

SPONSORSHIP OPPORTUNITIES



APRIL 18 – APRIL 23, 2023
FORT LAUDERDALE, FLORIDA



CRUISE360

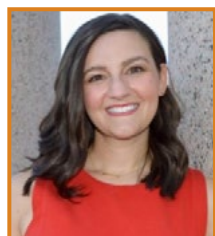
A PANORAMIC VIEW OF CRUISING

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

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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



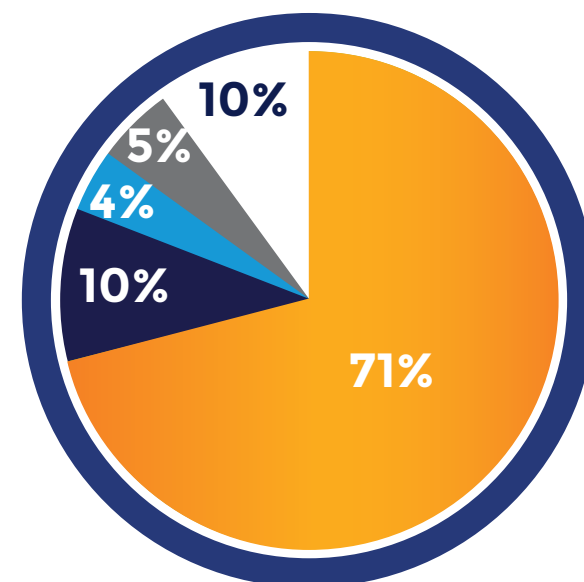
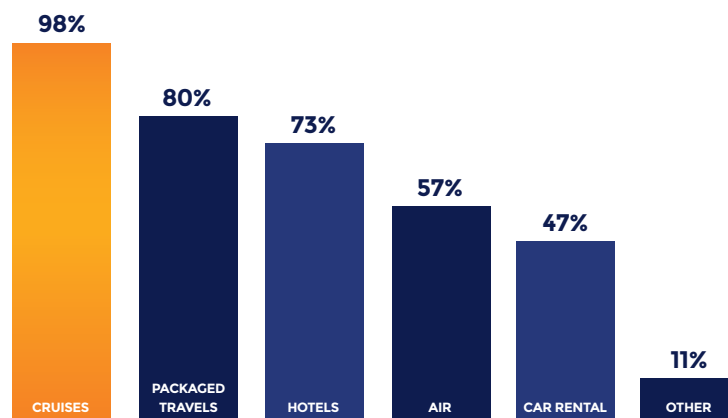
“The opportunity to connect with not only our Travel Advisor Partners, but also with all of our Cruise Line Partners at Cruise360 make it a must attend event for Uplift. The trade show and our other sponsorship activities provided great marketing support for us to spread the word about our book now,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

Robert Borden

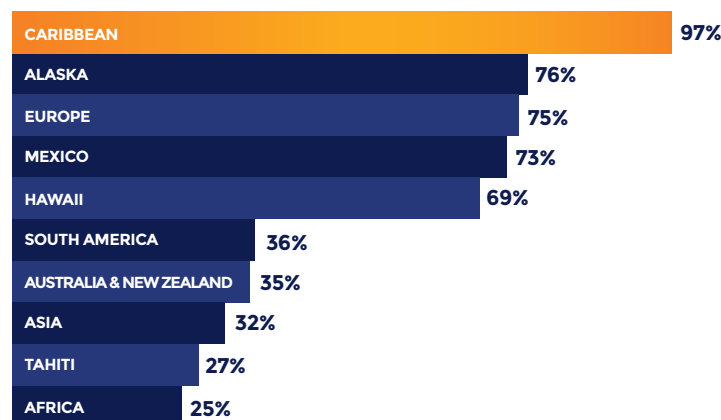
Senior Vice President –
Commercial & Cruise, Uplift, Inc.

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 18 - 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

| | |
|-----------------------|-------------|
| Standard 10' x 10' | \$3,695 USD |
| Double 10' x 20' | \$7,390 USD |
| End Cap 10' x 20' | \$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

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

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 & Dinner

ATTENDEE TOTE BAG

SOLD OUT

REGISTRATION COUNTERS AND KICK PLATES

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

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 **SOLD OUT**
- Inside Back Cover **SOLD OUT**
- Back Cover **SOLD OUT**
- 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 100 guests. Seating is not guaranteed and will vary. Multiple workshops will be conducted at the same time.

SOLD OUT





LEVEL 1 – MAIN ENTRANCE

OUTDOOR TRIANGLES

SOLD OUT

WINDOW PANEL CLINGS

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



SOLD OUT

WINDOW PANEL CLINGS

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

CONVENTION CENTER

SOLD OUT



LEVEL 1 – ATRIUM

COLUMNS



REGISTRATION AREA



ESCALATORS





LEVEL 1 – CONCOURSE

HANGING BANNERS

SOLD OUT

ESCALATORS LEVEL 1-3





LEVEL 2

BANNER ABOVE ATRIUM





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

SOLD OUT



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





RECEPTIONS & SPEAKING TIME

GENERAL SESSION SPEAKING TIME

SOLD OUT

GRADUATE RECEPTION

SOLD OUT

THANK YOU TO OUR SPONSOR

Marriott
INTERNATIONAL

VIP RECEPTION



PREMIER SUMMIT 4 MINUTES SPEAKING TIME

ONLY
ONE (1)
LEFT



CONTACT INFORMATION



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

