



**PANINI**

**AN EVENT LIKE  
NO OTHER:  
THE NATIONAL  
SPORTS CARD  
CONVENTION**

The purpose and intent of this whitepaper is for educational purposes and users who have downloaded this resource are subject to Panini America and Panini Group's [Terms of Services](#) and [Privacy Policy](#).



---

# **AN EVENT LIKE NO OTHER: THE NATIONAL SPORTS CARD CONVENTION**

It's known simply as "The National."

If you say the words to sports card collector, you'll be speaking their language.

The National Sports Card Convention is the annual, biggest, most amazing five days in the world of sports memorabilia. A five-day bonanza every summer, the event typically in Chicago or Cleveland -- sometimes Atlantic City -- brings together dealers, suppliers, manufacturers, traders and companies under one roof to revel in the joy of collecting their favorite players.

Panini America will be easy to spot in the Donald E. Stephens Convention Center in Rosemont, Ill., on July 30 through Aug. 3, 2025. The company founded in 1961 is the world leader in trading card and sticker collectibles, with hundreds of product launches each year in football, baseball, basketball, soccer, golf, NASCAR and other sports, plus program lines featuring games like Fortnite and Minecraft and celebrities and musicians.

In the Windy City next summer, the Panini booth will be the place to be as the site of box breaks, autographs, prize giveaways and redemptions. Panini was the first company to have its customer service department on-site at the National, giving everyone a chance to put a face to a name and build a relationship and give two-way feedback on products, offerings, suggestions and wish lists.

In 2025, children up to age 13 can sign up to participate in two daily box breaks at the Panini booth, one for football and one for basketball.

The National grows each year. It's always a must-attend for collectors no matter their specialty or specialties. The wall-to-wall sights, sounds, energy and excitement make the event a chance to be in the arena.



Copyright © 2024 Panini America, All rights reserved.  
5325 FAA Blvd., #100 Irving, TX 75061

[www.paniniamerica.net](http://www.paniniamerica.net)

[www.paninigroup.com](http://www.paninigroup.com)

