



CRUISE360[®]

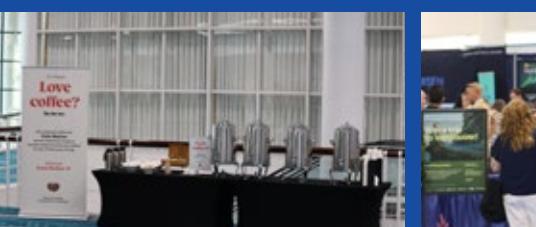
2026

APRIL 21 - 26, 2026 | 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.

2026 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

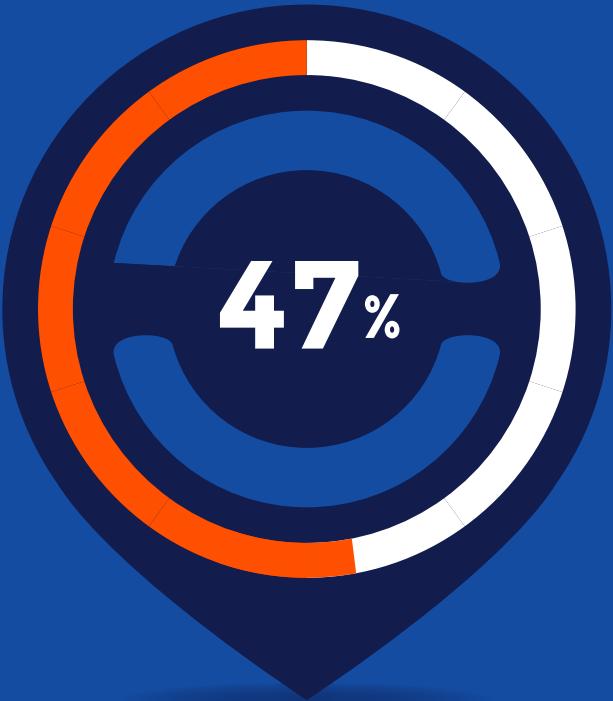
“ Cruise360 is one of the marquee events each year that enables Royal Caribbean Group which consists of three award winning brands, Royal Caribbean, Celebrity Cruises and Silversea Cruises to showcase the value of our family of brands to the largest group of travel advisors seeking to grow their travel 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



47%



75%



92%

**CLIA CERTIFIED OR
ENROLLED IN CLIA
CERTIFICATION**

**CRUISE360
FIRST-TIMERS***

*SELF SELECTED

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



APRIL 21 - APRIL 26, 2026

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, 2026	After January 1, 2026
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

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

- 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

SOLD OUT

WATER BOTTLES

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



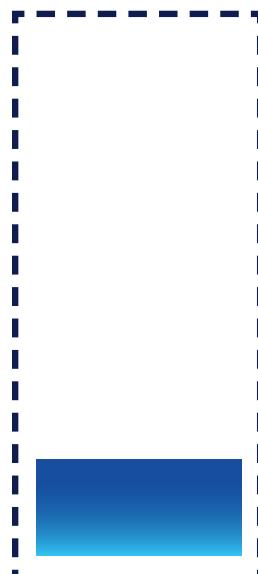
**Have an idea to promote your brand?
Let's work together to design the perfect
promotion to reach these valuable sellers!**

Cruise360 Attendee Guide Ads

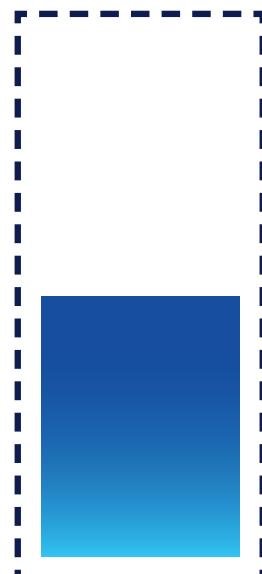
ATTENDEE GUIDE ADS - FULL COLOR (CHOOSE FROM)

- Inside Front Cover (4" x 9")
- Inside Back Cover (4" x 9")
- Back Cover (4" x 9") **SOLD OUT**
- 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

2025 Cruise360 Sponsored Email Results

Pre Cruise360 Sponsored Email - Average Open %: 65.84%
Average Click %: 6.10%

Post Cruise360 Sponsored Email - Average Open %: 61.75%
Average Click %: 3.60%

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

PLACE YOUR BRAND IN FRONT OF ALL TRAVEL AGENT ATTENDEES

WITH A SPONSORED BREAK DURING WEDNESDAY, THURSDAY OR FRIDAYS BALLROOM SESSIONS

CRUISE360



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
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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)

CRUISE360



LEVEL 1 - ATRIUM



Columns



Registration Area



Escalators



LEVEL 1 – CONCOURSE

Hanging Banners



Escalators Level 1-3



WELCOME

Thank You for 15 Years of Memories

LEVEL 2

Banner Above Atrium



LEVEL 3



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



CARNIVAL
CORPORATION & PLC.

ADDITIONAL BRANDING OPPORTUNITIES

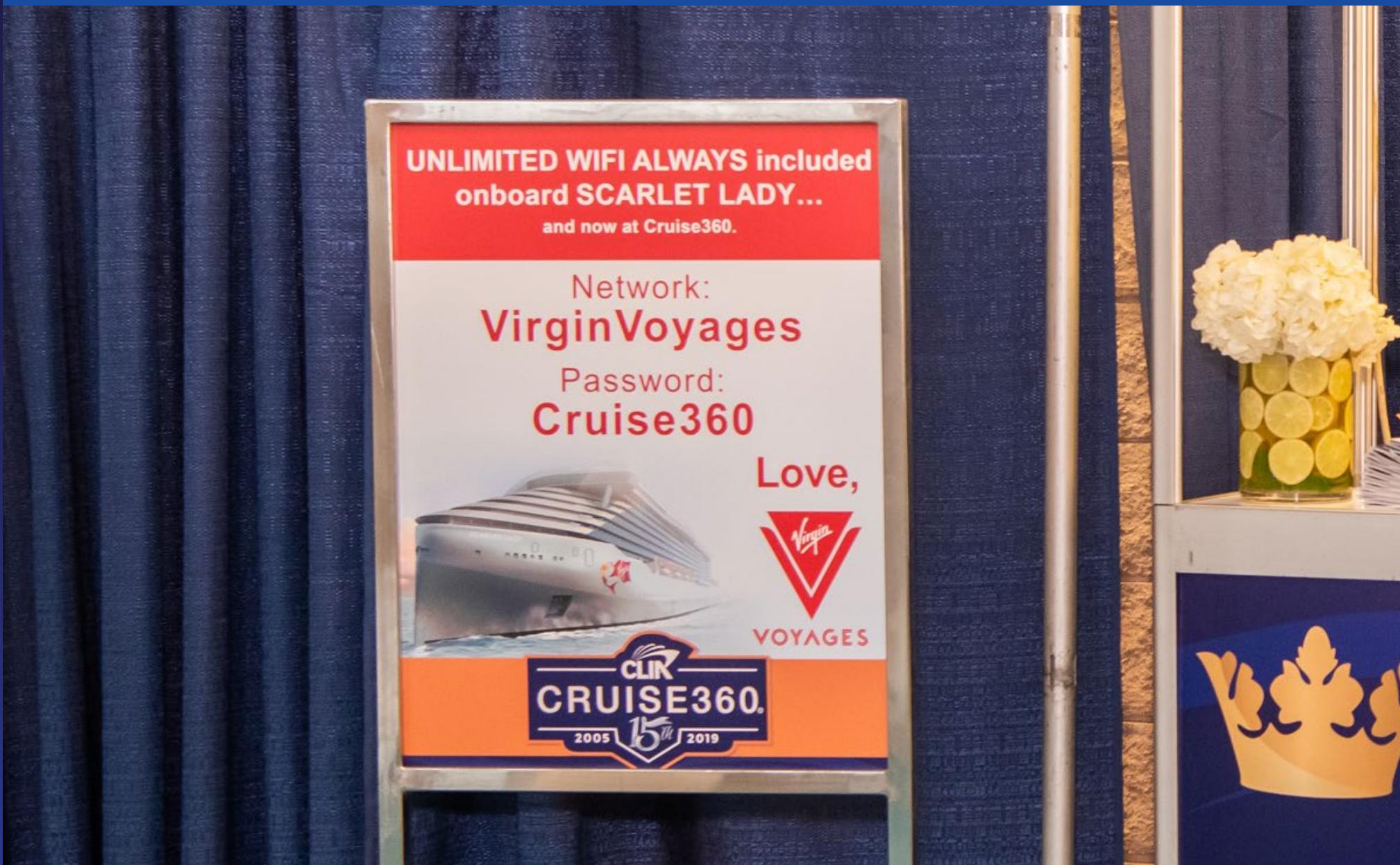
Travel Agent Lounge



Raw Space



WiFi



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



RECEPTIONS & SPEAKING TIME

General Session Speaking Time



Graduate Reception



VIP Reception



Premier Summit Speaking Time (4 Minutes)



Contact Information



Gale Collins
Director, Cruise360
Exhibitor Relations

GCollins@cruising.org
T 703.341.9296

For More Information, Visit Cruise360.org

