

World Pickleball Convention Announces New Sponsors

WEST PALM BEACH, FL, UNITED STATES, July 24, 2026 /EINPresswire.com/ -- [The 2026 World Pickleball Convention & Conference](#), now celebrating its sixth annual gathering, is poised for its largest year yet. Last year's Convention welcomed more than 5,000 attendees, marking a milestone for the rapidly expanding pickleball industry. This year, with Humana joining as the official Title Sponsor and extending invitations to 1.4 million of its members nationwide, as well as two major championships being played inside the convention, organizers are preparing for a record-breaking turnout. The Palm Beach County Convention Center has already begun ramping up security and operational staffing in anticipation of attendance exceeding 10,000 participants.



The 2025 convention saw attendance skyrocket.

Attendees at the Convention represent a dynamic cross-section of the pickleball world. The event attracts executives from both the pickleball industry as well as supporting industries, while also hosting thousands of players, fans, coaches, and individuals who are brand new to the sport. This diverse mix creates a uniquely vibrant environment where business, innovation, community, and on-court passion converge.

The Convention continues to expand its exhibitor roster with industry-leading innovators, including several newly confirmed exhibiting sponsors:

[Enlio Sports Flooring](#), the worldwide leader in sports flooring, joins the 2026 Convention as a premier exhibiting sponsor. As the official flooring supplier of the 2020 Tokyo Olympics, the 2024 Paris Olympics, and the upcoming 2028 Los Angeles Olympics, Enlio sets the global benchmark for performance surfaces. Their pickleball flooring will also be featured inside the convention for the NPL National Championships and the PPA Championships, reinforcing Enlio's position as the trusted choice for elite-level play.

Pop-up pickleball has rapidly become the most requested activity at trade shows across the country, with hundreds of conventions now seeking to offer on-site pickleball experiences for attendees. Enlio is uniquely positioned to capitalize on this trend, providing portable, professional-grade pickleball flooring that enables organizers to create instant courts that are safe, durable, and tournament-quality. As demand for pop-up pickleball continues to surge, Enlio's solutions are becoming the go-to choice for event producers looking to attract crowds and elevate attendee engagement.

Dropshot, a digital scoreboard company, introduces breakthrough scoring technology with its rapid-deploy electronic scoreboard system. Designed to set up on any court in under 60 seconds, Dropshot automatically tracks score, server number, and side. With a single tap from a smartwatch or remote, players and organizers gain instant, accurate scoring that elevates both competitive and recreational play.

Healthy Touch LLC, widely recognized for its commercial-grade massage chairs, brings a unique business model to the Convention. Their chairs enable facilities to monetize relaxation spaces and generate high-margin passive income. Engineered for durability and comfort, Healthy Touch products are a standout solution for clubs, venues, and hospitality environments seeking new revenue streams.

The Pickleball Weekly Magazine is pickleball's only weekly magazine, The Pickleball Weekly serves as the global source for news, insight, and lifestyle coverage. The publication delivers timely reporting, in-depth features, and industry analysis that keeps players, fans, and professionals informed and connected to the sport's fast-evolving landscape. Each week a new issue can be found at <https://thepickleballweekly.com>.

[The Prana Maya Island Resort](#) is Belize's only five-star distinctive luxury destination for pickleball enthusiasts, The Prana Maya Island Resort offers breathtaking courts surrounded by turquoise waters. This world-class island retreat blends elite-level pickleball with immersive luxury, wellness, and adventure—creating one of the most extraordinary pickleball travel experiences in the world.

While exhibit spaces for the 2026 World Pickleball Convention & Conference are now essentially sold out, admission tickets are officially on sale at www.NationalPickleballExpo.com, along with tournament sign-ups for players eager to compete. All attendees will receive access to the Convention's official mobile app, enabling them to schedule appointments with exhibitors in advance, plan their experience, and maximize their time at the event.

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