

SPONSORSHIP OPPORTUNITIES



APRIL 17 – APRIL 23, 2023
FORT LAUDERDALE, FLORIDA



CRUISE360

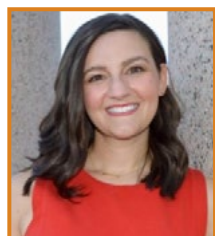
A PANORAMIC VIEW OF CRUISING

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.

2023 SPONSORSHIP & EXHIBITOR GUIDE

Cruise360 Testimonials	4
Cruise360 Attendee Profile	5
About	6
Cruise360 Trade Show Exhibitor Booths	7
Overall Sponsorship Packages	8
Create Your Own Sponsorship Package	9
Cruise360 Product/Destination Workshops	12
Branding Opportunities	13
Contact Us	39

CRUISE360 TESTIMONIALS



“It was a great experience working with the Cruise360 team to showcase Travefy’s brand throughout the event! They worked with us to create an opportunity to give unique brand exposure to the attendees and create a buzz for the Travel Advisors to learn more about Travefy and connect with us during Cruise360.”

Stephanie Gries

Marketing & Education, Travefy



“We are so happy we sponsored Cruise360’s breakfast and hope all the advisors in attendance enjoyed waking up to Tahiti’s joyful dancers. What a perfect way to start the day – a little taste of Tahiti magic. I appreciate our travel advisor partners’ support and hope to spend more time with each of them in the near future. Cruise360 really is the best place to meet these engaged advisors!”

Chris Prelog

President, Windstar Cruises



“It was an honor to participate at this year’s Cruise360 and share the latest MSC Cruises news with our valued travel partners. From our Travel Advisor Lounge to the informative panels and networking opportunities, Cruise360 was the perfect place for us to discuss our ambitious goals and rapid growth in the U.S. market, including new, year-round service from New York City, the modern, innovative ships joining our fleet, our state-of-the art PortMiami terminal project, and our ambitious sustainability goals such as the environmental work underway at Ocean Cay MSC Marine Reserve. We appreciated every chance to engage with our enthusiastic and engaged travel advisors, and learn more about how we can support their growing businesses.”

Kris Endreson

Vice President of Strategic Sales, MSC Cruises USA



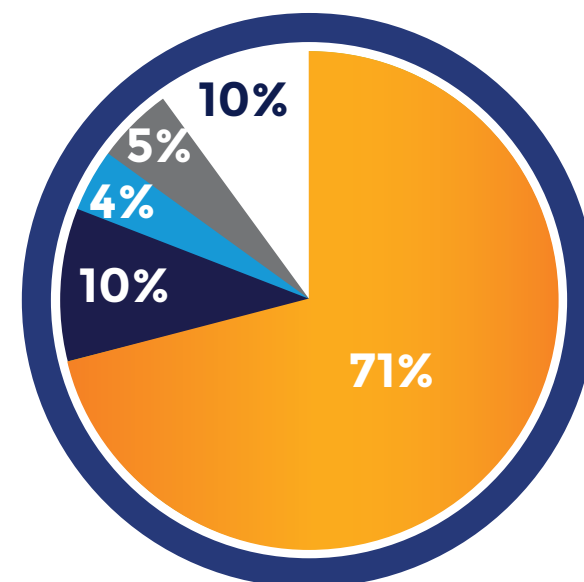
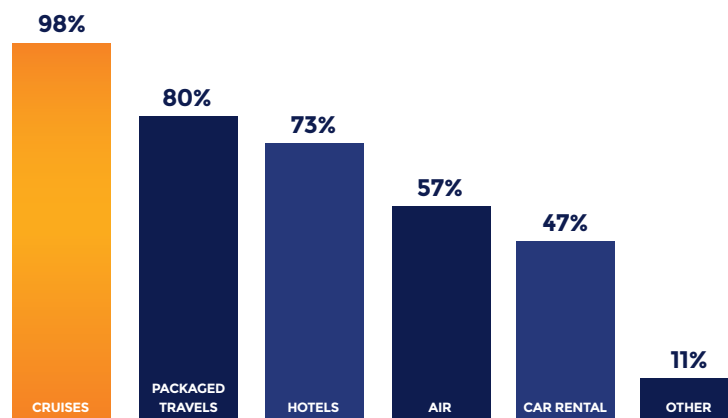
“The opportunity to connect with not only our Travel Advisor Partners, but also with all of our Cruise Line Partners at Cruise360 make it a must attend event for Uplift. The trade show and our other sponsorship activities provided great marketing support for us to spread the word about our book now, pay later solutions for the industry.”

Robert Borden

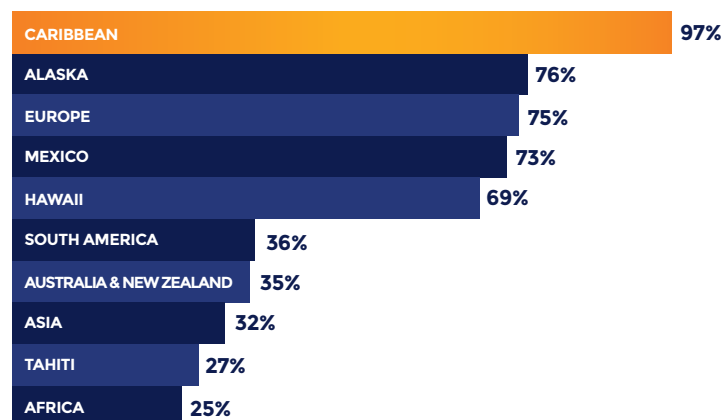
Senior Vice President –
Commercial & Cruise, Uplift, Inc.

CRUISE360 ATTENDEE PROFILE

HERE IS
WHAT
THEY SELL



AND
WHERE
THEY
SELL IT



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



April 17 - April 23, 2023

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

	June 15 – December 31, 2022	January 1, 2023 and after
Standard 10' x 10'	\$3,295 USD	\$3,695 USD
Double 10' x 20'	\$6,590 USD	\$7,390 USD
End Cap 10' x 20'	\$7,190 USD	\$7,990 USD

TRADE SHOW BOOTH FEE INCLUDES:

3 Trade Show ONLY passes. Each 10 ft x10 ft exhibitor booth at Cruise360 includes backwall, drape and siderails, a 6 ft skirted table, two chairs and a waste basket. All Prices USD. Booths 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

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

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

MOBILE APP SPONSORSHIP

BRANDED SEATBACK COVERS

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

ATTENDEE TOTE BAG

REGISTRATION COUNTERS AND KICK PLATES

WATER BOTTLES

OFFICIAL NOTE PADS AND PENS (SUPPLIED BY SPONSOR)

SEAT DROP FOR A GENERAL SESSION (ONE ITEM)

ATTENDEE HOTEL ROOM DROP

LANYARDS

TRADE SHOW BROCHURE BAGS

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

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)

\$6,750 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.







LEVEL 1 – MAIN ENTRANCE

OUTDOOR TRIANGLES



WINDOW PANEL CLINGS

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



WINDOW PANEL CLINGS

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

CONVENTION CENTER





LEVEL 1 – ATRIUM

COLUMNS



REGISTRATION AREA



ESCALATORS





LEVEL 1 – CONCOURSE

HANGING BANNERS



ESCALATORS LEVEL 1-3





LEVEL 2

BANNER ABOVE ATRIUM



WEDNESDAY April 3, 2019			
7:00AM - 8:00AM	Travel Agent Breakfast Main A/B	11:00AM - 12:00PM	Sponsored by: Windstar Cruises <small>Windstar Cruises is pleased to announce that it will be sponsoring the Cruise Show at the Grand Ballroom during the 2019 NACM Convention.</small>
8:15AM - 9:30PM	Customer Relationship Management Ballroom A	1:00PM - 2:00PM	Travel Agent Luncheon Reception (Invitation Only) Sponsored by: Marriott International
NEW! Concept 101: Introduction to Groups Ballroom B/C	What Have You Done For Me Lately? Room 304/305	2:00PM - 3:00PM	KEY
Marketing 101: Developing Your Marketing Strategy Ballroom D	NEW! Creative Link Guestroom Group Lead Paper Room 315/316	3:00PM - 4:00PM	F&B Session
Social Media 101 Room 315/316	Converting Prospects to Customers Ballroom B/C	4:00PM - 5:00PM	Cruise Session
	Successful Qualifying Ballroom A	5:00PM - 6:00PM	Sponsored Meal
9:00AM - 11:00AM	General Session I with Lunch Sponsored by: Grand Port Lodging Part Development	6:00PM - 7:00PM	
Social Media 201 Room 315/316	Keynote: GUY CAROL CHAIRMAN M. Goldstein Vice Chairman Royal Caribbean (Invited Ltd.) The Presidents Panel Chairman Daily Executive Cruise Line Roberto Ponsio President & CEO MSC Cruises USA Lisa Luttrell-Perle President & CEO Carnival Cruise Lines Tam MacLean President & COO Huge Voyages Andy Stewart President & CEO Norwegian Cruise Line Tom Weidner President & CEO Costa Cruises Grand Ballroom	Social Media Power Hour Room 315/316	Purpose Branding Ballroom D
Covertng Prospects to Customers Room 304/305		NEW! Marketing 201: Implementing Creative Content Marketing Room 304/305	Team Selling Northshore Ballroom B/C
Eat, Drink & Cruise Ballroom B/C		NEW! Marketing 101: Introduction to Groups Ballroom A	
Personal Branding Ballroom A			
NEW! Marketing 201: Implementing Effective Cruise Marketing Ballroom D			

SCHEDULE SUBJECT TO CHANGE

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LEVEL 3

COLUMNS OUTSIDE GENERAL SESSION & HALL OF FAME BALLROOM





MISCELLANEOUS ITEMS

RAW SPACE



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



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





RECEPTIONS & SPEAKING TIME

GENERAL SESSION SPEAKING TIME

CRUISE360

Disney CRUISE LINE



GRADUATE RECEPTION

CRUISE360



VIP RECEPTION



PREMIER SUMMIT 4 MINUTES SPEAKING TIME



CONTACT INFORMATION



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**FOR MORE INFORMATION,
VISIT CRUISE360.ORG**

