



APRIL 13 - 18, 2027 | FORT LAUDERDALE, FL

SPONSORSHIP OPPORTUNITIES



A PANORAMIC VIEW OF THE CRUISE INDUSTRY





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.

2027 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 three award winning brands, Royal Caribbean, 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

Cruise360 Attendee Profile

CRUISE360

65%

**CLIA CERTIFIED OR
ENROLLED IN CLIA
CERTIFICATION**

75%

**CRUISE360
FIRST-TIMERS***

*SELF SELECTED

92%

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



APRIL 13 - APRIL 18, 2027

**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

	Before January 1, 2027	After January 1, 2027
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	CONTACT US FOR A 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

CONTACT US FOR A PRICE QUOTE

GENERAL SESSIONS WITH A 4 MINUTE PRESENTATION

CLIA SEMINARS VIDEO PRESENTATION

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

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

AGENT BREAK

MOBILE APP SPONSORSHIP

BRANDED SEATBACK COVERS

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

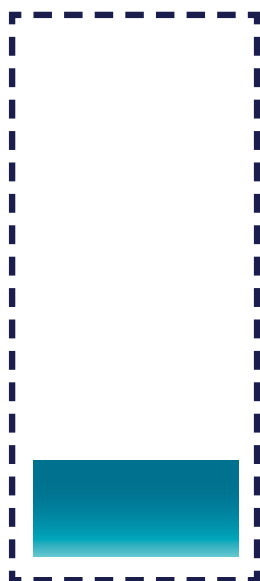
**Let's work together to design the perfect
promotion to reach these valuable sellers!**

Cruise360 Attendee Guide Ads

ATTENDEE GUIDE ADS - FULL COLOR (CHOOSE FROM)

- Inside Front Cover (4" x 9")
- Inside Back Cover (4" x 9")
- Back Cover (4" x 9")
- Full Page (4" x 9")
- Half Page (3.25" x 3.75")
- Banner Ad (3.25" x 1.875")

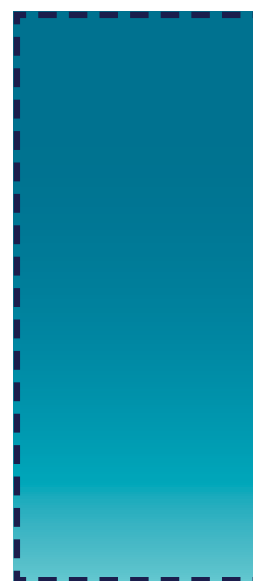
BANNER
SIZE: 3.25" x 1.875"



HALF PAGE
SIZE: 3.25" x 3.75"



FULL PAGE
SIZE: 4" x 9"



Cruise360 Sponsored Emails

2026 Cruise360 Sponsored Email Results

Pre Cruise360 Sponsored Email - Average Open %: 60%
Average Click %: 6%

Post Cruise360 Sponsored Email - Average Open %: 50%
Average Click %: 2%

CLIA North American Travel Trade Membership (NATTM) 2025 Email Statistics
Average Open %: 39% | Average Click %: 3%

CRUISE360 SPONSORED EMAIL (CHOOSE FROM)

- Pre Cruise360
- Post Cruise360
- Pre & Post Cruise360

Cruise360 Travel Agent Breaks

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

MORNING



SNACK BREAK

AFTERNOON



LEMONADE OR DRINK BREAK

AFTERNOON

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

Cruise360 Product & Destination Workshops

Sponsorship

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

\$8,500 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.



Cruise360 Private Meeting Rooms

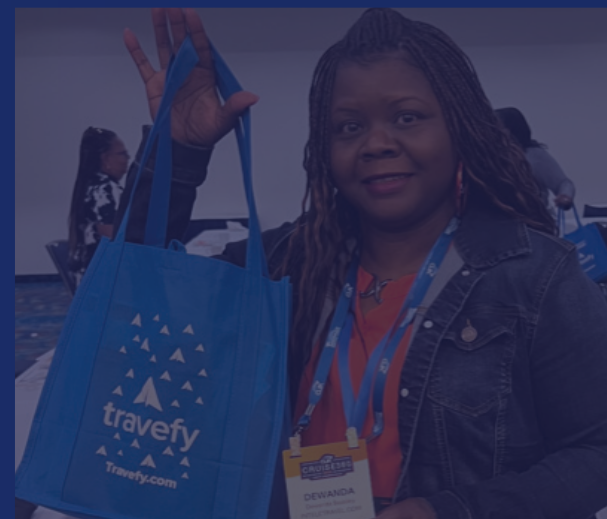
Sponsorship

PRIVATE MEETING ROOM

CONTACT US FOR
A PRICE QUOTE

- Room is based on availability and size requirements
- Does not include A/V
- Does not include F&B
- Does not include furniture





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)



5-STAR
REVIEWS

CLIK

Virgin
VOYAGES



CRUISERS' CHOICE
cruisecritic



2023

BEST

VALUE-FOR-MONEY

LEVEL 1 - ATRIUM

Virgin
VOYAGES



CRUISERS' CHOICE
cruisecritic



2023

BEST SERVICE

CLIK
GLOBAL
CRUISE LINES



CLIK
CRUISE360

PORT LAURENCE

Columns



Registration Area



Escalators



Discover the many ways Carnival Corporation is MAKING AN IMPACT

We're proudly committed to the following sustainable cruising initiatives:

- 87% of fresh water used onboard converted from seawater
- 90,000 diverse team members representing 150 countries
- Only major cruise company producing fewer emissions today than in 2011, even with increasing capacity
- 16% reduction in carbon emissions
- 20% of future ship capacity will be LNG capable - paving alternative fuels
- 50% fewer single-use plastic items used



AZAMARA
CRUISES
CRUISE TO
CAPTIVATING DESTINATIONS

LEVEL 1 – CONCOURSE

AZAMARA
CRUISES
WIDE HORIZONS MEAN IT'S
FOUR CORNERS OF THE WORLD

Hanging Banners



Escalators Level 1-3





LEVEL 2



Banner Above Atrium





GENERAL SESSION II

Thursday, April 24 | 10:30AM - 11:45AM

GENERAL SESSION II SPONSORED BY:



Moderator
Scott Koepf, MCC
Chief Strategy Officer at Cruise Partners

Carnival Cruise Line
Ashley M. Perry
Senior Vice President, Global Sales and Trade Marketing

Celebrity Cruises
Kathie Adams, ECC
Senior Vice President, Sales & Marketing

Holland America
Rick Coen
Vice President, Sales & Marketing

MSC Cruises
Michele L. Lippert
Vice President, Sales & Marketing

Norwegian Cruise Line
Rick Lloyd, MCC
Vice President, Strategic and National Accounts

Princess Cruises
Gemma Boly
Vice President of Sales

Royal Caribbean
Vicki L. Fries, MCC
Senior Vice President, Sales and Trade Support & Service

Virgin Voyages
Nathan Rosenberg
Chief Sales & Marketing Officer



GENERAL SESSION I

Wednesday, April 23 | 1:15PM - 2:30PM

GENERAL SESSION I SPONSORED BY:

KEYNOTE:



Bud Darr
President & CEO



Moderator
Dondra Ritzenthaler, ECC
CEO at Azamara

Avoya Travel
Jeff Anderson
Co-CEO

Cruise Planners
Scott Koepf, MCC
Chief Strategy Officer

Hart Travel
Danny Genung, MCC
CEO

InteleTravel
Tara Minson
President

Levarté Travel
Lori Speers
CEO/Owner

LEVEL 3

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





CARNIVAL
CORPORATION & PLC.

ADDITIONAL BRANDING OPPORTUNITIES



Travel Agent Lounge



Raw Space



WiFi

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

Network:
VirginVoyages

Password:
Cruise360



Love,



VOYAGES



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



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



Sponsored Meals (Breakfast or Lunch)



Travel Agent Coffee Break



A large presentation slide for Marriott International is displayed on a stage. The slide features the Marriott International logo at the top, followed by the word "INTERNATIONAL" in a smaller font. Below the text is a photograph of a tropical resort with palm trees and a swimming pool. The slide is part of a larger presentation, with other slides visible on the left and right sides of the stage.

RECEPTIONS & SPEAKING TIME



General Session Speaking Time



Graduate Reception

CONGRATULATIONS
CLIA GRADUATES

SCENIC
GROUP

SCENIC[®]
LUXURY CRUISES & TOURS

EMERALD[®]
CRUISES & TOURS



VIP Reception



Premier Summit Speaking Time (4 Minutes)



Contact Information



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Travel Trade Membership

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Gale Collins
Director, Cruise360
Exhibitor Relations

gcollins@cruising.org

For More Information, Visit Cruise360.org



CLIN[®]

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