

Big Crowds Expected for Nation's First Pickleball Expo

West Palm Beach, Florida Oct 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Pickleball is about to make its official debut to the public in December as the nation's first pickleball expo opens at the Palm Beach County Convention Center, and it couldn't have come at a better time.

Move over, tennis and golf. Major brands as well as the networks are cashing in on pickleball. From pro tournaments to themed restaurants, to merchandise, to major companies dropping millions into sponsorships, the pickleball gold rush is here and will be on full display December 3rd and 4th at the [National Pickleball Expo & Tournament](#).

Additionally, with Major League Pickleball recently announcing their entry with Tom Brady and LeBron James each purchasing their own MLP franchises, the convention center will be ramping up security in advance to keep up with crowd control.

There will be something for everyone at the pickleball expo. Attendees will range from individuals and families who have never played to the intermediate player, all the way up to advanced and pro players. The expo is heralding big discounts on everything from equipment, apparel, pickleball vacations, communities, instruction, and much much more. There's even an on-site tournament taking place directly on the floor of the expo with 10 courts being erected for the event. If it has anything to do with pickleball, it will be there, and just in time for the holiday season.

The expo had gained such popularity from vendors that the show's floor space was sold-out twice before the producer was able to secure additional space.

"According to USA Pickleball there has been a 39.3% increase in growth in the past 2 years, with the majority of communities scrambling to keep up with the demand for pickleball courts," stated Carl Foster, host of CBS Sports Inside WORLD Pickleball TV Show, and Tournament Director. "The projected growth at this rate is 40 million players by 2030 with tons of celebrities like Tom Brady, LeBron James, Drew Brees, investing in Major League Pickleball teams."

"While most people had once thought of pickleball being for seniors, there are now all ages involved with 2 professional tours, the APP and PPA Tours, with over 40 events nationwide, and over \$3M in prize money," continued Foster.

While most people had still never heard of pickleball up until a couple of years ago, it's hard to find anyone who has not heard of the sport as it has peaked the curiosity of millions. This expo is for those people as well as the millions already enjoying the sport.

The expo is currently planning a national tour with some big-name sponsors. Las Vegas, Houston, Orlando, and Southern California are currently in the works.

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