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An unparalleled opportunity to **connect** with cruise line **decision-makers**



Advertising & Sponsorships

13-14 MARCH 2025 | ROTTERDAM, NETHERLANDS

LOCAL HOSTS





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Cruise Line Advisory Group

We are extremely fortunate to be collaborating with our member cruise line Chief Procurement Officers on the development of the Innovation Showcase program.

- **Jon McKeown**
Chief Procurement Officer
Carnival Corp
- **Marco Dioda**
Vice President,
Procurement and Supply Chain
Costa Group
- **Giorgio Zagami**
VP Strategic Sourcing
and Head of Procurement
Explora Journeys
- **Paolo Raia**
Managing Director
MSC Procurement & Logistics S.p.A.
- **Francesco Bassoli**
Chief Procurement Officer
MSC Cruises SA
- **Carolina Mazuera**
SVP Supply Chain Management
& Procurement
Norwegian Cruise Line Holdings
- **James Wells**
Global Chief Supply Chain Officer
Royal Caribbean Group



Why Advertise or Sponsor?

As the world's largest cruise industry association, CLIA unites 95% of global cruise operators with a powerful network of over 350 Executive Partners and thousands of travel professionals across North America, the UK, and Australasia.

The CLIA Innovation Showcase is your gateway to the cruise industry's most influential decision-makers. In today's environment, cruise lines face growing demands for sustainable solutions, cutting-edge technology, and unforgettable guest experiences. Our member lines are actively seeking partners who can deliver innovative solutions across marine technology, ship design, and hospitality.

Take your presence to the next level by selecting one of our curated packages providing you enhanced visibility and strategic positioning within the cruise industry.

Maximize Your Impact

The Innovation Showcase offers flexible opportunities designed to maximize your ROI. From branded signage to exclusive pitch sessions, we provide strategic options at every investment level to help you:

- **Connect with qualified decision-makers**
- **Showcase your innovations**
- **Build brand awareness**
- **Generate business opportunities**

Review our comprehensive brochure to discover how we can tailor a presence that matches your goals and budget:

- **Onsite Signage**
Decals, Wraps, Banners
- **Advertising Items**
Lanyards, Show Bag, and more
- **Presentation Opportunities**
Pitch Sessions
- **Cruise Week Europe Sponsorship Opportunities**

Onsite Signage

Floor Decals

As buyers make their way through the exhibit hall, floor decals are a great opportunity for you to promote your brand, products and stand number.

Three sizes available:

50cm x 50 cm: €150 per sticker (minimum of four).

100cm x 100cm: €225 per sticker (minimum of four).

200cm x 200 cm: €495 per sticker (minimum of two).



Meter Panels & Column Wraps

Drive traffic and extend your branding beyond your stand with double-sided meter panels placed in high traffic areas within the exhibit hall.

Column/Pillar Branding: €1,600 each
(minimum of two, limited to a total of eight).

Meter Panels: For cost reach out to your sales representative.



Table Decals

Strategically placed table-top decals increase your brand exposure and give buyers one more way to find you.

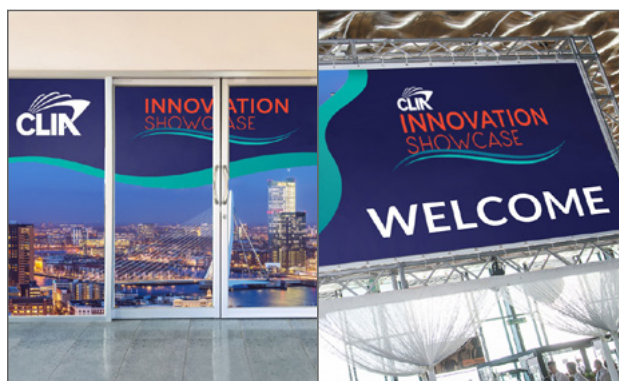
€300 per table (minimum of four).



Window Clings/Banners

Banners are one of the most impactful marketing options at the Showcase because they can be placed throughout the exhibit hall.

Call for a quote; pricing dependent on location and quantity.



Renderings and photos for marketing purposes only.

Advertising Items

Coffee and/or Refreshments

Serve fresh coffee and refreshments on the showcase floor. Product is included in the fee. You have the option to provide your own branded cups and napkins. The exhibitor will not need to provide the beverages or refreshments but may supply branded cups and/or napkins.

€5,000 per location with signage for 2 days.



Embossed Journals

Your company logo will be embossed on high-quality journals distributed to every attendee to use throughout the event and beyond.

€7,500. Exclusive opportunity, includes 650 journals.



Lanyards

A high-profile sponsorship that everyone will be wearing. The lanyards are handed out at registration, and we know that it is usually a take home product as well. Put your logo and url and get the attention of every attendee and exhibitor. Includes recognition on signage and website.

€5,000. Exclusive opportunity.



Renderings and photos for marketing purposes only.

Advertising Items *(Continued)*

Logoed Water Opportunity

Sponsor to provide prepackaged water with sustainable packaging.

€8,000. *Exclusive opportunity.*



Mobile App

This exclusive opportunity puts your brand information, logo and a link on the main landing page for the Innovation Showcase mobile app.

€5,500. *Note: Other exhibitor logos will be on display within their exhibitor listing.*



Show Bags

Distributed to every visitor, show bags are one of the most high-profile opportunities as they will last well beyond the Showcase. Sponsor to provide bags using sustainable products.

€6,500. *Exclusive opportunity.*



Renderings and photos for marketing purposes only.

Advertising Items *(Continued)*

Showcase Guide

This exclusive advertising opportunity is unparalleled for brand reach. The Showcase Guide lists all exhibitors, events, maps and more and will be an indispensable tool for all visitors.

€7,000. Exclusive opportunity, includes 1,000 printed guides and online version.



WiFi Landing Page

Company name, logo and stand number will appear each time a visitor logs in to the internet onsite.

€5,500. Exclusive opportunity.



Renderings and photos for marketing purposes only.




Presentation Opportunities

Pitch Sessions

Present your **carefully rehearsed** pitch, **developed with guidance from a dedicated pitch coach**, to an influential panel of cruise executives alongside an audience of key stakeholders, buyers, and industry decision makers. Gain extensive visibility through prominent placement on CLIA's website and social media channels before, during, and after the showcase. Receive comprehensive feedback from both your pitch coach and the executive panel, enabling you to further refine and perfect your presentation for future opportunities. **For pricing and additional information, contact your CLIA exhibition representative.**

There will be 4-different pitch sessions with the following themes:

- **Maritime**
- **Technology**
- **Hospitality**
- **Design and New Build**



For more details contact your CLIA representative:

Europe, The Middle East and Africa
Emanuela Castagnetti
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The Americas, Asia
Joe Zuccerella
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Cruise Week Europe Sponsorship Opportunities

CLIA has several Cruise Week Sponsorships available ranging from €2,500 to €50,000:

We have options to fit every budget. Whether you are looking to make a positive first impression, or deepen your connections within the industry, a sample of these opportunities are below.

- **CLIA Cruise Week Presenting Sponsor**
- **Registration**
- **Presenting Sponsorship of the Welcome Reception**
- **Hospitality Sponsor of Welcome Reception (F/B)**
- **Main Lounge and Workspace Host**
- **Mainstage Panels and Shipyard Dialogue**
- **Ports & Destination Meetings**
- **Breakout Sessions and Workshops**
- **Lunch, Breakfast and Break Sponsorships**
- **Sponsoring Incubator Groups**
- **Social Photo Gallery**
- **App Sponsor**



For more detail contact your CLIA representative:

Kim Jack-Riley
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Richard Regan
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Jon Nation
jnation@cruising.org

Renderings and photos for marketing purposes only.



Sales Contacts

Don't see what you need? Let us know. For more information or to book your space, contact:



For exhibition and promotion opportunities contact:



Europe, The Middle East and Africa

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For event sponsorships contact:



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Jon Nation
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About CLIA

CLIA, the official association representing the global cruise industry, includes over 95% of the world's cruise line operators, over 350 Executive Partners spanning ports and destinations, maritime and technical, hospitality and guest services, and supply chain and industry services communities. Additionally, it boasts the world's largest network of travel agencies and advisors throughout North America, the United Kingdom and Australasia. Working alongside our members and partners, CLIA, is in a distinctive position to recognize industry challenges and develop comprehensive solutions such as CLIA Cruise Week Europe dedicated to addressing the future of the cruise industry.