



CLIA  
**CRUISE360**  
AUSTRALASIA

The official conference of the Australian cruise industry,  
brought to you by  
Cruise Lines International Association (CLIA) Australasia.

31 August 2018  
Sydney Australia



## JOIN US FOR AUSTRALASIA'S BIGGEST CRUISE EVENT

Cruise360, the world's biggest Cruise Conference, returns to Australasia for the 5<sup>th</sup> year this August, providing an excellent opportunity to showcase your brand to over 500 delegates.

Cruise360 Australasia attracts the most engaged cruise-focused travel professionals from across Australia and New Zealand, from front line travel consultants through to owners and managers, along with Cruise Lines and CLIA Executive Partners.

With interactive panel discussions, keynote speakers, specialist break-out sessions as well as a dynamic trade show, this is an event not to be missed. It is without doubt the best opportunity of the year to meet face-to-face with cruise line decision makers, travel agency owners and managers, and other key industry stakeholders.

But don't just take our word for it – this is what the surveyed delegates said about last year's event: *a whopping 98% of rated Cruise360 2017 as a worthwhile event to attend and nearly 88% said they were likely to recommend the event to a colleague.*

This year's Conference and Trade Show will take place at the Hyatt Regency, Darling Harbour, Sydney on Friday 31st August 2018. We will also be offering an optional ship inspection of ***Carnival Spirit*** and optional seminar sessions for delegates on Thursday 30 August.

With a tremendous variety of companies and organisations from all aspects of the travel and cruise industry expected to attend the event, Cruise360 offers the ideal platform to showcase your brand, business services, products and technologies to an audience of over 500 attendees.

Our 2018 sponsorship packages offer excellent value, and your support will be promoted to the industry through a mix of integrated marketing and advertising via emails, our website and brand presence at the event. We encourage you to lock in your sponsorship package early, as these are likely to fill quickly.

Enquiries regarding sponsorship should be directed to:

Marita Nasic

Membership & Events Manager, CLIA Australasia

Email: [mnicosic@cruising.org](mailto:mnicosic@cruising.org)

Phone: 02 9964 9600



## EVENT PROGRAM

Cruise360 provides a full day program of events, with an in-depth view of current cruise and travel industry trends. The

Program includes:

- ✓ Keynote presentations
- ✓ Panel discussions with local & international Industry Leaders
- ✓ Break-out sessions
- ✓ Trade Exhibition
- ✓ Networking opportunities

## DELEGATE PROFILE

Over 500 delegates are again expected to attend the event in 2018, including:

- ✓ Cruise-focused travel agents from Australia & New Zealand, including front line consultants & Owners/Managers
- ✓ Cruise Line representatives
- ✓ Port & Destination specialists
- ✓ Cruise Technology partners
- ✓ Industry suppliers

## TRADE SHOW

A dynamic interactive trade show will open during Morning tea, Lunch and Networking drinks giving exhibitors ample time to showcase their products and services to a highly qualified cruise focused audience.

There are a maximum of 50 booths available.

***98% of  
delegates rated  
Cruise360 2017  
as a worthwhile  
event to attend***

**ONE INDUSTRY. ONE VOICE.**





## SPONSORSHIP & BOOTH OPPORTUNITIES

**DIAMOND (EXECUTIVE PARTNERS ONLY): \$30,000 + GST – ONLY 1 AVAILABLE**

**SHINE BRIGHT AT CRUISE360!** With only one Diamond sponsorship available make sure you get in quick. Not only do you receive exceptional value with the inclusions listed below but you also receive prime exhibition positioning and high impact branding opportunities.

- 24m2 of premier location exhibition space at the Cruise360 Trade Show (including shell and fascia signage)
- 15 complimentary Cruise360 conference tickets
- Opportunity to address attendees on the main stage for 4 minutes during the plenary session
- Sponsor logo and name on event signage, printed materials and electronic mailings (pre and post event)
- Social media mentions (pre, during and post event)
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website
- A full page advertisement to be featured in the conference program (inside front cover)
- 2 x 60 second company video to be played during the conference
- Opportunity to include company flyer and/or gift in delegate bags

**ONE INDUSTRY. ONE VOICE.**



## SPONSORSHIP & BOOTH OPPORTUNITIES

**GOLD (CLIA MEMBERS & EXECUTIVE PARTNERS ONLY): \$25,000 + GST – ONLY 3 AVAILABLE**

**A GOLDEN OPPORTUNITY!** With only three Gold sponsorships available make sure you get in quick. Not only do you receive exceptional value with the inclusions listed below but you also receive prime exhibition positioning and high impact branding opportunities.

- 18m2 of premier location exhibition space at the Cruise360 Marketplace (including shell and fascia signage)
- 10 complimentary Cruise360 conference tickets
- Sponsor logo and name on event signage, printed materials, electronic mailing and social media (pre and post event)
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website
- A full page advertisement to be featured in the conference program
- 3 x 30 or 1 x 90 second company video to be played during the conference
- Company flyer for inclusion in the delegate bags

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## SPONSORSHIP & BOOTH OPPORTUNITIES

**SILVER (CLIA MEMBERS & EXECUTIVE PARTNERS ONLY): \$10,000 + GST – ONLY 4 AVAILABLE**

**MAKE AN IMPACT!** With only four of these sponsorships available make sure you get in quick so you don't miss out on this opportunity to secure the preferred silver exhibition positioning and excellent branding opportunities.

- 12m2 of premier location exhibition space at the Cruise360 Marketplace (including shell and fascia signage)
- 5 complimentary Cruise360 conference tickets
- Sponsor logo and name on printed materials, electronic mailing and social media (pre and post event)
- A half page advertisement to be featured in the conference program
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website
- Company flyer for inclusion in the delegate bags





## SPONSORSHIP & BOOTH OPPORTUNITIES

### STANDARD BOOTH: \$4,000 + GST

Make sure you don't miss out on having your presence known to delegates. This is a great opportunity to engage with attendees and update the people that are selling your product.

- 6m2 of exhibition space at the Cruise360 Marketplace (including shell and fascia signage)
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### REGISTRATION DESK: \$4,000 + GST

Providing a high profile location with signage behind the desk this sponsorship will make an impact on attendees when they first arrive.

- Opportunity to provide branding at the Cruise360 Registration desk
- Sponsor logo on Registration desk staff uniforms
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### NETWORKING DRINKS: \$6,000 + GST

Don't miss out on the opportunity to be the proud sponsor of the networking drinks and canapés taking place at the end of the Cruise360 Conference.

- 4 complimentary Cruise360 conference tickets
- Sponsor logo on wait staff aprons
- Opportunity to address the attendees on stage (1 min) prior to drinks or 60 second video
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website
- Opportunity to display pop up banners/branding during the networking event
- A half page advertisement to be featured in the conference program

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## SPONSORSHIP OPPORTUNITIES

### **COFFEE CART: \$3,500 + GST – ONLY 2 AVAILABLE**

Where does everyone head during the conference breaks....the coffee cart! A highly visual position where everyone will be gathering to get their caffeine fix.

- Coffee cart, staff, branded coffee cups and coffee – available on arrival, and for morning tea and lunch
- Opportunity to provide signage/branding
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### **MORNING TEA \$3,000 + GST**

- Naming rights to the morning tea break with MC recognition and branding
- 1 x 30 second video to be played prior to morning tea
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### **LUNCH BREAK \$4,500 + GST**

- Naming rights to the lunch break with MC recognition and branding
- 1 x 60 video to be played prior to lunch
- 4 complimentary Cruise360 conference tickets
- Logo on the Cruise360 event web page with a hyperlink to your website





## **SPONSORSHIP OPPORTUNITIES**

### **AD BREAK: \$2,000 + GST (1 MIN) OR \$2,500 + GST (2 MIN)**

- 1 complimentary Cruise360 conference ticket
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### **PROGRAM ADVERTISEMENT – ½ PAGE: \$1,000 + GST OR FULL PAGE: \$1,500 + GST**

- Half or full page advertisement in conference program
- 1 complimentary Cruise360 conference ticket

### **CONFERENCE BAG: \$3,500 + GST**

- Branded bag for delegates to carry all marketing and promotional collateral
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### **LANYARD \$4,000 +GST**

- Potentially the most visible sponsorship opportunity available
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on the Cruise360 event web page with a hyperlink to sponsor's website

### **3 MINUTE ANGELS (NECK & SHOULDER MASSAGE) - \$4,000 + GST**

- Opportunity to provide signage/branding alongside a team of "massage angels" offering neck and shoulder massages to delegates during the breaks
- 2 complimentary Cruise360 conference tickets
- Sponsor logo on event web page with a hyperlink to sponsor's website

## BOOK YOUR SPONSORSHIP PACKAGE TODAY

All sponsorship package rates are exclusive to CLIA Members.  
Non-Member rates are available on application.

Please contact Marita Nasic

Tel: +61 2 9964 9600

Email: [mnicosic@cruising.org](mailto:mnicosic@cruising.org)

[www.cruising.org.au](http://www.cruising.org.au)

