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CLIA
INNOVATION
 SHOWCASE ROTTERDAM 2025

2025 Exhibitor Prospectus

13-14 MARCH 2025 | ROTTERDAM, NETHERLANDS

LOCAL HOSTS





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Charting the course for the future of cruise

We are pleased to announce the return of **CLIA's Cruise Week – Europe**, 12-14 March 2025, in Rotterdam, Netherlands. This year, the Innovation Showcase will be integrated into the CLIA Cruise Week - Europe programme. This combined event will bring together the global cruise industry to accelerate innovation and chart a course towards a more sustainable future.

Since its 2022 launch, the **CLIA European Summit** has become the leading platform for the cruise industry to share its vision with policymakers, media, and the wider maritime sector. The 2025 programme will address crucial **European policy** issues, **responsible tourism** management, the latest in **zero-carbon** and **green fuels** solutions, and much more.

The **CLIA Innovation Showcase** will spotlight maritime technology, hospitality, design and next-generation newbuilds. As a cornerstone of Cruise Week, we will convene the cruise line executives, port authorities, ship builders, industry suppliers, and procurement decision makers seeking new innovations that will propel the cruise sector into a new era of excellence and sustainability.



- Featured Sections**
- Maritime
 - Hospitality
 - Technology
 - Design and Newbuild

Postillion Hotel & Convention Centre
World Trade Center
Rotterdam

Why Exhibit?

Building on CLIA's market advantage - 95% of cruise lines around the world are CLIA members - the CLIA Innovation Showcase delivers unparalleled value:

-  **Unparalleled Exposure:** Showcase groundbreaking products and services to decision makers at not only CLIA cruise lines, but also ports authorities and shipbuilders.
-  **Innovation-driven focus:** Present solutions that address the evolving needs of the rapidly advancing cruise sector.
-  **Direct access:** Connect with member cruise lines executives, ports authorities, and key industry buyers relevant to your offerings.
-  **Enhanced Networking:** Leverage a platform designed to foster collaboration, demonstrations, and knowledge-sharing.
-  **Executive Engagement:** Participate in curated opportunities to interact with industry stakeholders
-  **Industry-wide visibility:** Benefit from a turnkey exhibit format that ensures fair and equal opportunity to highlight your offerings.



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Innovation Showcase – NEW for 2025



Solutions First

This showcase is dedicated to presenting innovative solutions for the cruise industry. Exhibitors must undergo a qualification process, demonstrating their solution's innovation and uniqueness to our qualification committee. This curated approach ensures a focused and impactful display of only the most relevant and ground-breaking offerings.



Fair Marketing Advantage

Your innovation takes center stage at the showcase. We offer two standardized turnkey stand options, ensuring all participants have an equal opportunity to shine. This approach allows a focus on your solution rather than elaborate displays.



Engagement Workshop

Maximize your exhibition impact with our targeted pre-show workshops. CLIA is offering three daily workshops designed to equip exhibitors with insider knowledge on effectively engaging cruise lines, ports, and shipbuilders. The series kicks off with an exclusive introduction featuring Chief Procurement Officers from our member organizations, providing your direct insights from key decision-makers.



All Inclusive Access

As an exhibitor, your experience extends beyond the showcase, including full access to the CLIA European Summit programme, including all sessions, networking lunches, and two signature evening events.



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The CLIA Advantage

Cruise Lines International Association (CLIA) is the only global cruise industry trade association with representation in the Americas, Europe, and Australasia. CLIA members represent 95% of the global cruise industry, and the CLIA Innovation Showcase gives you direct access to decision makers from our member cruise lines, port authorities and shipbuilders, and key stakeholders shaping the future of the industry.





What is Innovation?

At CLIA our mission is to foster our members' success and protect and promote the industry's license to operate responsibly. We are committed to pioneering transformative solutions to steer our industry towards a sustainable future. The Innovation Showcase is a testament of that commitment. We invite all exhibitors to join us on this journey.

We carefully curate our showcase to feature truly innovative products and services. All potential exhibitors, both new and returning, must demonstrate that their solution meets the following criteria:

- **NEW to the Industry:** The product or service is novel and not yet widely adopted across the entire cruise industry or the product or service is already established with new features focused on sustainability, carbon neutrality, local sourcing, and shore power integration.
- **CREATIVE:** Products or services offer unique solutions to existing challenges, innovative approaches to enhance efficiency and guest experience.
- **REVOLUTIONARY:** Whether already available or in the pipeline, it is to your advantage for the products to be groundbreaking, conceptual, or futuristic.

Once approved, your solution will be featured as the center piece of your exhibition (see [page 8](#) for options).





Audience

CRUISE WEEK EUROPE 2025

THE CLIA ADVANTAGE

Representing 95% of cruise line operations and recognized as the leading authority and voice of the cruise industry. The Innovation Showcase gives you direct access to decision makers from our member cruise lines, port authorities, shipbuilders and key stakeholders shaping the future of the industry.

CRUISE LINES

- Executive committee & board members
- Cruise line decision makers
- River cruise operators
- Cruise line senior leadership & staff

STAKEHOLDERS / DELEGATES

- Policymakers
- Key dignitaries
- Special VIPs
- Media
- Port authorities
- Shipbuilders
- Destinations

CLIA EXECUTIVE PARTNERS

- Maritime & technical
- Hospitality, hotel food & beverage
- Supply chain & industry services
- Ports & destinations

SUPPLIERS & EXHIBITORS

- Maritime and Technology solutions
- Hotel amenities and Food & Beverage equipment
- Design & Interiors

Setting clear goals will help to ensure your brand finds success building on CLIA's exclusive market advantage.

Measuring ROI from CLIA's Innovation Showcase

Exhibiting at the Innovation Showcase offers a wide variety of measurable outcomes; here are few to consider:

- Lead generation - Collect quality leads for future business
- Brand visibility - Increased industry exposure
- Networking - Forge new partnerships and strengthen existing relationships
- Industry Influence - Shape industry direction through participation and presentation
- Customer retention - Engage with existing clients
- Product Feedback - Obtain immediate reaction to new offerings
- Market Insight - Gain knowledge of industry trends and competitor offerings.
- Development Opportunity - Learn best approach to engage with industry decision makers



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Cruise Week Europe

SCHEDULE AT A GLANCE

*Subject to Change

WEDNESDAY, 12 MARCH

- CLIA European Summit Workshops & Breakout Sessions
- CLIA Committee Meetings
- Exhibitor Marketing Workshop 1
- Welcome Reception & "Meet the Exhibitors"



THURSDAY, 13 MARCH

- **Innovation Showcase**
- CLIA European Summit Workshops & Breakout Sessions
- CLIA Committee Meetings
- Exhibitor Marketing Workshop 2
- Networking Lunch at the Innovation Showcase
- Exhibitor 1-1 Meetings with Cruise Lines
- CLIA Cruise Week Party



FRIDAY, 14 MARCH

- **Innovation Showcase (closes at 4 p.m.)**
- CLIA European Summit Workshops & Breakout Sessions
- Exhibitor Marketing Workshop 3
- Networking Lunch at the Innovation Showcase
- Exhibitor 1-1 Meetings with Cruise Lines
- Ports & Destinations Business Exchange





Stand Options

* Exhibitor packages offered are 3 x 3 shell scheme and includes 4 exhibitor credentials. No raw space offered.
 Member Rate: **€6200** • Non Member Rate: **€6700**



Package A

Included in this shell scheme:

- Exhibitor passes*
- Header with company name and stand number
- 1 cabinet and 2 stools
- 2 lights
- Wifi, electrical
- First-night booth cleaning
- Breakfast and lunch for registered staff (two days)
- Complimentary Invitation to Thursday's Port Party
- Access to daily workshops: "How to Sell to Cruise Lines," with chief procurement officers from our member cruise lines
- Full access to the CLIA European summit programme, including all sessions, networking lunches and two signature evening events



Package B

Included in this shell scheme:

- Exhibitor passes*
- Header with company name and stand number
- 1 round table and 2 chairs
- 2 lights
- Wifi, electrical
- First-night booth cleaning
- Breakfast and lunch for registered staff (two days)
- Complimentary Invitation to Thursday's Port Party
- Access to daily workshops: "How to Sell to Cruise Lines," with chief procurement officers from our member cruise lines
- Full access to the CLIA European summit programme, including all sessions, networking lunches and two signature evening events



Stand carpeting is not allowed.



No cooking or food demonstrations are permitted – only sampling. Please contact your sales representative for details.

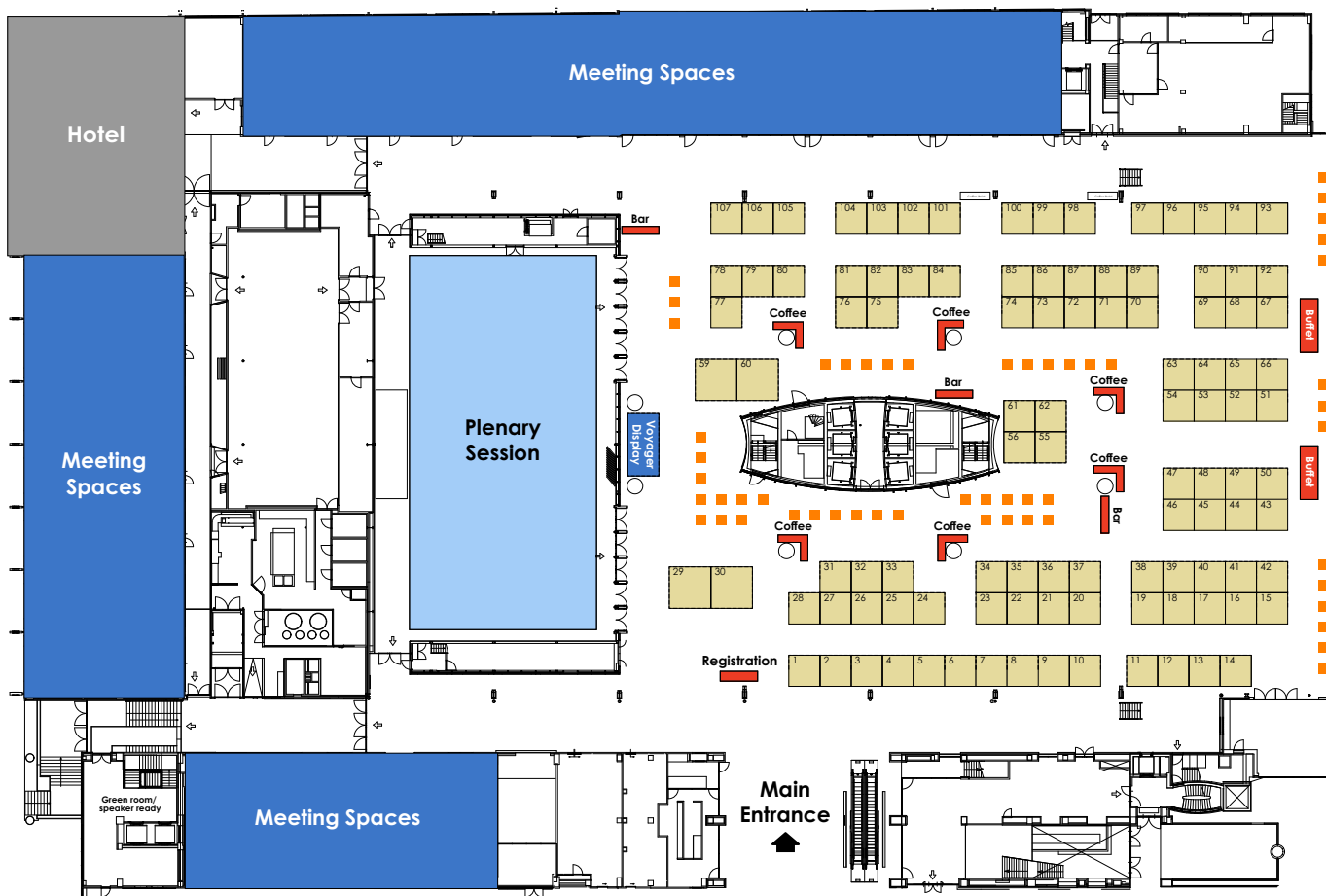


Graphics can be ordered through the official show decorator.



Exhibit Hall

*Subject to Change



Address:

Postillion Hotel & Convention Centre
 World Trade Center Rotterdam
 Meent 110
 3011 JS Rotterdam

Floorplan for marketing purposes only, **contact your sales representative** to review details.

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Space is Limited – Contact Us Today to Book Your Space



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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.