50 keynote speakers, including brand founders, sports scientists, facility developers, and federation executives.**
- **Thousands of players (pro & amateur), fans, families and new comers to the sport from all over the US and 14 Countries. This event is designed to be inclusive with something for everyone!**

## **Why Pickleball, Why Now?**

- **311% growth in total participation over the last 3 years.<sup>1</sup>**
- **24.8 million players in the U.S. in 2024 - up 45.8% from 2023.<sup>1</sup>**
- **Pickleball is now played in 84 Countries with over 75 million players, and expected to double by 2028.<sup>4</sup>**
- **In 2021, 86% of Players were aged 50+<sup>1</sup>**
- **70% of Players are now between 18 and 43 and played in 84 Countries.<sup>3</sup>**
- **Youth participation expected to double by 2027, driven by scholarship programs and youth combines.<sup>2</sup>**

*Statistics Available at SFIA - Sports & Fitness Industry Association <sup>1</sup>*

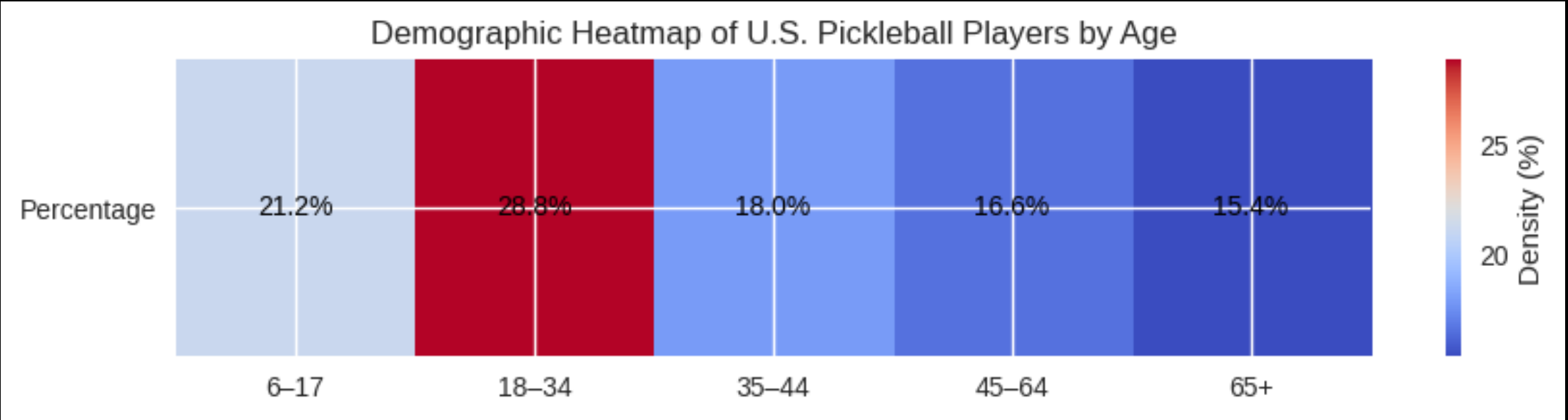
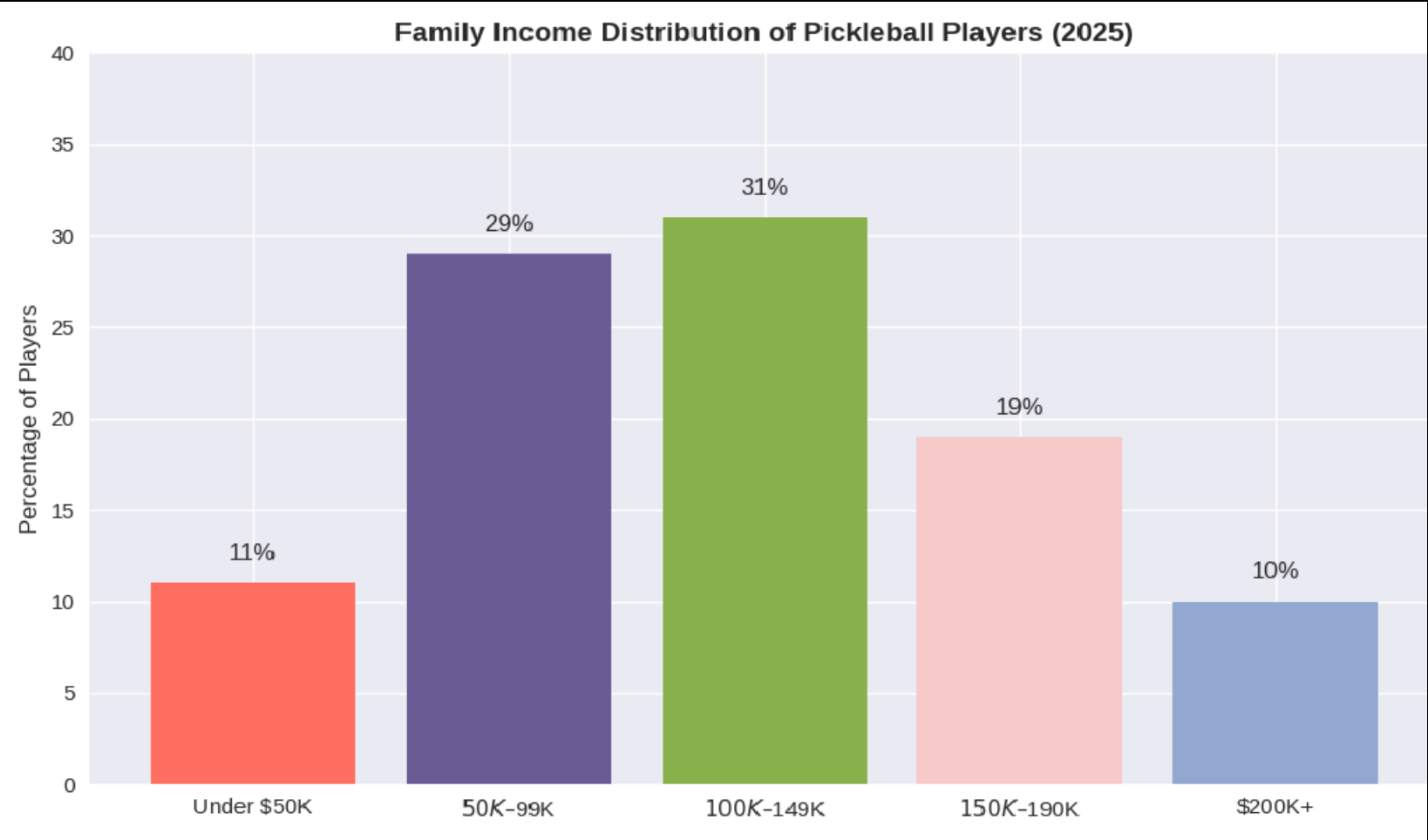
*Statistics Available at Market.US <sup>2</sup>*

*Statistics Available at Pickleheads Growth Report <sup>3</sup>*

*Statistics Available at USA Pickleball <sup>4</sup>*



# Why Pickleball, Why Now?



**“The global pickleball market is expected to surge from 1.5 billion in 2025 to \$4.4 billion by 2030, growing at a CAGR of 14.2%.”**  
-- Market US News

14%

OF ALL AMERICANS  
PLAYED  
PICKLEBALL  
IN 2023  
THAT’S  
60 MILLION  
ADULTS &  
YOUTH



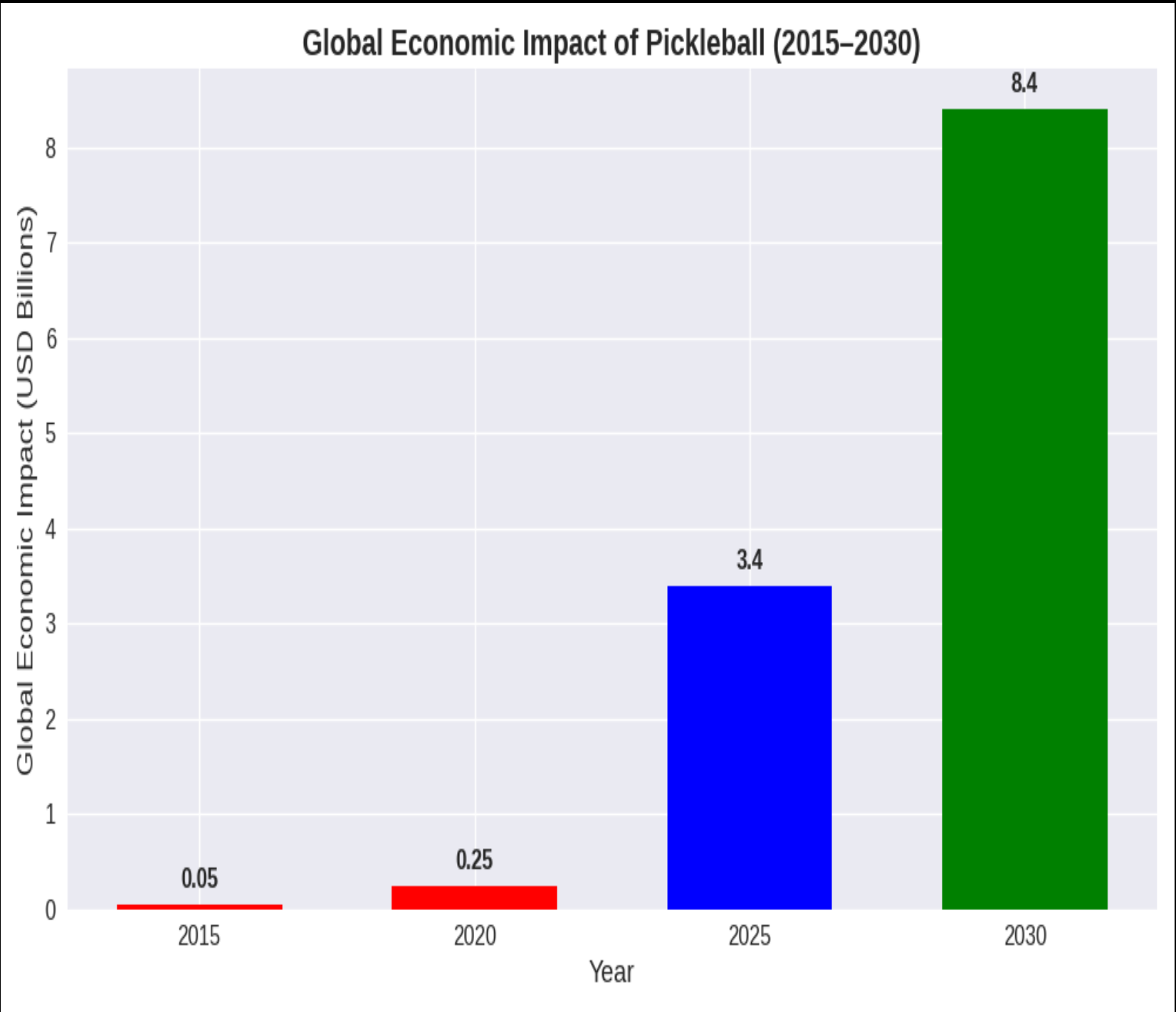
PICKLEBALL  
EXPLOSION

26%

OF U.S. RESIDENTS  
WILL HAVE  
PLAYED  
PICKLEBALL  
BY 2027  
THAT’S  
84 MILLION  
PEOPLE



PICKLEBALL  
EXPLOSION





# Pickleball in the Media



## Pickleball Highlights on Sports News

Pickleball matches and tournaments featured on major sports news channels



## Pickleball Influencers on Social Media

Popular pickleball players and enthusiasts sharing their passion on social media platforms



## Pickleball Tournaments Livestreamed

Pickleball tournaments and events broadcast live on streaming platforms



## Pickleball Gear Featured in Magazines

Pickleball equipment and accessories highlighted in lifestyle and sports magazines



## Network Media Coverage

The World Pickleball Convention & Conference garners media attention from virtually all major networks as well as specialty media.



View Media Coverage on our website: [www.NationalPickleballExpo.com/media](http://www.NationalPickleballExpo.com/media)



# Convention Overview

**Dates:** October 15, 16 & 17, 2026

**History:** 6th Annual Convention & Conference

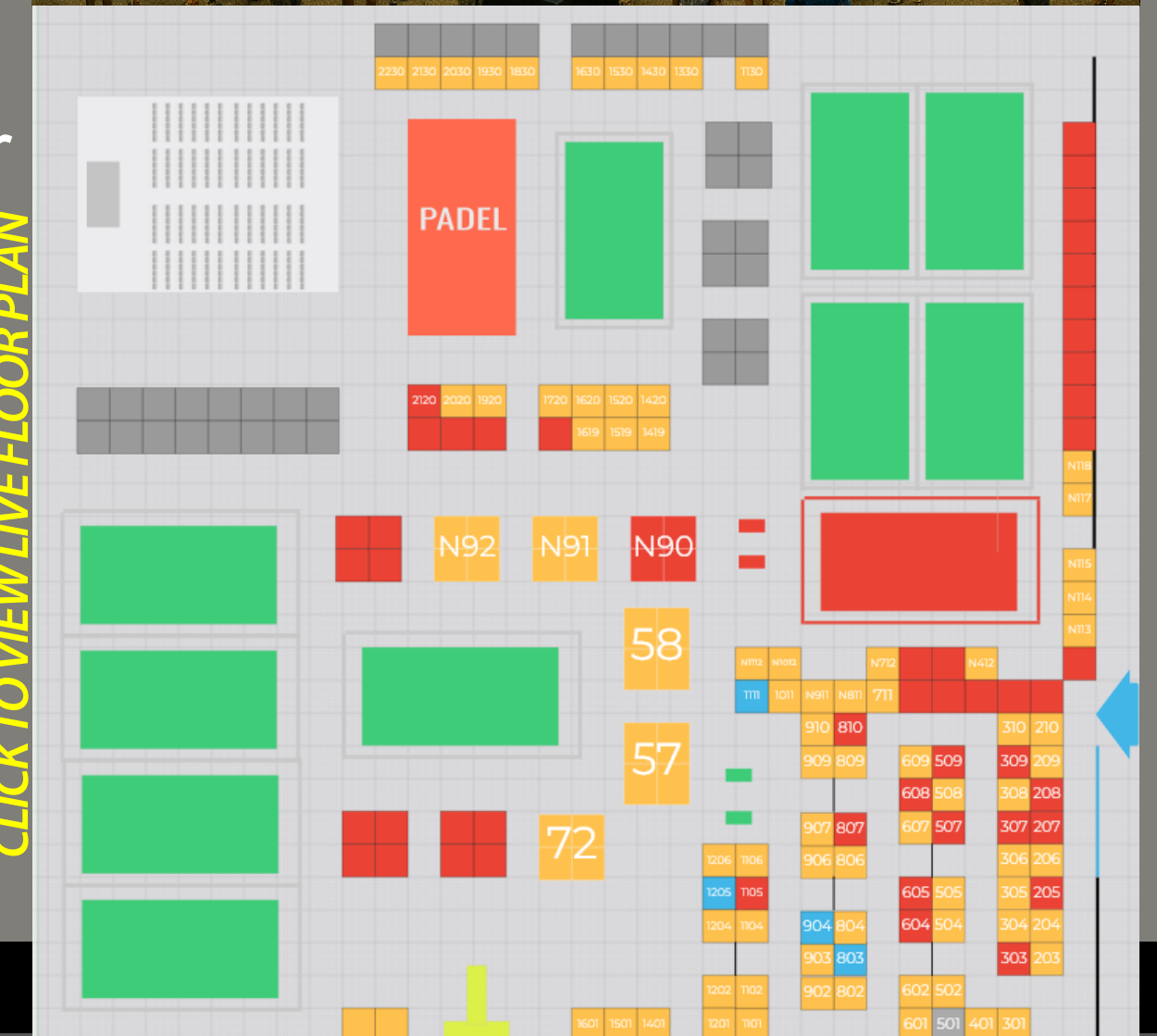
**Venue:** The Palm Beach Convention Center

## Key Features:

- 50 + Global Industry Speakers & Keynotes
- 200 + Exhibits/Brands
- 2026 Indoor National Championships - Pro, Senior Pro, Amateur
- 2026 Next Gen Youth Combine
- Product Demonstrations / Tastings
- Athluxé - The Active Wear Runway Fashion Show - Daily
- Pro / Celebrity Exhibitions
- Networking Event Happy Hour
- Pickleball Fitness & Wellness Workshops
- Pickleball Hall of Fame Induction Ceremony



CLICK TO VIEW LIVE FLOOR PLAN



**Reach:** (Streaming Television, Inside World Pickleball TV, Tennis Channel, Pickleball Channel, ESPN, FOX Sports, NBC, CBS, ABC, FOX, INSTA, FB etc)

Hundreds of Thousands of US residents, New to the Sport, Athletes & Families, Brand Decision Makers, Corporate Buyers, Retail Decision Makers, Clubs, Pros & Coaches, Media & Influencers.



# Partner with us at the 2026 Pickleball Convention & Conference

## Sponsorship Tiers

### Title Sponsor - Exclusive Naming Rights

**\$25,000**

#### "The 2026 'Your Company' World Pickleball Convention & Conference

- Logo above Convention Logo everywhere it appears
  - Digital: All email, social media, television, radio, OTT advertising, etc.
  - Print: All Print Ads, Banners, Signs, Backdrops, Tickets throughout and leading up to the event.
  - Press Conference & Interviews: Opportunity to Speak at Press Conference
  - Awards Presentation - Key Executive Presenter
- Premier 30x20 Exhibit Space Size & Placement Included + keynote speaking opportunity.
- Present our top \$2,500 College Scholarship in your name to Combine Winner.
- Courtside Barrier Logos on All Courts (Double Placement on each court)
- Full-page ad in event program with feature company bio article.
- Cinematic :2 minute video feature created and aired on live stream and Pickleball Channel.
- VIP Pavillion and access for executives & guests with food and refreshments.
- Convention Commercials every hour.
- VIP Parking, Opening Night Reception, Unlimited Guest Passes.

### Platinum Sponsor

**\$15,000**

- Logo prominently displayed below the Convention Logo as "Presented by..."
- Premium 20x20 Booth Placement & Included
- Courtside Barrier Logos on All Courts (Double Placement on each court)
- 2 Lobby and 2 Floor Banners
- Featured Panel Slot in Conference
- Access to VIP Pavillion for execs and guests with food and refreshments
- Convention Commercials twice daily.
- Cinematic: 2 minute video feature created and aired on live stream and Pickleball Channel.
- VIP Parking, Opening Night Reception, 25 Guest Passes.



# Partner with us at the 2026 Pickleball Convention & Conference

## Sponsorship Tiers Continued

### Gold Sponsor

- Logo prominently displayed below the Convention Logo and 50% larger than other levels.
- Priority Pre-Reserved 20x10 Booth Placement & Included
- Featured 30 sec spot on Inside World Pickleball & Pickleball TV
- Courtside Barrier Logos on All Courts
- VIP Parking, Opening Night Reception, 10 Guest Passes.

**\$10,000**

### Silver Sponsor

- Logo displayed below the Convention Logo and 25% larger than all below levels.
- Exhibit Space 10x10 Peninsula Booth Included (open on 3 sides)
- Featured 30 sec spot on Inside World Pickleball & Pickleball TV
- Courtside barrier logos on alternate courts

**\$5,500**

### Official Sponsor *Choose one or more to sponsor below...*

- **Court Naming Rights** *(name one of the 12 courts in your company name \$2500)*
- **Fashion Show** *(Presenting sponsor of the Daily Fashion Show \$5000)*
- **Youth Combine Scholarships Presentation** *(\$500 College Scholarship in your company name & presentation \$3500)*
- **Swag Bag Sponsorship** *(Exterior of all Swag Bags with your logo and info \$3000)*
- **Hanging Aisle Banner Naming Rights** *(name an aisle with your company name/logo \$3000)*
- **Lobby Welcome Banner** *(Place a banner outside the front door of convention \$3000)*

*All Official Sponsors include a premium 10'x10' Corner Booth.*

*Starting at*  
**\$3,000**

### Exhibitor

- Exhibit Spaces start at \$1200 and vary according to size and location.
- See pricing on floorplan at [www.NationalPickleballExpo.com](http://www.NationalPickleballExpo.com)

*Starting at*  
**\$1,200**



## *Pickleball Quotes of 2025*

“Dude, I’m not just liking it, I’m loving it. It’s an anomaly to see any sport rise ever at this kind of pace, but it’s easy to see why. I will play pickleball until I die.”

- Andre Agassi

“It’s fast, it’s fun, and it’s addictive. I thought I’d dominate, but it’s a whole different beast.””

- John McEnroe

“Just like millions of other Americans, I’ve been following pickleball over the past few years, and I couldn’t pass up the chance to invest in the fastest-growing game in the country.”

- Mark Cuban - ESPN interview

“I love pickleball, and I love that it’s everywhere now... It will be a second career of mine.”

- Serena Williams - Ellen DeGeneres Show

“Pickleball international growth accelerated in 2025 and sets up the sport to grow even more worldwide.”

- Forbes - January 2025

“Lifestyle as medicine isn’t just good for your health—it’s good for your happiness, your independence and your future. Pickleball is a perfect example of lifestyle medicine in action – it gets you moving, keeps your mind sharp, and connects you with others.”

- Dr. Alexander Ding - Deputy Chief Medical Officer, Humana





**October 2026**

**Palm Beach Convention Center - West Palm Beach**

**Coming in March 2027**

**Navy Pier Convention Center - Chicago**

**Coming in June 2027**

**O2 Arena - London, United Kingdom**

**Contact: Don Wallace, 800-451-9855, [don@pickleballexpos.com](mailto:don@pickleballexpos.com)**

**[www.NationalPickleballExpo.com](http://www.NationalPickleballExpo.com)**