



Est.

50 Years of Service

1975

CRUISE360[®]

2005

20th

ANNIVERSARY

2025

APRIL 22 - 27, 2025 | FORT LAUDERDALE, FL

**SPONSORSHIP
OPPORTUNITIES**



Years of CRUISE360



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.

2025 SPONSORSHIP OPPORTUNITIES

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Cruise360 Testimonials



“ We are delighted to attend Cruise360, one of the premier events that unites the largest group of travel advisors eager to enhance their business expertise. As a celebrated award-winning brand, we were thrilled to see the excitement from advisors as they encountered our expanded brand presence at the convention center. We deeply appreciate our valued travel advisors for their continued recognition and support.



Alex L. Pinelo, MCC

Senior Vice President, Sales
AmaWaterways



“ Cruise360 stands out as one of the Travel Advisor events of the year. It's a chance to meet with travel advisors who want to learn and enhance their knowledge of our experiences, the business and industry trends to grow their business. The Azamara team looks forward to it each year and the connections we make with our partners; Cruise360 makes a difference in our business.



Michelle Lardizabal

Chief Sales Officer
Azamara

Cruise360 Testimonials



“ I look forward to Cruise360 every year. It is exciting to see the future course of the cruise industry and wonderful to network with all of the incredible customers & suppliers who support this dynamic business.



Paul McGannon

Global Account Executive, Travel Industry
Marriott International

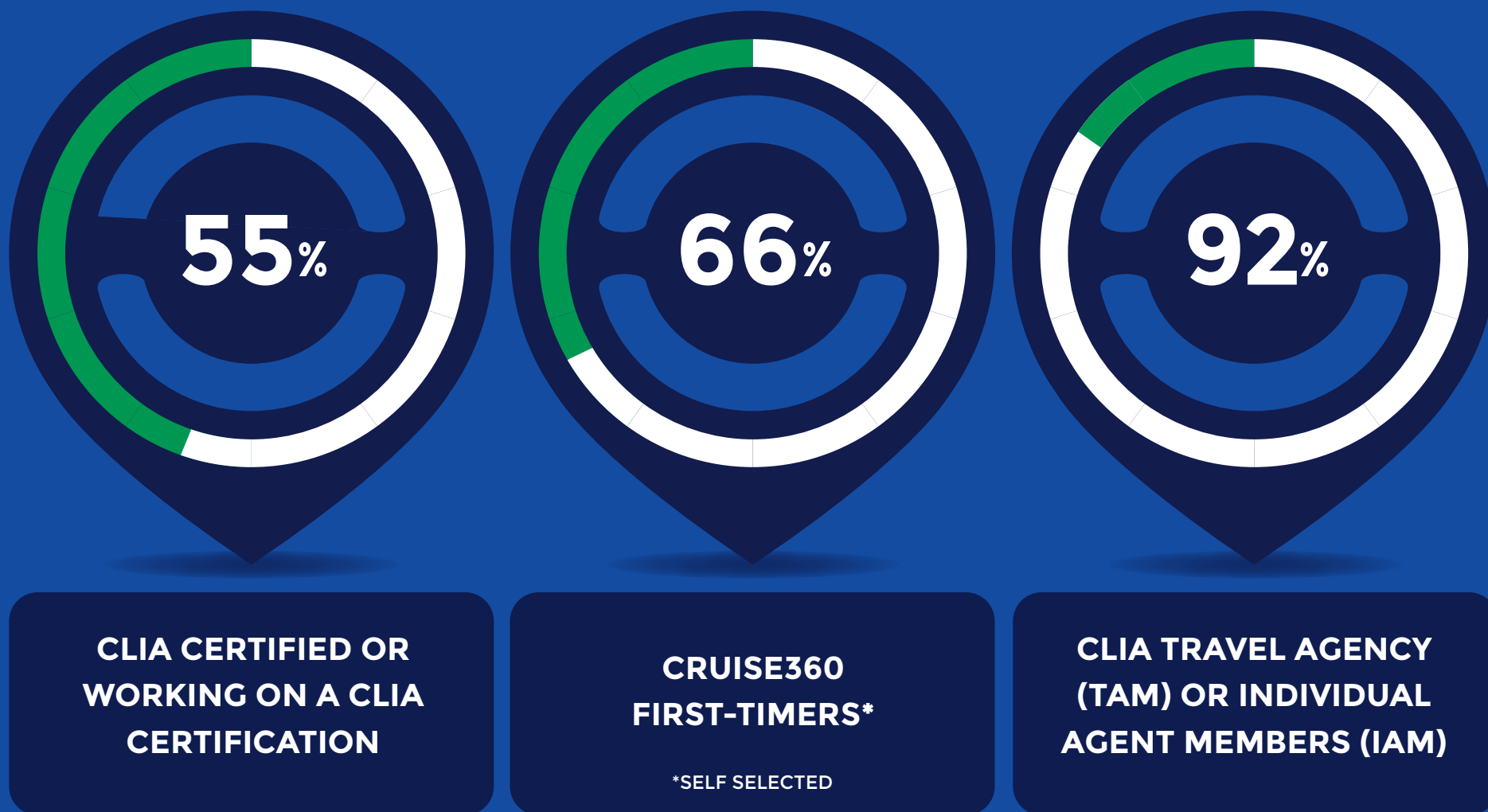
“ Cruise360 is one of the marquee events each year that enables Royal Caribbean Group which consists of 3 award winning brands, Royal Caribbean International, Celebrity Cruises and Silversea Cruises to showcase the value of our family of brands to the largest group of travel advisors seeking to grow their travel business. The additional brand exposure creates invaluable conversation starters that lead to stronger partnerships.



Anthony R. Meloro

Director, Business Development Support,
Trade & Host Travel Partner Relations
Royal Caribbean International

Cruise360 Attendee Profile



**CLIA CERTIFIED OR
WORKING ON A CLIA
CERTIFICATION**

**CRUISE360
FIRST-TIMERS***

*SELF SELECTED

**CLIA TRAVEL AGENCY
(TAM) OR INDIVIDUAL
AGENT MEMBERS (IAM)**



APRIL 22 – APRIL 27, 2025

**GREATER FORT LAUDERDALE BROWARD COUNTY CONVENTION CENTER
FORT LAUDERDALE, FLORIDA**

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 17 – December 31, 2024

January 1, 2025 and after

Standard
10' x 10'

\$3,900 USD

\$4,400 USD

Double
10' x 20'

\$7,900 USD

\$8,400 USD

End Cap
10' x 20'

\$8,900 USD

\$9,400 USD

Pavilion/
Destination
Section

CALL GALE FOR QUOTE

CRUISE360 TRADE SHOW BOOTH FEE INCLUDES:

Each 10' x 10' 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

CLIA SEMINARS VIDEO 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)

AGENT BREAK

MOBILE APP SPONSORSHIP

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!**

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
- 1/4 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 Sponsored Emails

2024 Cruise360 Sponsored Email Results

Pre Cruise360 Sponsored Email - Average Open %: 70.16%
Average Click %: 14.12%

Post Cruise360 Sponsored Email - Average Open %: 63.82%
Average Click %: 4.28%

CLIA North American Travel Trade Membership (NATTM) 2024 Email Statistics
Average Open %: 45.50% | Average Click %: 3.65%

CRUISE360 SPONSORED EMAIL (CHOOSE FROM)

- Pre Cruise360
- Post Cruise360
- Pre & Post Cruise360

Cruise360 Travel Agent Breaks

NEW FOR 2025! PLACE YOUR BRAND IN FRONT OF ALL TRAVEL AGENT ATTENDEES
WITH A SPONSORED BREAK DURING WEDNESDAY, THURSDAY OR FRIDAYS BALLROOM SESSIONS



COFFEE OR TEA BREAK



SNACK BREAK



LEMONADE OR DRINK BREAK

Customize a break to your brand or help us create one
that fits you. The possibilities are endless!

Cruise360 Product & Destination Workshops

Sponsorship

July 17 – December 31, 2024

January 1, 2025 and after

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

\$8,250 USD

\$8,500 USD

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

- Workshops are subject to limited availability.
- Workshops are limited to approximately 75 attendees.
- Workshops will be conducted at the discretion of the Cruise360 team.
- Basic

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)

CRUISE360

SOLD OUT

Discover more
at msccruises.com

Window Panel Clings

(16 small windows above main entrance,
Indoor and outdoor clings available)



LEVEL 1 – ATRIUM



Columns

CRUISE360



Registration Area

CRUISE360

SOLD OUT



Escalators

CRUISE360



AZAMARA
CRUISES
CRUISE TO
CAPTIVATING DESTINATIONS

LEVEL 1 – CONCOURSE

AZAMARA
CRUISES
WIDE WINGED DESTINATIONS
FOUR CORNERS OF THE WORLD

Hanging Banners

CRUISE360



SOLD OUT

Escalators Level 1-3

CRUISE360



CLIK
CRUISE360
2005 15th 2019

WELCOME

Thank You for 15 Years of Memories

CLIK
CRUISE360
2005 15th 2019

LEVEL 2

Banner Above Atrium



LEVEL 3



Columns Outside General Session & Hall of Fame Cruise Industry Awards Ballroom

CRUISE360



SOLD OUT

MISCELLANEOUS ITEMS



Travel Agent Lounge

CRUISE360

SOLD OUT

A photograph of a modern lounge area, likely a travel agent lounge, featuring white leather sofas and a large green 'SOLD OUT' stamp. The background shows a well-lit interior with white columns, a large potted plant, and a blue banner with text. A person is visible in the background near a counter.

Raw Space

CRUISE360



WiFi

CRUISE360

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

Network:
Virgin Voyages

Password:
Cruise360



Love,

VOYAGES


CRUISE360.
2005 15th 2019



Seatback Covers at General Session & Hall of Fame Cruise Industry Awards Ballroom

CRUISE360



GOBOs (Lighting) at General Session & Hall of Fame Cruise Industry Awards Ballroom

CRUISE360



SOLD OUT

Floor Decals Throughout the Convention Center or on the Trade Show floor

CRUISE360



WELCOME

A large, semi-transparent logo for "CLIK CRUISE360 2024" is centered in the background. It features the "CLIK" logo at the top, followed by "CRUISE360" in a large, bold font, and "2024" in a smaller font below it. The entire logo is set against a dark blue background with a subtle pattern of white cruise ships.

RECEPTIONS & SPEAKING TIME

CRUISE360



General Session Speaking Time

CRUISE360

Marriott®

SOLD OUT



Graduate Reception

CRUISE360

A photograph of a graduate reception event. In the background, a large screen displays a blue graduation cap logo with the CLIK logo and the word 'Congratulations' below it. To the right, a dark blue backdrop features a repeating pattern of the CLIK logo. In the foreground, the lower halves of several people are visible, including a woman in a white dress and another in a blue and white anchor-patterned skirt. A large, green, tilted rectangular stamp with the words 'SOLD OUT' in white, bold, sans-serif capital letters is superimposed over the center of the image.

SOLD OUT

VIP Reception



Premier Summit Speaking Time (4 Minutes)



Contact Information



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Relations

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T 703.341.9296

For More Information, Visit Cruise360.org

