

Large Crowds Expected at Pickleball Convention

New Technology, Major Championships, and Big Name Speakers Set the Stage for a Landmark Event

WEST PALM BEACH, FL, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Palm Beach is gearing up for a record breaking weekend as the [2026 World Pickleball Convention & Conference](#) prepares to take

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over the Palm Beach Convention Center October 16–18. With attendance projected to surpass all previous pickleball events, the Convention Center has announced expanded security staffing, upgraded crowd flow systems, and additional on site safety personnel to ensure a smooth experience for the thousands expected to arrive.

Major national brands are backing this year’s convention, underscoring pickleball’s explosive growth across the country. Attendees will see presentations from Humana,

American Express, Pepsi, Mission 1o2, 2.AG, and other leading companies investing heavily in the sport’s future.

Now in its sixth year, and its third consecutive edition in West Palm Beach, the World Pickleball Convention has firmly established Palm Beach as its home. "We decided to stay in Palm Beach because it is one of the largest pickleball hubs in the world, and thanks to the continued efforts of the [Palm Beach Sports Commission](#) to keep us here," said George Domaceti, President and CEO of the World Pickleball Convention. The Palm Beach Sports Commission attracts major sporting events and activities to Palm Beach County, generating substantial economic impact while positioning the region as a premier international destination for sports tourism."

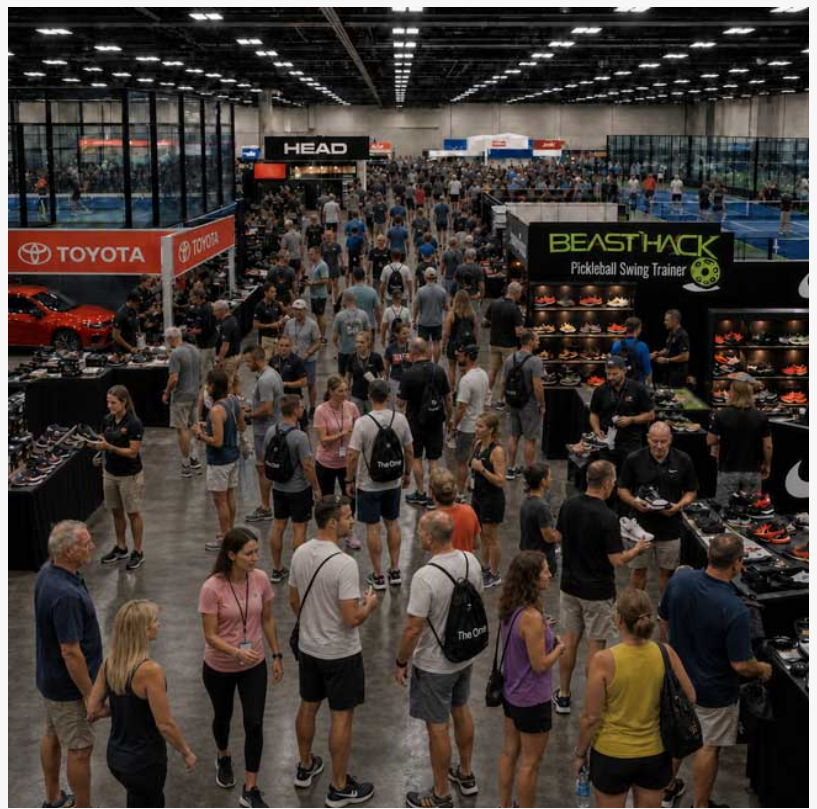
This year’s expo floor will showcase hundreds of cutting edge pickleball products, including two historic firsts:

- The world’s first pickleball playing AI robot, capable of rallying, reacting, and demonstrating next generation training technology.
- The first personal digital display auto scoreboard, designed to track points, faults, and match

data automatically.

Adding to the excitement, Steve Bellamy, founder of the Tennis Channel, will demonstrate TYPTI, a brand new racquet sport poised to capture national attention. Bellamy will introduce the sport to attendees, club owners, and players through live demonstrations and hands on play. Additionally, brands that support TYPTI such as Prince and OLO will be on hand to provide paddles and equipment.

For the first time ever, the National Pickleball Championships will be played directly on the expo floor, giving spectators an unprecedented up close view of elite competition.



Attendance in 2025 Skyrocketed

The convention will also host three other tournaments including the Paddle Battle of the Branches, a military veterans' tournament featuring teams from the Army, Navy, Air Force, and Marines battling for branch supremacy. When championship play pauses, attendees can enjoy Indoor Open Play on the same courts used by the pros.

On the fashion front, the convention welcomes Fashion Fusion's Model Pickleball, the nationally recognized model casting and production company known for standout showcases at NY Fashion Week and Miami's Swim Week as well as Art Basel. Their daily runway event will highlight the newest activewear designs, with attendees able to purchase pieces that strike their fancy. Holiday season deals on paddles, equipment, and accessories will also be available throughout the expo.

The Major League Pro Pickleball Team , the Palm Beach Royals, will be providing an Exhibition Match as well as free clinics, skill sessions, and meet and greets.

The conference portion of the event features 50+ speakers, including some of the most influential names in pickleball:

- Humana with Dr. Tamara Smith will be presenting the opening keynote.
- Melissa McCurley – Hall of Famer and widely known as the First Lady of Pickleball
- James Ignatowich – Top 5 Pro Player and Founder of RPM Paddles
- Nicole Smith of Pickleball Central will be speaking on getting retail ready and getting big retail

to carry your products.

Executives, coaches, players, fans, newcomers, and major social influencers are expected to attend, making the 2026 Convention one of the most diverse and dynamic gatherings in pickleball's history.

With innovation, competition, fashion, education, pro clinics, and holiday shopping all under one roof, the 2026 World Pickleball Convention & Conference is shaping up to be a can't miss event whether you are connected to the sport, or just curious.

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