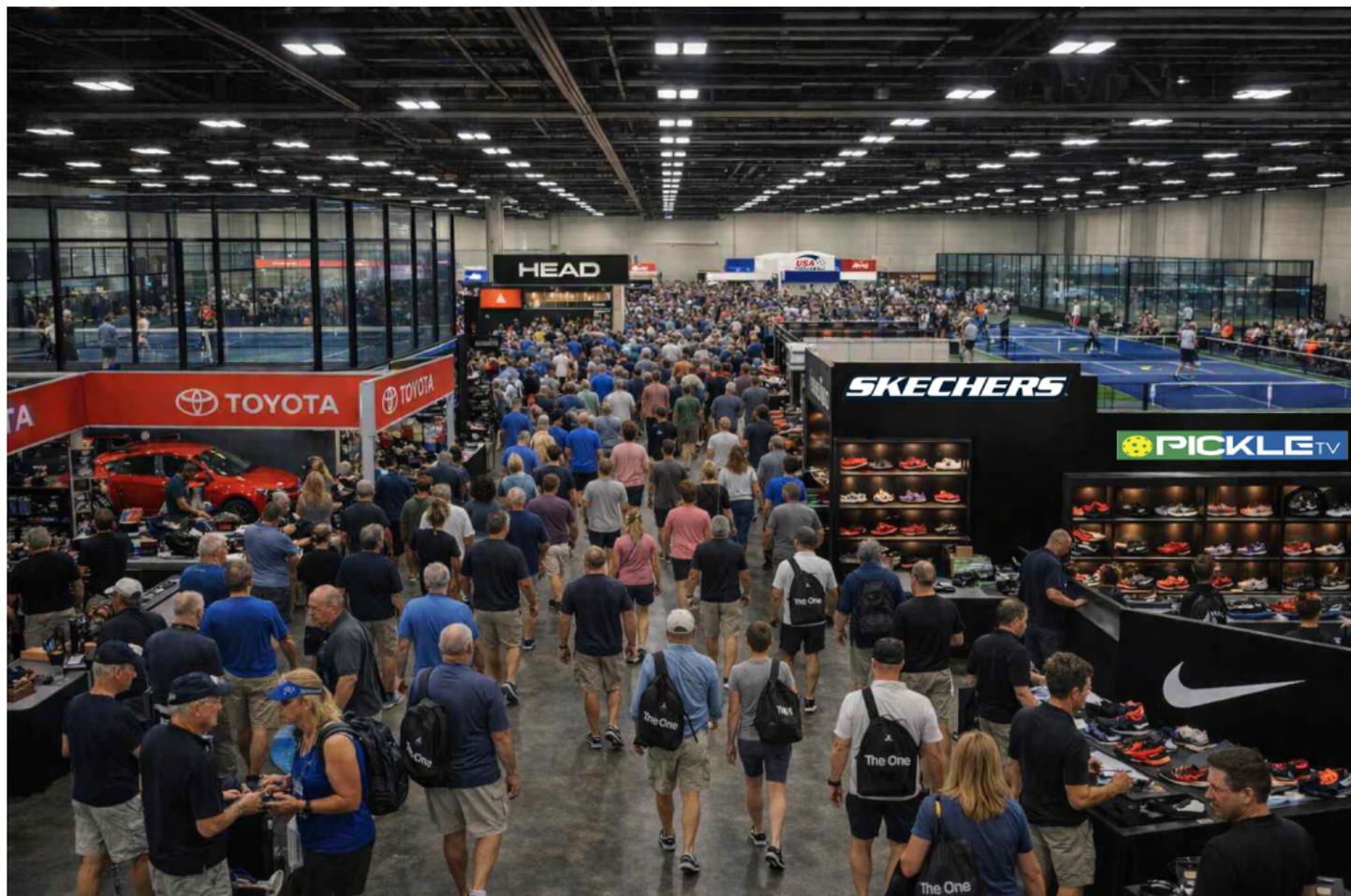


## World Pickleball Convention Announce 2026 Dates and Major Sponsors



**West Palm Beach, Florida Mar 30, 2026 ([Issuewire.com](http://Issuewire.com)) -**

Producers of the [6th Annual World Pickleball Convention & Conference](#) held a press conference today at the Palm Beach County Convention Center to officially announce the event's dates as well as its expanded roster of major sponsors. The 2026 Convention will take place October 16–18, 2026, bringing together athletes, industry leaders, brands, medical experts, facility operators, and fans for three days of education, innovation, competition, and community engagement. In attendance were the Mayor of Palm Beach County and several state officials, underscoring the event's growing regional and statewide significance.

Originally launched in 2021 as the National Pickleball Expo, the event has since evolved into the World Pickleball Convention to reflect its expanded size, global reach, and growing importance as the sport's premier business and consumer platform.

"Pickleball's rapid growth throughout Palm Beach County makes it a natural fit for an event of this scale, and the World Pickleball Convention & Championships reflects the sport's continued momentum," said the [Palm Beach County Sports Commission](#). "With national brand support and more than 8,000

attendees expected, the event will generate meaningful economic impact and further position The Palm Beaches as a premier destination for marquee sporting events.”

Organizers unveiled a powerful lineup of national and global brands supporting this year’s Convention, including Pepsi, American Express, Toyota, Brightline Trains, and newcomers, Mission 1o2 and 2.AG.

The addition of Mission 1o2 and 2.AG reflects the Convention’s expanding influence across wellness, performance, and lifestyle sectors.

Mission 1o2 is a next-generation skincare brand built at the intersection of science, purpose, and the demands of modern life. The company formulates products for people whose skin faces real-world conditions every day.

2.AG is a science-driven brand pioneering rapid-acting topical relief through proprietary delivery technology. Their formulations help athletes and active individuals stay on the court longer, recover faster, and move better—aligning directly with the needs of the fast-growing pickleball community.

Now entering its sixth year, the World Pickleball Convention & Conference has become the sport’s premier annual gathering, uniting the global pickleball ecosystem under one roof. The 2026 event will feature a dynamic expo floor, educational programming, wellness activations, celebrity appearances, and new innovations shaping the future of the sport.

“The growth of this Convention since 2021 has been extraordinary, and it’s a testament to the passion, innovation, and community that define the sport of pickleball,” said George Domaceti, President & CEO of the World Pickleball Convention & Conference. “We are deeply grateful to our sponsors—both longtime partners and new visionary brands—for believing in what this event represents. Their support fuels our momentum and allows us to elevate the experience for athletes, fans, and industry leaders from around the world. As we look toward 2026, we’re not just building an event—we’re shaping the future of the sport.”

More information can be found on the company’s website, <https://www.NationalPickleballExpo.com>.

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