

# SPONSORSHIP OPPORTUNITIES



APRIL 16 – APRIL 21, 2024





FORT LAUDERDALE



**CLIK**  
**CRUISE360**<sup>®</sup>  
**2024**  
**FORT LAUDERDALE**

Cruise360 sponsorship offers multiple opportunities to get your brand and message in front of the professional travel agent community. Create new relationships, engage with travel agents face-to-face and encourage brand loyalty with one of our exclusive sponsorship packages. Make an immediate and lasting impact on hundreds of travel professionals. Promote your brand and key message over six days within the Cruise360 conference and trade show sphere. Customized packages are available.

## **2024 SPONSORSHIP OPPORTUNITIES**

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## CRUISE360 TESTIMONIALS



“Sponsoring an event at Cruise360 is a great way to increase our Windstar brand awareness amongst travel advisors who are booking cruise vacations for their clients.”



**Christopher Prelog**

President  
Windstar Cruises



“Cruise360 is easily one of the premier events that bring together the largest group of travel advisors that want to learn how to improve their business. As a new award-winning brand, the advisors loved seeing the additional brand exposure as they walked into the convention center.”

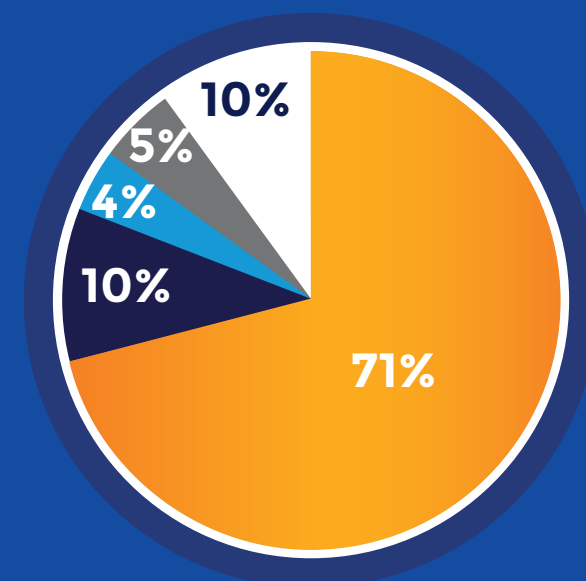
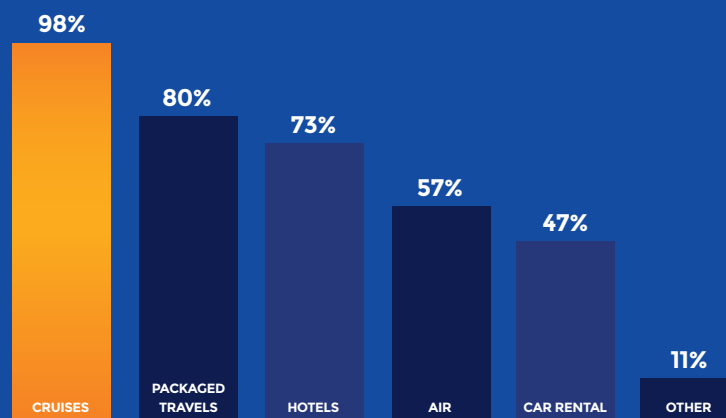


**John Diorio**

Vice President, North American Sales  
Virgin Voyages

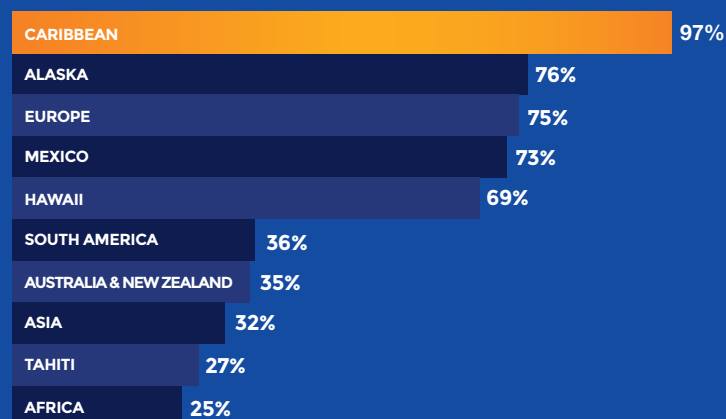
## CRUISE360 ATTENDEE PROFILE

HERE IS  
**WHAT**  
THEY SELL



- Hosted Independent Contractor
- Independent Travel Seller
- Agency/Agent Employee
- Agency/Agent Owner/Manager
- Other

AND  
**WHERE**  
THEY  
SELL IT





As the largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports & destinations, industry suppliers and CLIA preferred partners for a truly panoramic view of the cruise industry.

Our biggest professional development event of the year, Cruise360 features a week's worth of professional development, ship inspections, networking and the latest industry trends.

**Duration: Six (6) Days**

**Audience:**

- **Travel Agents**
- **Cruise Lines**
  - CEOs, COOs, Brand Presidents, Senior Executives, Vice Presidents from Sales and Marketing
  - 200+ Travel Industry Suppliers

**Number of Sponsorships Available: 300+**

# CRUISE360 TRADE SHOW EXHIBITOR BOOTHS

	July 12 – December 31, 2023	January 1, 2024 and after
<b>Standard 10' x 10'</b>	\$3,700 USD	\$3,900 USD
<b>Double 10' x 20'</b>	\$7,500 USD	\$7,900 USD
<b>End Cap 10' x 20'</b>	\$8,500 USD	\$8,900 USD
<b>Pavilion/ Destination Section</b>	<b>CALL GALE FOR QUOTE</b>	

## CRUISE360 TRADE SHOW BOOTH FEE INCLUDES:

Each 10 ft x 10 ft exhibitor booth at Cruise360 includes backwall drape and siderails, a 6 ft skirted table, two chairs, a waste basket, and three Cruise360 Trade Show badges. Booths are not carpeted.



# OVERALL SPONSORSHIP PACKAGES

**ELITE SPONSOR\***

**\$75,000**

**PREMIUM SPONSOR\***

**\$50,000**

**DELUXE SPONSOR\***

**\$30,000**

\* Benefits will be tailored to fit the sponsor's needs





# CREATE YOUR OWN SPONSORSHIP PACKAGES

**CALL GALE FOR PRICE QUOTE - 703.341.9296**

**GENERAL SESSIONS WITH A 4 MINUTE PRESENTATION**

**SOLD OUT**

**AGENT BREAKFAST WITH 45 MINUTE PRESENTATION (INCLUDING STANDARD A/V)**

**SOLD OUT**

**AGENT LUNCH WITH 45 MINUTE PRESENTATION (INCLUDING STANDARD A/V)**

**SOLD OUT**

**AGENT BREAK**

**MOBILE APP SPONSORSHIP**

**SOLD OUT**

**BRANDED SEATBACK COVERS**

**SOLD OUT**

- General Session I
- General Session II
- General Session III
- Hall of Fame Cruise Industry Awards & Gala Dinner

ATTENDEE TOTE BAG

**SOLD OUT**

REGISTRATION COUNTERS AND KICK PLATES

**SOLD OUT**

WATER BOTTLES

**SOLD OUT**

OFFICIAL NOTE PADS AND PENS (SUPPLIED BY SPONSOR)

**SOLD OUT**

SEAT DROP FOR A GENERAL SESSION (ONE ITEM)

ATTENDEE HOTEL ROOM DROP

LANYARDS

**SOLD OUT**

TRADE SHOW BROCHURE BAGS

**SOLD OUT**

BROCHURE HANDOUT AT REGISTRATION COUNTERS



**Have an idea to promote your brand?**

**Let's work together to design the perfect promotion to reach these valuable sellers!**

### E-BLAST (CHOOSE FROM)

- Pre Cruise360
- Post Cruise360
- Pre & Post Cruise360

### ATTENDEE GUIDE ADS – FULL COLOR (CHOOSE FROM)

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Full Page
- 1/2 Page
- 1/4 Page

**SOLD OUT****SOLD OUT**

### MOBILE APP PUSH MESSAGES

### FLOOR DECALS



**Have an idea to promote your brand?**

**Let's work together to design the perfect promotion to reach these valuable sellers!**

# CRUISE360 PRODUCT & DESTINATION WORKSHOPS

## Sponsorship

**PRODUCT & DESTINATION WORKSHOPS (45 MINUTES EACH)**

**\$7,750 USD**

Please note the following regarding the sponsorship of Product or Destination Workshops:

- Workshops are subject to limited availability.
- Workshops seat approximately 75 attendees. Actual attendance is not guaranteed and will vary. Multiple workshops will be conducted at the same time.
- Basic A/V is included.





CLIK  
**CRUISE360**<sup>®</sup>  
 2024  
 FORT LAUDERDALE

**BRANDING  
 OPPORTUNITIES**



# LEVEL 1 – MAIN ENTRANCE



# OUTDOOR TRIANGLES

**SOLD OUT**

CRUISE360



# WINDOW PANEL CLINGS

(3 LARGE PANELS ON EITHER SIDE OF MAIN ENTRANCE DOORS,  
INDOOR AND OUTDOOR CLINGS AVAILABLE)

**SOLD OUT**

Discover more  
at [msccruises.com](http://msccruises.com)





# WINDOW PANEL CLINGS

(16 SMALL WINDOWS ABOVE MAIN ENTRANCE,  
INDOOR AND OUTDOOR CLINGS AVAILABLE)



**SOLD OUT**



# COLUMNS

CRUISE360



MEMORIES WILL YOU CREATE?

MSC

VOYAGES

Costa  
**Traveler**  
THE HOT LIST  
2022  
BEST NEW CRUISES  
IN THE WORLD

MEETING ROOMS  
CONFERENCE SUITE  
SALA ALON  
CARGO OFFICE  
GRAND BALLROOM A-J

EXHIBIT HALLS B & C  
CONCESSIONS  
RESTROOMS

Virgin  
VOYAGES

CRUISERS' CHOICE  
**cruisecritic**  
★★★★★  
2023  
BEST OVERALL  
CRUISE LINE

VISION  
Be visible to  
marketing pa  
ports an

CRE  
Carry the ef  
credenti...

REI  
Learn fro  
regularly c

EX  
Achieve  
triple your

REI

# REGISTRATION AREA

**SOLD OUT**

CLIK  
**CRUISE360.**  
2023  
FORT LAUDERDALE  
TRAVEL AGENT CHECK-IN

CLIK  
**CRUISE360.**  
2023  
FORT LAUDERDALE  
TRAVEL AGENT CHECK-IN

CLIK  
**CRUISE360.**  
WELCOME

CLIK  
**CRUISE360.**  
2023  
FORT LAUDERDALE

CLIK  
**CRUISE360.**  
2023  
FORT LAUDERDALE

CRUISE360

# ESCALATORS

**SOLD OUT**

CRUISE360



Discover the  
ys Carnival  
AKING  
IN  
It proudly commens  
ing initiatives.  
Let fresh water used  
verified from abundant  
200 diameter steam  
steaming 100 coun  
Major cruise compa  
for international trade  
with increasing capab  
reduction in carbon em  
Let future ship capacity  
for 1300 cabins & plus  
major tank.  
Lower single-use plastic  
It used



A large banner hanging from the ceiling of the concourse. It features the Azamara Cruises logo at the top, followed by the text "AZAMARA CRUISES" and "CRUISE TO CAPTIVATING DESTINATIONS". The banner also includes a graphic of a windmill and a building, and a smaller banner below it with the text "VISIT ALL FOUR CORNERS OF THE WORLD".

AZAMARA  
CRUISES  
CRUISE TO  
CAPTIVATING DESTINATIONS

# LEVEL 1 – CONCOURSE

# HANGING BANNERS

**SOLD OUT**

CRUISE360



the WORLD'S MOST

FASTEST GROWING  
cruise line

MSC  
CRUISES

SAILING TO 200  
DESTINATIONS

North America

# ESCALATORS LEVEL 1-3

CRUISE360

**SOLD OUT**





CLIK  
CRUISE360  
2005 15<sup>th</sup> 2019

WELCOME  
*Thank You for 15 Years of Memories*

CLIK  
CRUISE360  
2005 15<sup>th</sup> 2019

# LEVEL 2



# BANNER ABOVE ATRIUM

CRUISE360



**WEDNESDAY**  
April 3, 2019

10:00AM - 12:00PM	12:00PM - 1:00PM	1:00PM - 2:00PM
<b>General Session I with Luncheon</b> Sponsored by Keynote: The President's Panel Chairman's Duty Roberta Poyson Lisa Luffert-Peris Tish McKinley Andy Beach Tom Wulbert Grand Ballroom	<b>General Session II with Luncheon</b> Sponsored by Keynote: The President's Panel Chairman's Duty Roberta Poyson Lisa Luffert-Peris Tish McKinley Andy Beach Tom Wulbert Grand Ballroom	<b>General Session III with Luncheon</b> Sponsored by Keynote: The President's Panel Chairman's Duty Roberta Poyson Lisa Luffert-Peris Tish McKinley Andy Beach Tom Wulbert Grand Ballroom

**THURSDAY**  
April 4, 2019

8:00AM - 9:00AM	9:00AM - 10:00AM	10:00AM - 11:00AM	11:00AM - 12:00PM
<b>Registration</b>	<b>Registration</b>	<b>Registration</b>	<b>Registration</b>

**FRIDAY**  
April 5, 2019

8:00AM - 9:00AM	9:00AM - 10:00AM	10:00AM - 11:00AM	11:00AM - 12:00PM
<b>Registration</b>	<b>Registration</b>	<b>Registration</b>	<b>Registration</b>

**SATURDAY**  
April 6, 2019

8:00AM - 9:00AM	9:00AM - 10:00AM	10:00AM - 11:00AM	11:00AM - 12:00PM
<b>Registration</b>	<b>Registration</b>	<b>Registration</b>	<b>Registration</b>

# LEVEL 3

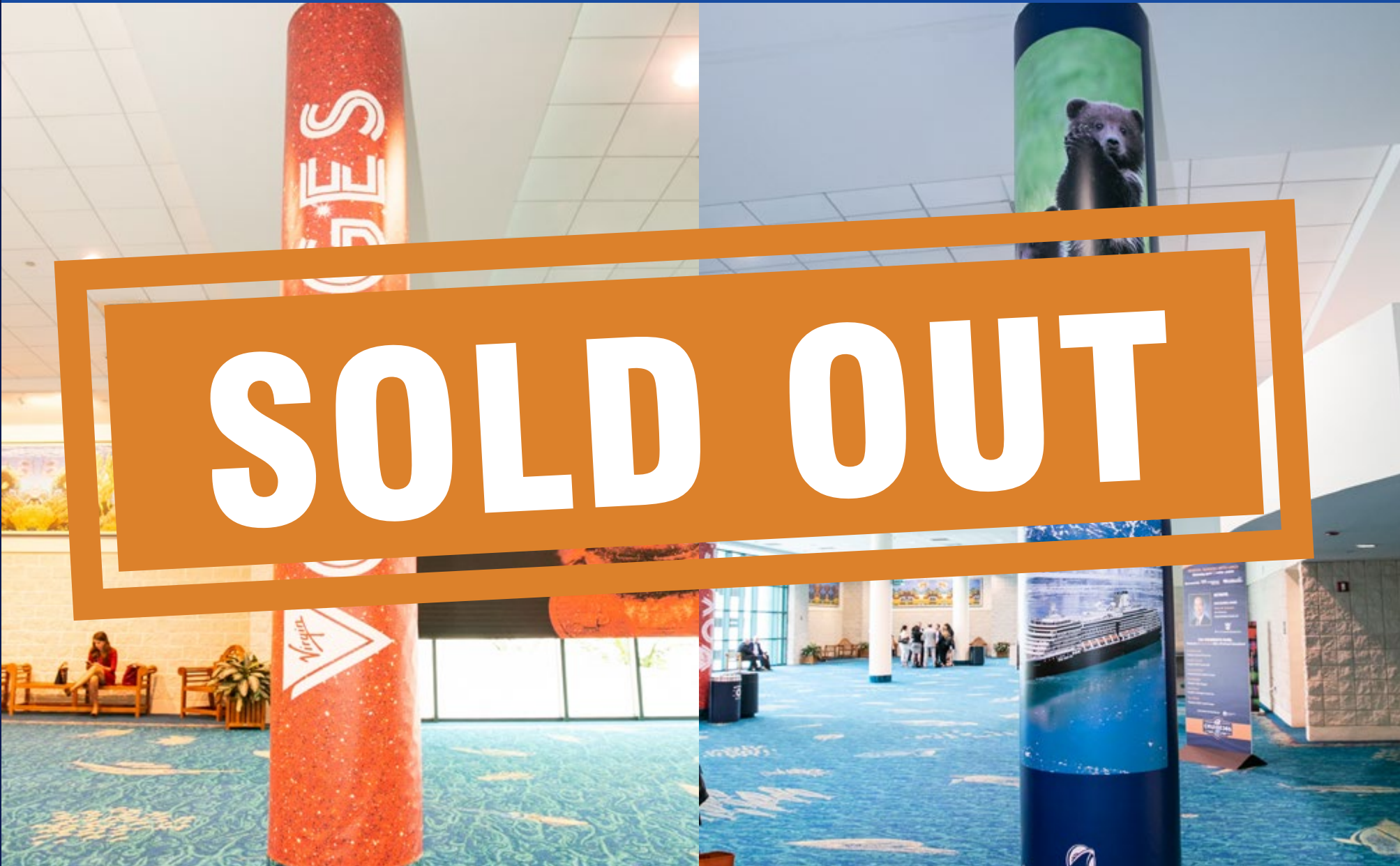
**CLIA SEMINAR**  
Sponsored by  
A



# COLUMNS OUTSIDE GENERAL SESSION & HALL OF FAME BALLROOM

**SOLD OUT**

CRUISE360



# MISCELLANEOUS ITEMS

# TRAVEL AGENT LOUNGE

CRUISE360



**SOLD OUT**

# RAW SPACE

CRUISE360



# WIFI

CRUISE360

**UNLIMITED WIFI ALWAYS** included  
onboard **SCARLET LADY...**  
and now at **Cruise360.**

Network:  
**Virgin Voyages**

Password:  
**Cruise360**



Love,



VOYAGES





## SEATBACK COVERS AT GENERAL SESSIONS AND HALL OF FAME

**SOLD OUT**



# FLOOR DECALS THROUGHOUT THE CONVENTION CENTER OR ON THE TRADE SHOW FLOOR

CRUISE360



WELCOME

A large, semi-transparent logo for "CLIK CRUISE360 2023" is centered on the screen. It features the CLIK logo at the top, followed by "CRUISE360" in a large, bold font, and "2023" in a smaller font below it. The background of the logo is a dark blue rectangle with horizontal lines.

# RECEPTIONS & SPEAKING TIME



# GENERAL SESSION SPEAKING TIME



Disney CRUISE LINE



**SOLD OUT**

# GRADUATE RECEPTION

Congratulations Graduates!



# VIP RECEPTION



# PREMIER SUMMIT 4 MINUTES SPEAKING TIME



## CONTACT INFORMATION



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Director, Cruise360 Exhibitor Relations

**[GCollins@cruising.org](mailto:GCollins@cruising.org)**

**T 703.341.9296**

**FOR MORE INFORMATION,  
VISIT [CRUISE360.ORG](http://CRUISE360.ORG)**



