

THE BASEBALL CONVENTION

January 17-18, 2026

LUXOR HOTEL AND CASINO | LAS VEGAS, NEVADA

PRESENTED BY: (Title Sponsor & Logo Placed Here)

AN EXPERIENTIAL & INTERACTIVE BASEBALL EXPO



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<https://thebaseballconvention.com/>

ABOUT TBC + THE FOUNDERS



John Novak / Founder

A little about John:

John Novak, a former professional baseball player, spent time in the Texas Rangers Organization (1999-2000). Following his playing career, he parlayed his success as a competitor and founded Showball Baseball. With grit, vision and determination, Showball Baseball revolutionized the recruitment process for young athletes, with exposure and development opportunities, helping countless players secure college scholarships and professional contracts



Taylor Cole / Co- Founder

A little about Taylor:

Taylor, a former MLB pitcher for the Los Angeles Angels & Toronto Blue Jays, had a successful career marked by his strong fastball and mental toughness. After being drafted in 2011, he rose steadily through the minors before making his MLB debut in 2015. Although injuries cut his playing career short, Taylor's impact on the game continues as he now focuses on mentoring young athletes

TOGETHER...

They've created The Baseball Convention, a one-of-a-kind, interactive exposition, aimed at shaping the future of youth + professional baseball in America. The expo will feature top MLB stars, alongside expert instructors, offering players and families valuable insights and opportunities to learn and grow. It's a unique space for the baseball community to connect while highlighting the vital role of families in supporting our young athletes.

The Baseball Convention is the culmination of John and Taylor's careers and their shared vision to foster a culture that brings together players, families, industry leaders - committed to inspiring and empowering the next generation of baseball stars.

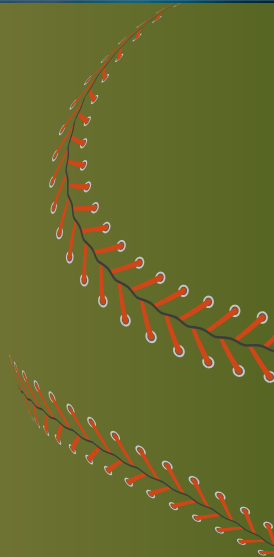


“We recognize that baseball is more than just a sport; it’s a catalyst for leadership, character development, and long-term success. This event is about creating a space where families can gain the resources and insights they need to help their children succeed—not just on the field, but in life.”

-John Novak

THE VISION

We envision an integrated culture within baseball that emphasizes family integration, engagement and support. By creating a dynamic environment for players and their parents to grow and thrive together, The Baseball Convention seeks to redefine the traditional expo experience, making it an inclusive and evolutionary space for all levels and participants of the baseball community to converge.



THE MISSION

Our mission is to curate an innovative expo experience that connects brands with a passionate audience of baseball players and their families. We are dedicated to facilitating meaningful interactions and direct access to youth and high school players, empowering them with the resources and knowledge they need to thrive in the sport they love longterm. The sport itself is a calling card for future leadership development, and we are committed to supporting the cultivation of our youth’s influence on the world and the culture itself.



THE BASEBALL CONVENTION

Step Up to the Plate: Showcase Your Brand Book Your Booth Today & Leave Your Mark on the Future of Baseball Forever!

We're thrilled to invite you to take part in the **2026 Baseball Convention**—a groundbreaking event in the world of baseball, designed for players, parents, and fans alike. For the first time, we're gathering the entire baseball community for an immersive expo that brings the sport's most innovative products, services, and technologies directly to youth players and their families. This is your opportunity to join us in shaping the future of the game and create lasting relationships with an engaged audience ready to buy, learn, and grow with your brand.

Why Exhibit at TBC 2026?

As an entrepreneur or business owner, you know the importance of connecting with the right customer base. The Baseball Convention is unlike any other expo—this event is **specifically tailored for youth and high school baseball players, their parents, coaches, and fans**. We've created a space where your brand can engage with thousands of potential customers all in one place.

This is **your chance to directly interact with an eager audience** of baseball players (ages 8-18), their parents, and the broader baseball community—all coming together to discover the latest products and innovations in the sport.



THE BASEBALL CONVENTION

The TBC Experience

Event Dates: January 17-18, 2026
Location: Luxor Hotel and Casino, Las Vegas

As an exhibitor at TBC, you'll have access to:

- **Thousands of Attendees** – Engage with thousands of active baseball players and their parents eager to learn about and purchase new products and services.
- **Targeted Audience** – Connect directly with youth and high school baseball players, ages 8-18, committed to improving their game and looking for the best in equipment, training tools, and educational resources.
- **Engaging Environment** – A dynamic and engaging floor, with interactive training, keynote sessions, and panels featuring industry experts, including current and former MLB stars.
- **Marketing Exposure** – Prior to the event, your company will receive marketing exposure to our 175,000+ active student-athletes and parents through email and social media channels.
- **Booth Space at the Center of the Action** – Your booth will be positioned at the heart of the convention, maximizing foot traffic and visibility.

Exhibitor Packages & Pricing

We've created several flexible exhibitor packages to accommodate brands of all sizes. Choose the option that works best for you!

