



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

Cruise360 Testimonials	4
Cruise360 Attendee Profile	6
About	7
Cruise360 Trade Show Exhibitor Booths	8
Overall Sponsorship Packages	9
Create Your Own Sponsorship Package	10
Cruise360 Product/Destination Workshops	15
Branding Opportunities	16
Contact Us	44

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



**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?

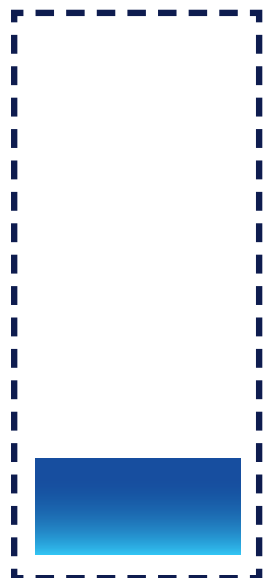
**Let's work together to design the perfect
promotion to reach these valuable sellers!**

Cruise360 Attendee Guide Ads

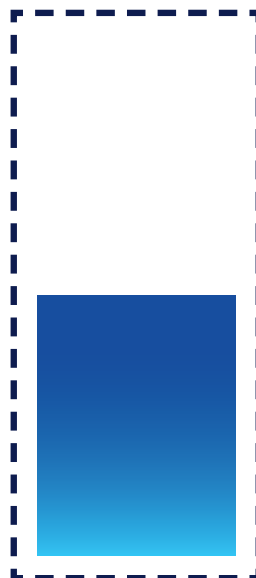
ATTENDEE GUIDE ADS - FULL COLOR (CHOOSE FROM)

- 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



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

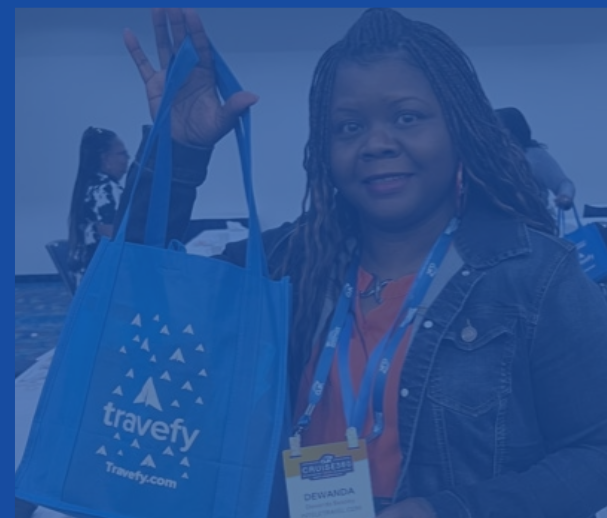
**PRODUCT & DESTINATION
WORKSHOPS (45 MINUTES EACH)**

\$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.





LEVEL 1 - MAIN ENTRANCE

Outdoor Triangles

CRUISE360



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)

LET'S HOLIDAY



MSC WORLD AMERICA

LEVEL 1 – ATRIUM



CRUISE LINE | EXHIBITOR | SPONSOR



PORT LAUDERDALE

WELCOME

TRAVEL AGENT CHECK IN

CRUISE360

PORT LAUDERDALE

CRUISE360

PORT LAUDERDALE

CRUISE360

PORT LAUDERDALE

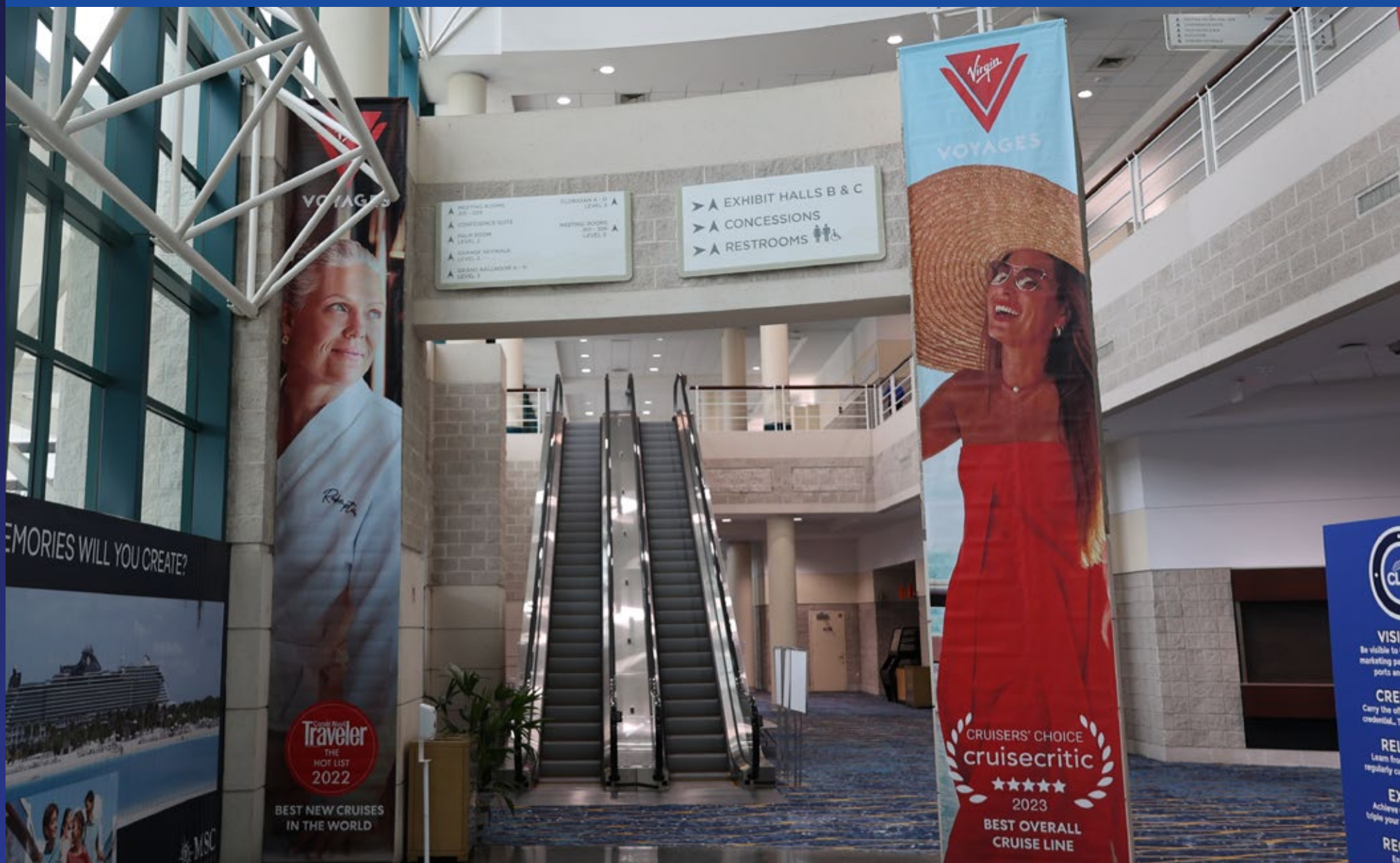
CRUISE360

PORT LAUDERDALE

CRUISE360

PORT LAUDERDALE

Columns



Registration Area

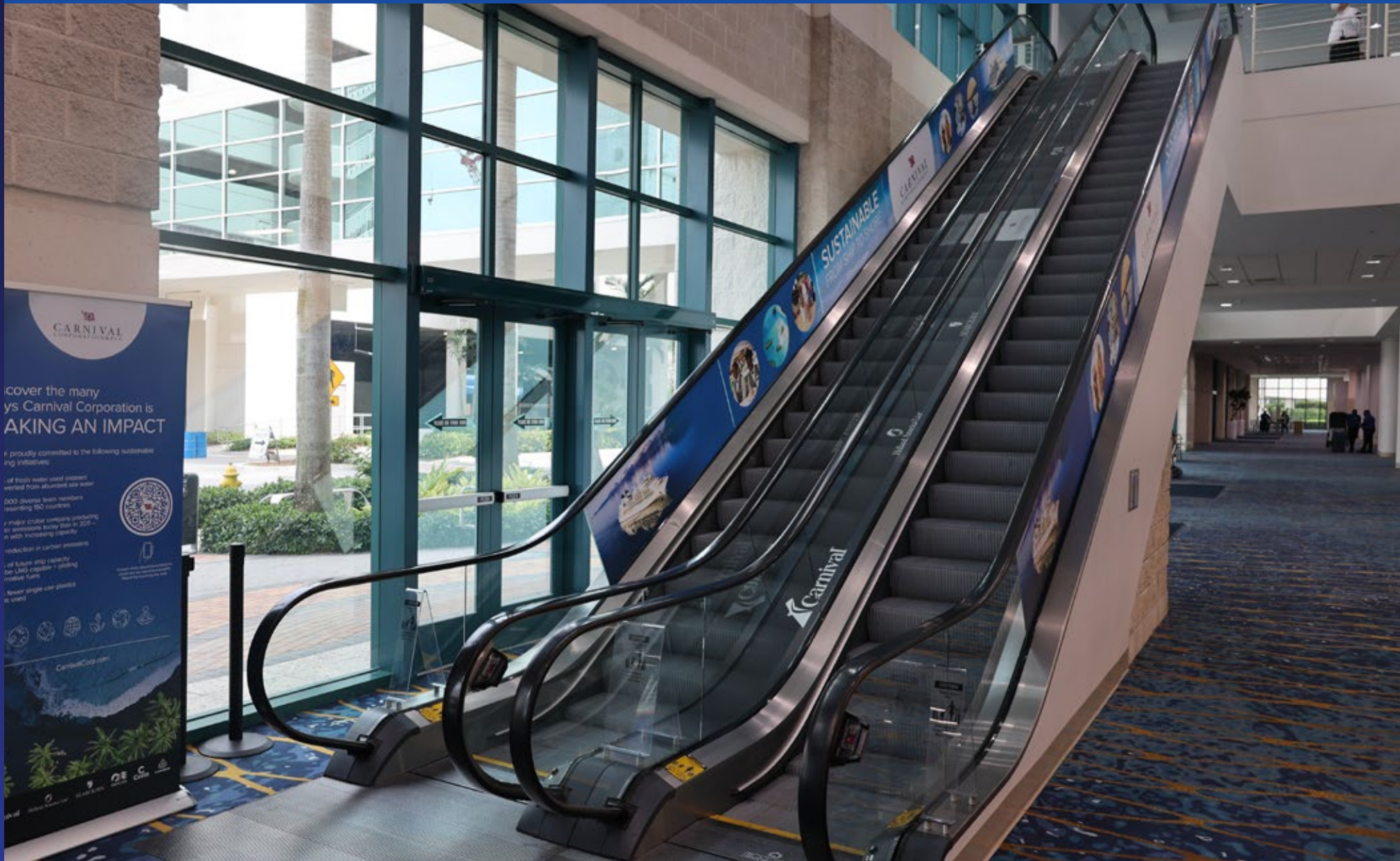
CRUISE360



SOLD OUT

Escalators

CRUISE360



LEVEL 1 – CONCOURSE

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

CRUISE360





GENERAL SESSION I

Wednesday, April 23 | 1:15PM – 2:30PM

GENERAL SESSION I SPONSORED BY: VISIT LAUDERDALE PORT EVERGLADES

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

Harr Travel
Danny Genung, MCC
CEO

InteleTravel
Tara Minson
President

Levarté Travel
Lori Speers
CEO/Owner



GENERAL SESSION II

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

GENERAL SESSION II SPONSORED BY: Marriott



Moderator
Scott Koepf, MCC
Chief Strategy Officer at Cruise Planners

Carnival Cruise Line
Audrey M. Peller
Senior Vice President, Global Sales and Trade Marketing

Celebrity Cruises
Salina M. Mervin, ECC
Senior Vice President, Sales & Marketing - The

Holland America Line/Seabourn
Paula Ryan
Senior Vice President, Sales & Marketing - Seabourn

MSC
Wendy
Senior Vice President, Sales & Marketing

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

Princess Cruises
Carmen Kelly
Vice President of Sales

Royal Caribbean
Wendy Lloyd, ECC
Senior Vice President, Sales and Trade Support & Service

Virgin Voyages
Nathan Rosenberg
Chief Brand & Marketing Officer

LEVEL 3

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

CRUISE360



ADDITIONAL BRANDING OPPORTUNITIES

Travel Agent Lounge

A photograph of a crowded event space, likely a travel trade show. In the background, there are large blue and white banners for cruise lines including Carnival, Royal Caribbean, and others. A striped beach umbrella is visible. People are standing and talking. In the foreground, several people are seated on white curved sofas. A large, bold, white text 'SOLD OUT' is superimposed over the center of the image, enclosed in a blue rectangular box with an orange border.

SOLD OUT

Raw Space

CRUISE360



WiFi

CRUISE360

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

Network:
Virgin Voyages

Password:
Cruise360



Love,



VOYAGES



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



Sponsored Meals (Breakfast or Lunch)



Travel Agent Coffee Break

CRUISE360



SOLD OUT



RECEPTIONS & SPEAKING TIME



General Session Speaking Time

CRUISE360



Graduate Reception



VIP Reception

CRUISE360



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

