

SPONSORSHIP OPPORTUNITIES



MAY 12-16, 2020



CRUISE360

A PANORAMIC VIEW OF CRUISING

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 more than 2,300 travel professionals. Promote your brand and key message over six days within the Cruise360 conference and trade show sphere. Customized packages are available.

2020 SPONSORSHIP & EXHIBITOR GUIDE

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“Cruise360 has a strong tradition of providing education and networking to travel partners whether they are new to the industry or lifetime veterans. The General Sessions, panels, work-shops and networking events are invaluable in terms of staying up to date on the latest information, trends and opportunities. I am very much looking forward to learning and reconnecting with travel advisors at this event!”

Camille Olivere – SVP, Sales



“Cruise360 brings together highly qualified travel advisors, training, ship tours, networking and industry updates from our top leaders. It’s one of the most important events of the year for Carnival and we’re excited to expand our Cruise360 activities in 2020 with more BDMs, new activities at our booths, and more cruise giveaways. Cruise360 is a great opportunity to expose our brand to the best-of-the-best travel advisors and we look forward to seeing everyone there.”

Adolfo Perez – Senior Vice President, Sales and Trade Marketing



“Cruise360 is simply the “do not miss” event of the year. The sharing of best practices, exposure to industry executives and interactive experiences including workshops and ship tours are just a few of the unique opportunities travel agents have at this event. Cruise360 provides a mix of education, inspiration and motivation to build your travel business and also offers fun and exciting entertainment and activities reminding us why we are in the business we are in.”

Ken Muskat – EVP & Chief Operating Officer



“Cruise360 is an invaluable educational experience that brings like-minded cruise travel professionals together. The event provides them with an enriching experience, awesome networking opportunities and a wide breadth of content all designed to expand learning and bring them forward in their career. I always walk away with something new learned and somebody new that I have met. It is a great platform for learning that I look forward to each year.”

Drew Daly – General Manager of Network Engagement & Performance



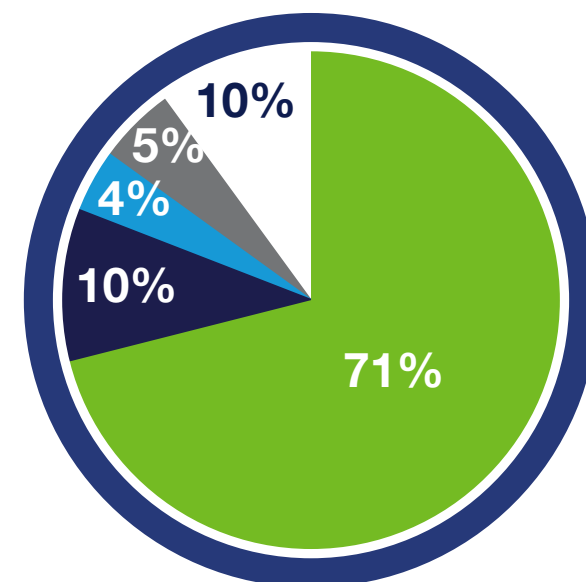
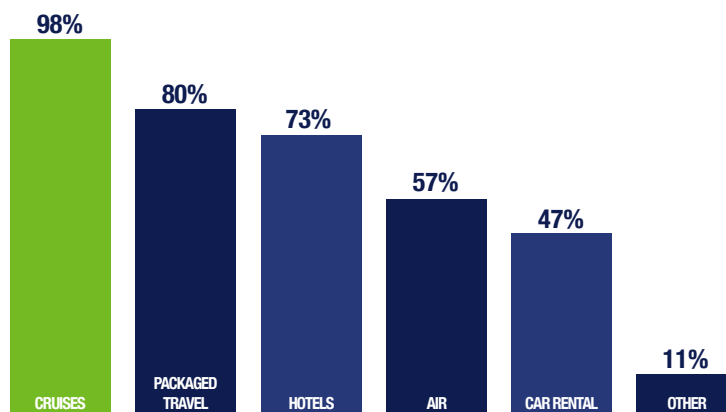
“As a proud sponsor of Cruise360 for many years, this event continues to offer a great opportunity to connect with leisure travel advisors that are very engaged and are excited to learn about our hotels, products and travel agency programs.”

Cynthia Perry, CTC – Global Director, Travel Industry Sales Global Sales Organization

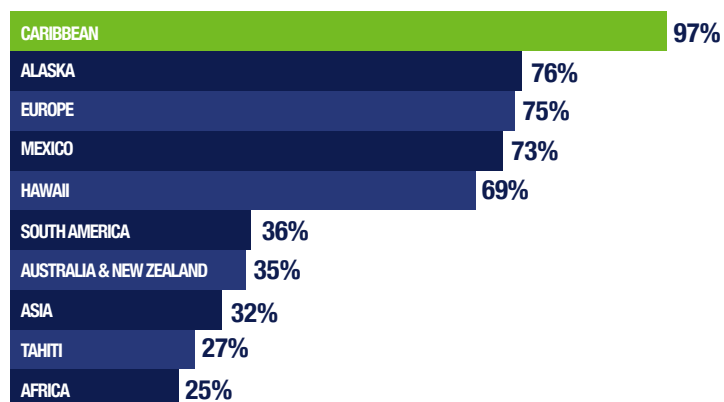


CRUISE360 ATTENDEE PROFILE

HERE IS
WHAT
THEY SELL



AND
WHERE
THEY
SELL IT



- Hosted Independent Contractor
- Independent Travel Seller
- Agency/Agent Employee
- Agency/Agent Owner/Manager
- Other



MAY 12-16, 2020

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: Five (5) Days

Audience:

- **Travel Agents**
- **Cruise Lines**
 - CEO's, COO's, Brand Presidents,
Senior Executive, Vice Presidents from Sales and Marketing
 - 200+ Travel Industry Suppliers

Number of Sponsorships Available: 300+

For more information on General Session
or customized packages, contact:

Marla Phaneuf, VP, Industry Relations

MPhaneuf@cruising.org

T +1(603)557.3633



OVERALL SPONSORSHIP PACKAGES

EXCLUSIVE OVERALL SPONSOR*	\$150,000
ELITE SPONSOR*	\$75,000
PREMIUM SPONSOR*	\$50,000
DELUXE SPONSOR*	\$30,000

For more information on General Session
or customized packages, contact:

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* Benefits will be tailored to fit the sponsor's needs



CREATE YOUR OWN SPONSORSHIP PACKAGES

CALL FOR PRICE QUOTE

LANYARDS

OFFICIAL NOTE PADS AND PENS (SUPPLIED BY SPONSOR)

TRADE SHOW BROCHURE BAGS

WATER BOTTLES

HOTEL KEY CARDS (ALL HOST HOTELS)

ATTENDEE HOTEL ROOM DROP

TRAVEL AGENT TOTE INSERT (SUPPLIED BY SPONSOR)

CHARGING STATIONS

FLOOR DECALS (6 – 3' X 3')

MOBILE APP SPONSORSHIP

MOBILE APP PUSH MESSAGES

BRANDED SEAT COVERS

- All Three (3) General Sessions and Hall of Fame
- CLIA Seminars

E-BLAST (CHOOSE FROM)

- Pre Cruise360
- Post Cruise360
- Pre & Post Cruise360

REGISTRATION SPONSOR

- Logo on Registration Counters/ Kick Plates
- Travel Agent Cruise360 Tote Bags (supplied by sponsor)

AGENT BREAKFAST WITH 45 MINUTE PRESENTATION (INCLUDING STANDARD A/V)

AGENT LUNCH WITH 45 MINUTE PRESENTATION (INCLUDING STANDARD A/V)

GENERAL SESSIONS WITH A 4 MINUTE PRESENTATION

SEAT DROP (ONE ITEM)

ATTENDEE GUIDE ADS (CHOOSE FROM)

- 1/2 Page, Full Color
- Full Page, Full Color



Have an idea to promote your brand?

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

CRUISE360 TRADE SHOW EXHIBITOR BOOTHS

	May 1 – July 31, 2019	Aug 1 – Oct 15, 2019	Oct 16, 2019 – Jan 15, 2020	Jan 16, 2020 and After
Standard 10' x 10'	\$2,895 USD	\$3,295 USD	\$3,495 USD	\$3,695 USD
Double 20' x 10'	\$5,790 USD	\$6,590 USD	\$6,990 USD	\$7,390 USD
End Cap 20' x 10'	\$6,390 USD	\$7,190 USD	\$7,490 USD	\$7,890 USD
Island 20' x 20'	\$13,480 USD	\$13,480 USD	\$13,480 USD	\$13,480 USD

TRADE SHOW BOOTH FEE INCLUDES:

3 Trade Show ONLY passes. Each 10 ft x 10 ft exhibitor booth at Cruise360 includes backwall drape and siderails, a 6 ft skirted table, two chairs and a waste basket. Booths are not carpeted.

CRUISE360



CRUISE360 PRODUCT/DESTINATION WORKSHOPS

Sponsorship

PRODUCT/DESTINATION WORKSHOPS (45 MINUTES/ EACH)

\$6,750 USD

Please note the following regarding the sponsorship of Product or Destination Workshops:

- Workshops are subject to limited availability.
- Workshops seat approximately 75/100 attendees. Actual attendance is not guaranteed and will vary. Multiple workshops will be conducted at the same time.
- Basic A/V is included.





BRANDING OPPORTUNITIES

May 12 – 16, 2020

Vancouver Convention Center, West



Marla Phaneuf | Vice President, Industry Relations
mphaneuf@cruising.org | M 603.557.3633
FOR MORE INFORMATION, VISIT CRUISE360.ORG

FLOOR DECALS



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Located in Level 1 (Ballroom Foyer and Burrard Foyer) and Level 2 (Burrard Foyer)

SIZES

36" x 36"

SPECS

Scale: 100% scale

Type Safety: It is suggested to run all text at least 2" away from any edge

Fonts: Please ensure all fonts are outlined/converted to curves

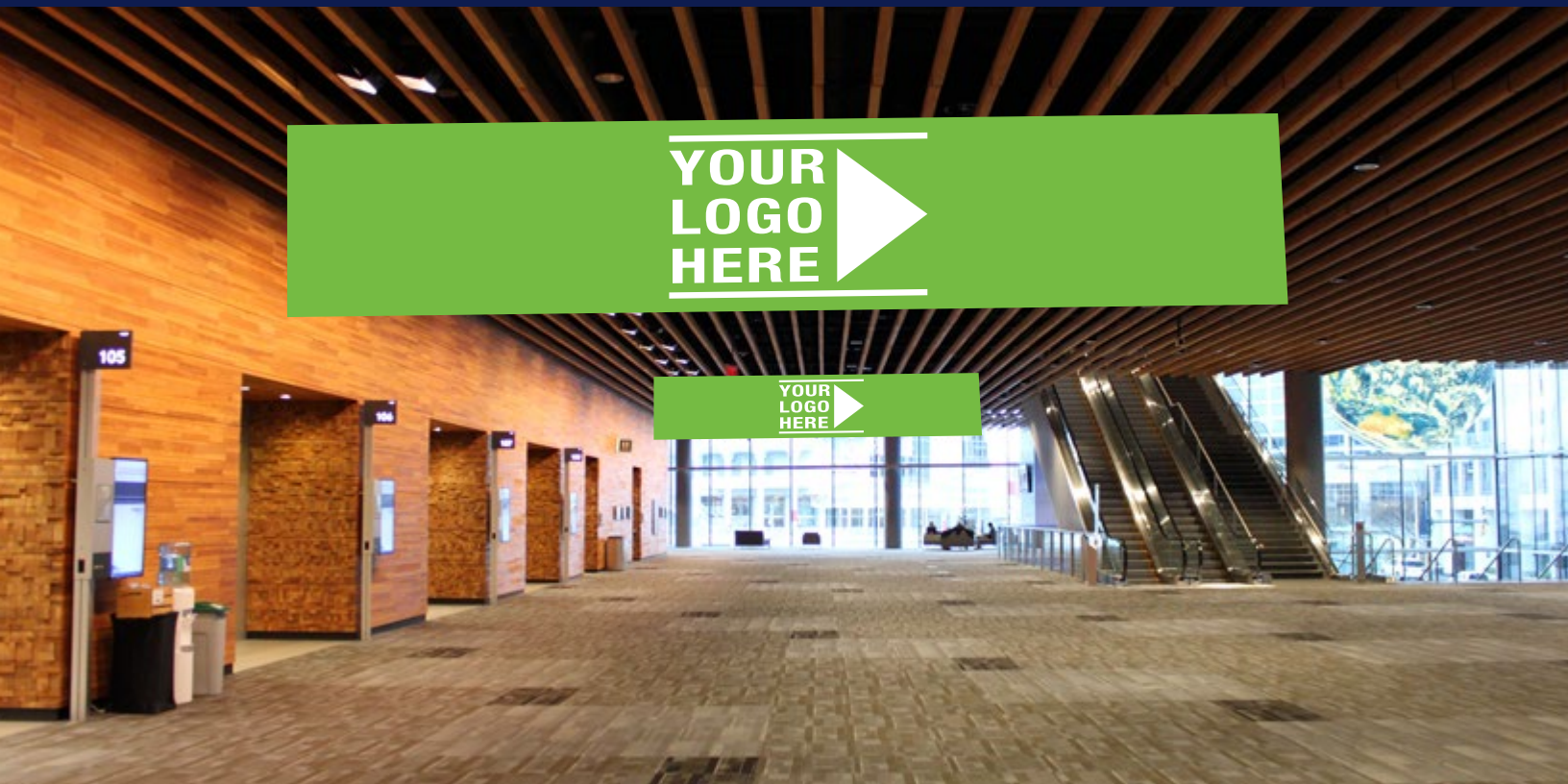
Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.





RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Located in Level 1, City Foyer (Across Meeting Room 105 to Washrooms) Room for up to 3 banners.

SIZES

20' x 4', Double Sided. Please allow 4" top and 4" bottom for pole pockets.

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

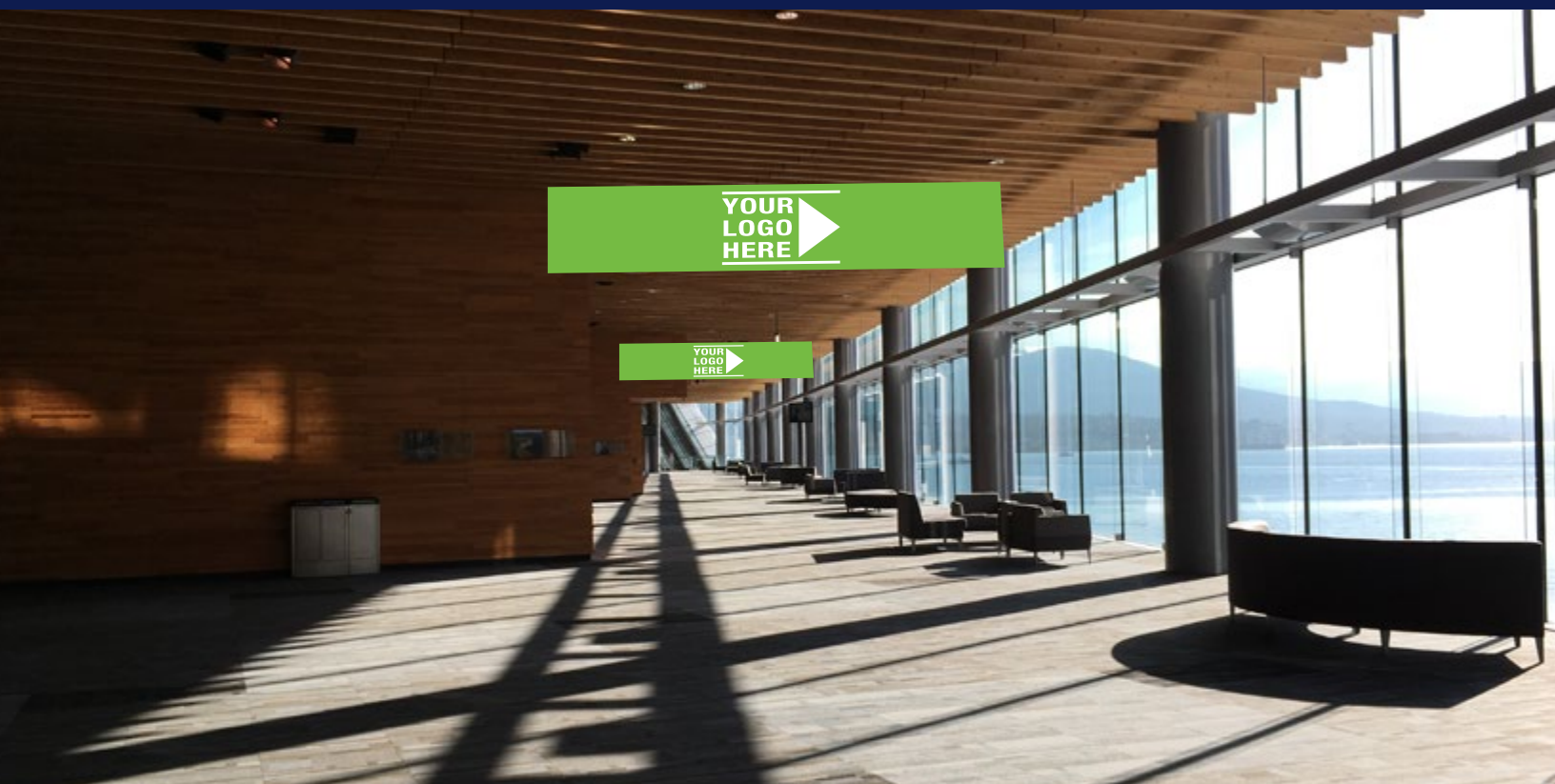
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VINYL BANNER



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Located in Level 1, Burrard Foyer (Across Meeting Room 109 to 117) Room for up to 3 banners.

SIZES

20' x 4', Double Sided. Please allow 4" top and 4" bottom for pole pockets.

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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VINYL BANNER



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Located in Level 2, City Foyer (Across Meeting Room 202 to 206)
 Room for up to 3 banners.

SIZES

20' x 4', Double Sided. Please allow 4" top and 4" bottom for pole pockets.

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

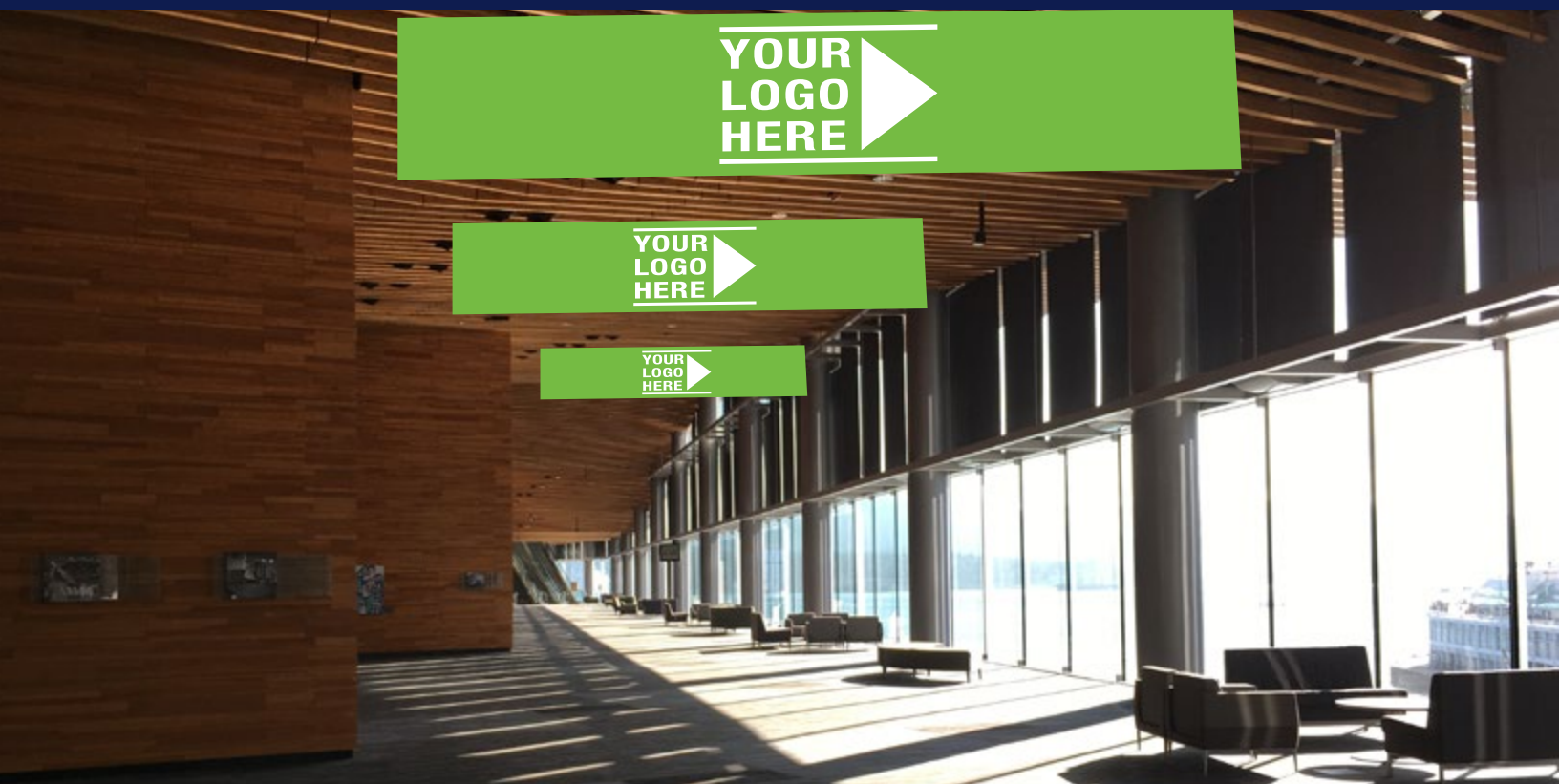
Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Located in Level 2, Burrard Foyer (Across Meeting Room 210 to 219)
 Room for up to 3 banners.

SIZES

20' x 4', Double Sided. Please allow 4" top and 4" bottom for pole pockets.

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

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PILLAR WRAP (P13-18)



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Ballroom Foyer (Across Ballroom A to C Doors)
Up to 6 pillars.

SIZES 94.75" (width) around x 134" (height to valance)

SPECS **Scale:** 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

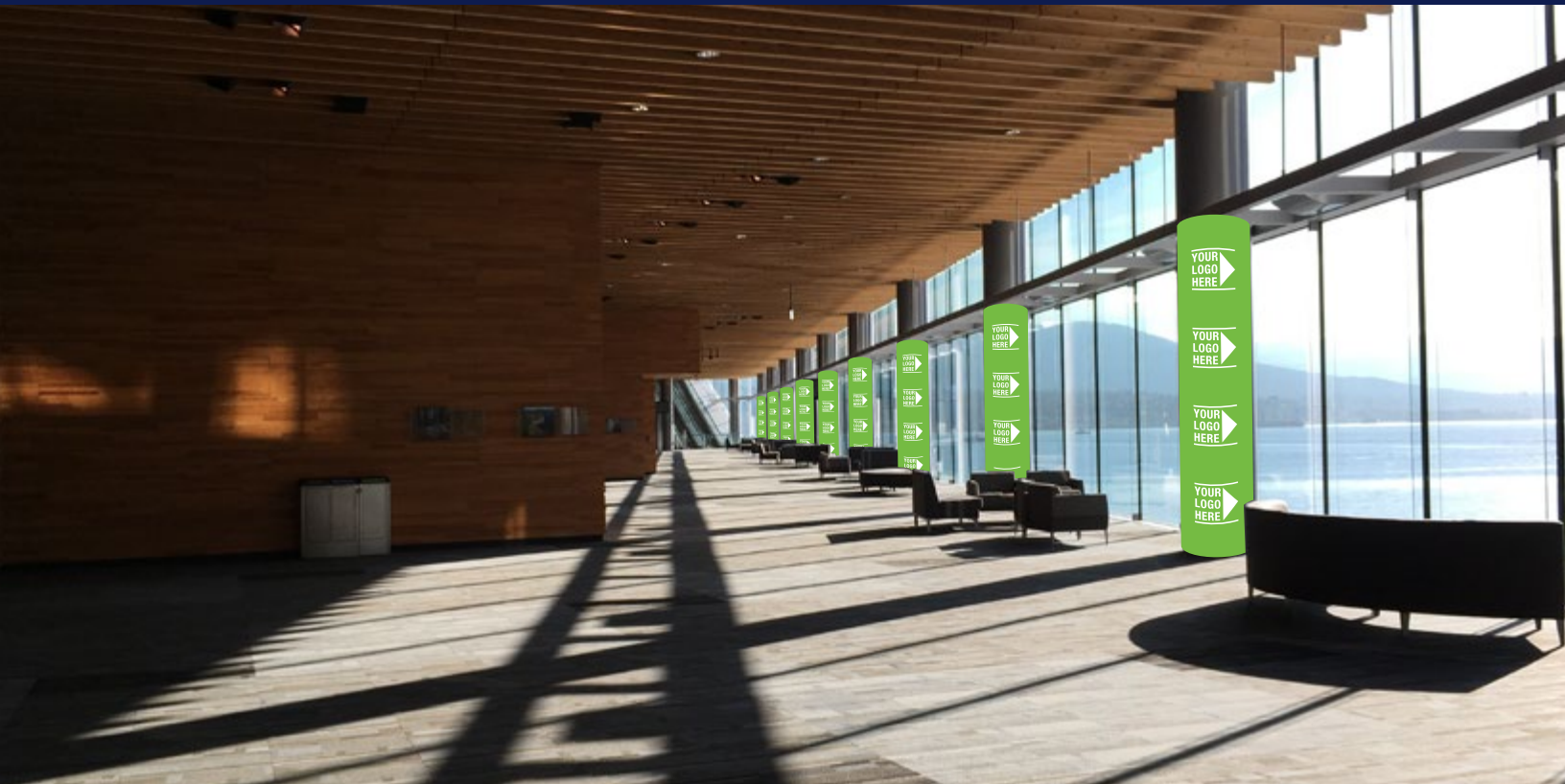
Fees: Fees will be incurred for any materials that do not meet the specs

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PILLAR WRAP (P39-49)

*Excluding P43



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Level 1, Burrard Foyer (Across Washrooms to Meeting Room 118)
Room for up to 10 pillars.

SIZES

96.50" (width) around x 133" (height to valance)

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

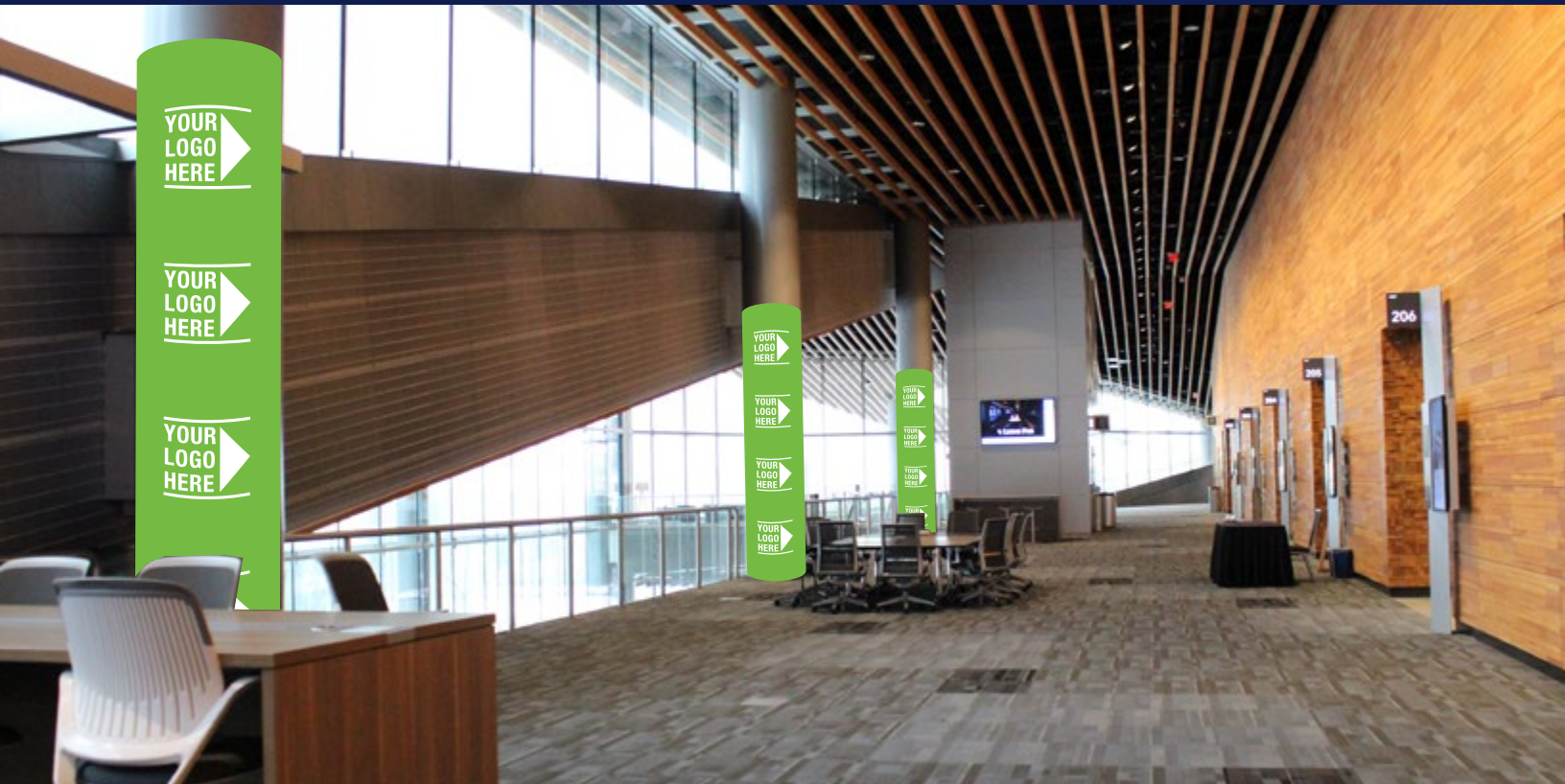
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PILLAR WRAP (P55-57)



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 2, City Foyer (Across Meeting Room 203 to 207)
Up to 3 pillars

SIZES 113.5" (width) around x 133" (height to valance)

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

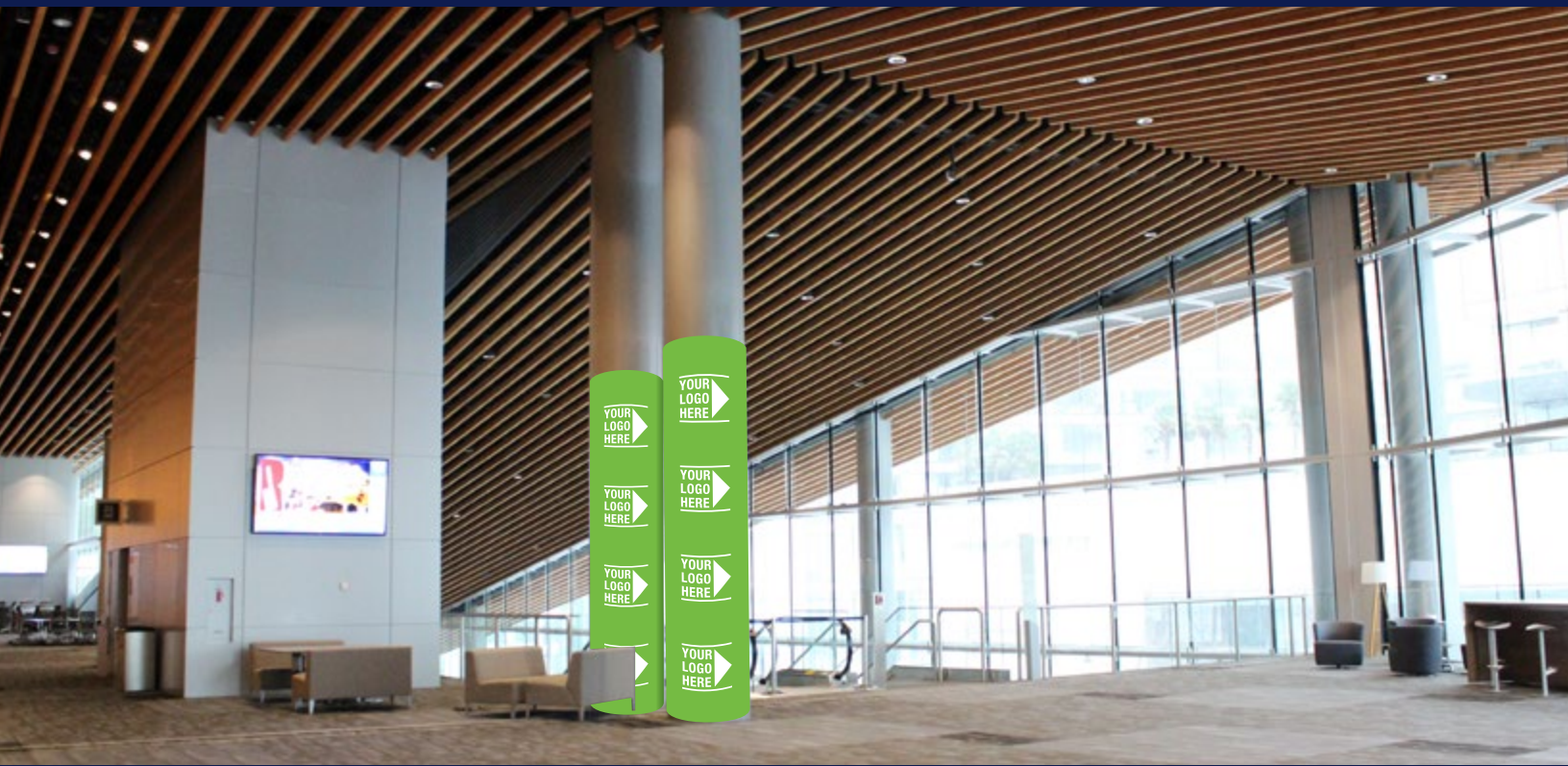
Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.



PILLAR WRAP (P58-59)



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Level 2, City Foyer (Across Meeting Room 202)
Up to 2 pillars

SIZES

113.50" (width) around x 168" (height) *Note, full pillar height is 318" and 309"

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.

THURLLOW ELEVATOR BOX



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION SIZES

Level 1, Thurlow side

BURRARD SIDE -- 142.5" (wide) x 182.5" (high)

NORTH SIDE --- 66", then elevator (45.5"), then 116.5" -

Overall total of 228" (width) x 182.5" (height)

*NOTE - Please contact your sales rep for exact monitor locations

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.



THURLLOW ELEVATOR BOX AND DOOR



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Thurlow side

SIZES Elevator Door - Each side is 24" (width) x 84" (height) x2 doors
*For Thurlow Elevator Box size, please see previous page

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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THURLOW ELEVATOR BOX, DOOR AND PILLAR WRAP



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Level 1 (Near Thurlow Elevator and Escalator to Level 2)

SIZES

Pillar wrap - 116" (width) around x 191" (height)

*For Thurlow Elevator Box and Door sizes, please see previous page

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.

GRAND STAIRCASE



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Level 1, near Ballroom A/B doors. Leading up to Meeting Room 201.

SIZES

40 steps at 283" (width) x 6.5" (height)

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

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STAIRS TO LEVEL 2



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Burrard Side

SIZES 41 steps at 67.50" (width) x 6.5" (height)

SPECS **Scale:** 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

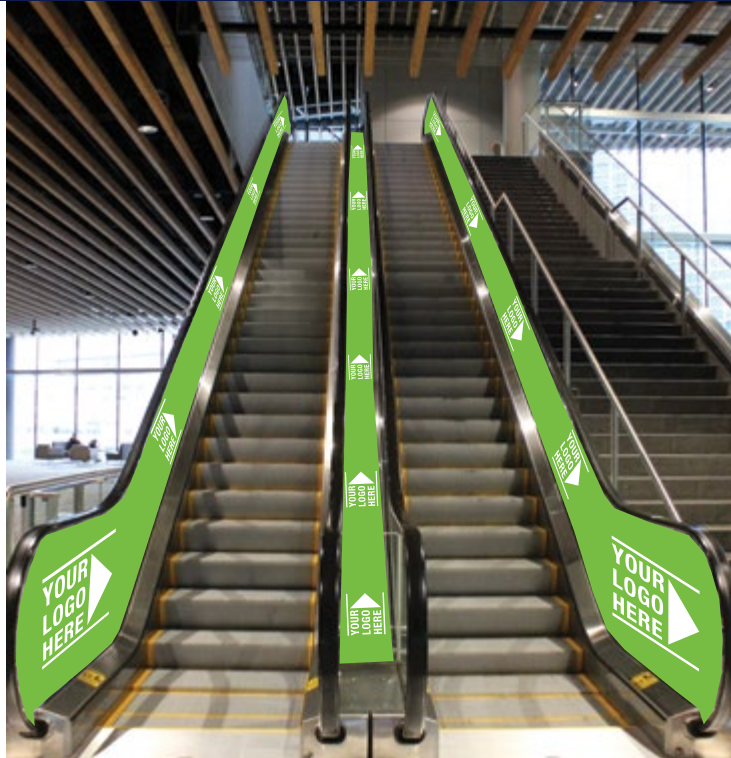
Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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ESCALATORS TO LEVEL 2



RATES, SIZES AND SPECS

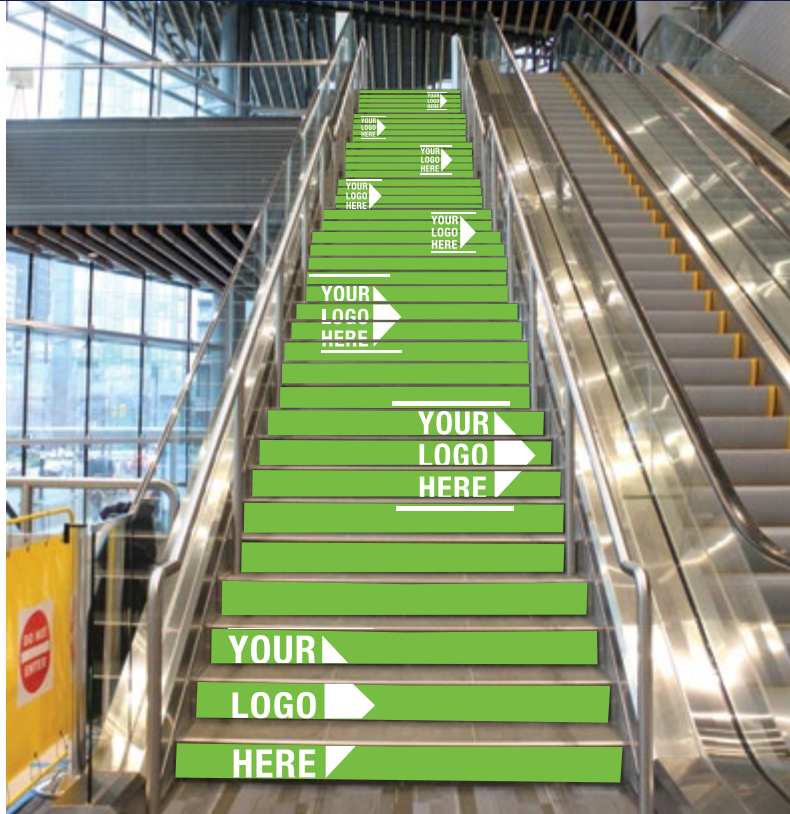
Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Burrard Side

SIZES Middle Strip: 598" (length) x 11.5" (width) x1
 Glass sides: 650" (length) x 26" (height) x2 (Far left and far right)
 Both sides are double sided
 *Templates available if required

SPECS **Scale:** 25%.
Type Safety: It is suggested to run all text at least 2" away from any edge.
Fonts: Please ensure all fonts are outlined/converted to curves
Acceptable File Formats: PDF or EPS
Color Mode: CMYK
Fees: Fees will be incurred for any materials that do not meet the specs
File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.

STAIRS TO LEVEL 2



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Thurlow Side

SIZES 41 steps at 69.25" (width) x 6.5" (height)

SPECS **Scale:** 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

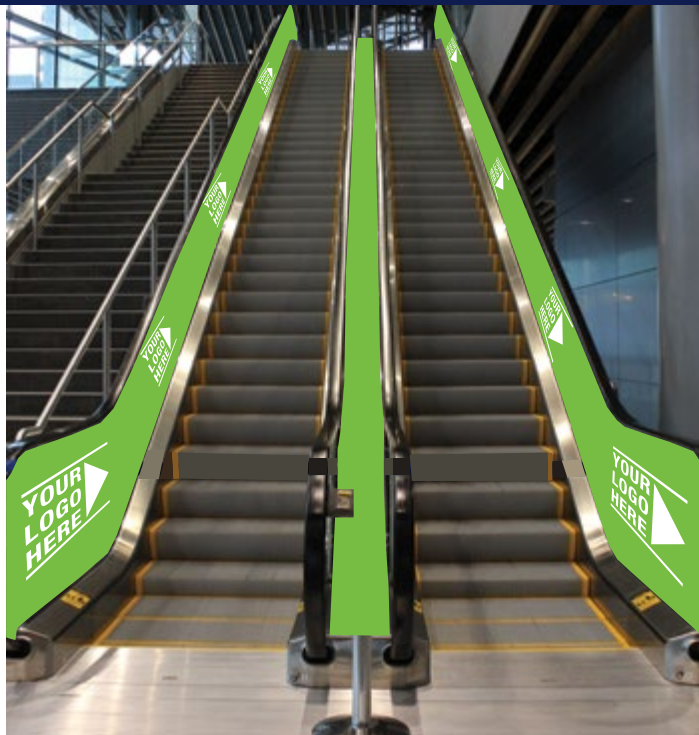
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ESCALATORS TO LEVEL 2



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 2, Thurlow Side

SIZES

Middle Strip: 598" (length) x 11.5" (width) x1
 Glass sides: 650" (length) x 26" (height) x2 (Far left and far right)
 Far Left - Double sided // Far Right - Single Sided
 *Templates available if required

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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MEETING ROOM 201



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION

Level 2, Meeting Room 201 (visible on Level 1 in Ballroom Foyer)

SIZES

3' high x various width panels. Specs to be sent separately

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

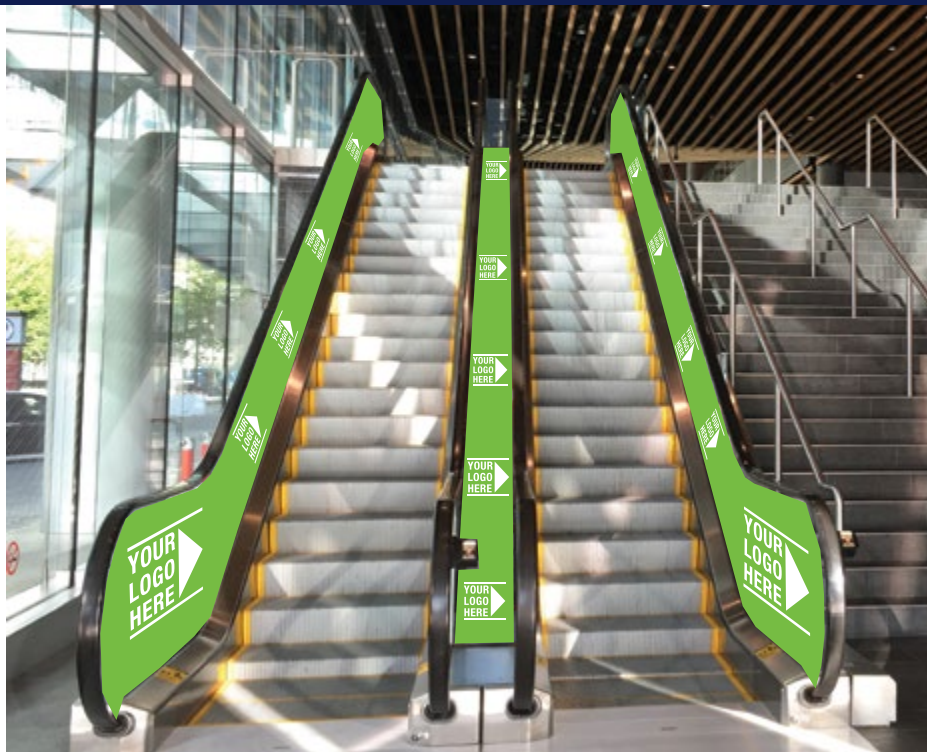
Color Mode: CMYK

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BURRARD ESCALATORS



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Burrard Entrance

SIZES
 Middle Strip: 363" (length) x 11.5" (width)
 Glass sides: 394" (length) x 26" (height) x2
 Both sides are double sided
 *Templates available if required

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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BURRARD ELEVATOR BOX AND DOOR



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION SIZES

Level 1, Burrard Side

BURRARD SIDE -- 142.5" (wide) x 182.5" (high)

NORTH SIDE -- 116.5", then elevator (45.5"), then 66"

Overall total of 228" (width) x 182.5" (height)

*NOTE - Please contact your sales rep for exact monitor locations

SPECS

Scale: 25%.

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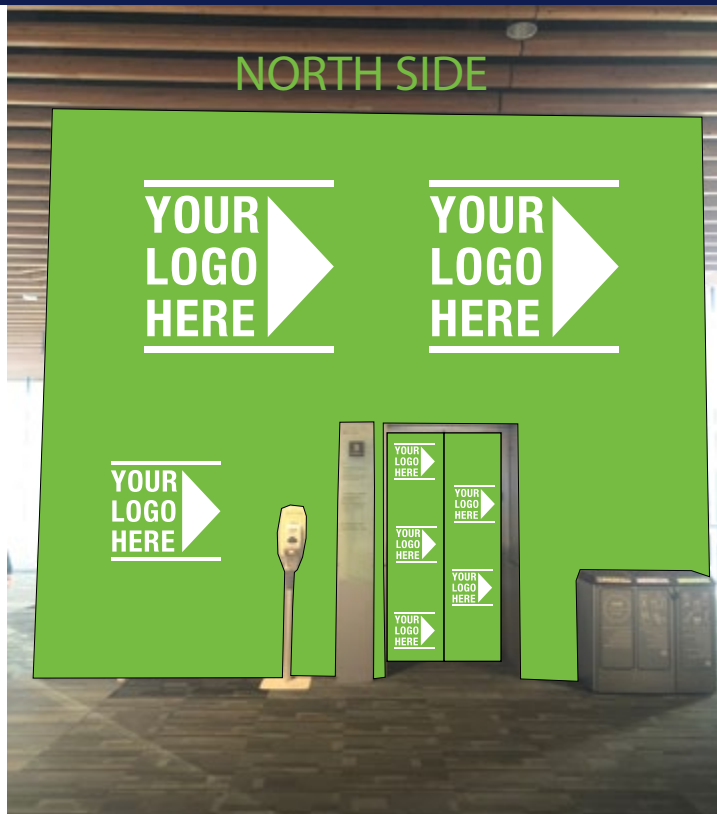
Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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BURRARD ELEVATOR DOOR



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Burrard Side

SIZES Elevator Door - Each side is 24" (width) x 84" (height) x2 doors
*For Burrard Elevator Box Size, please see previous page

SPECS

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

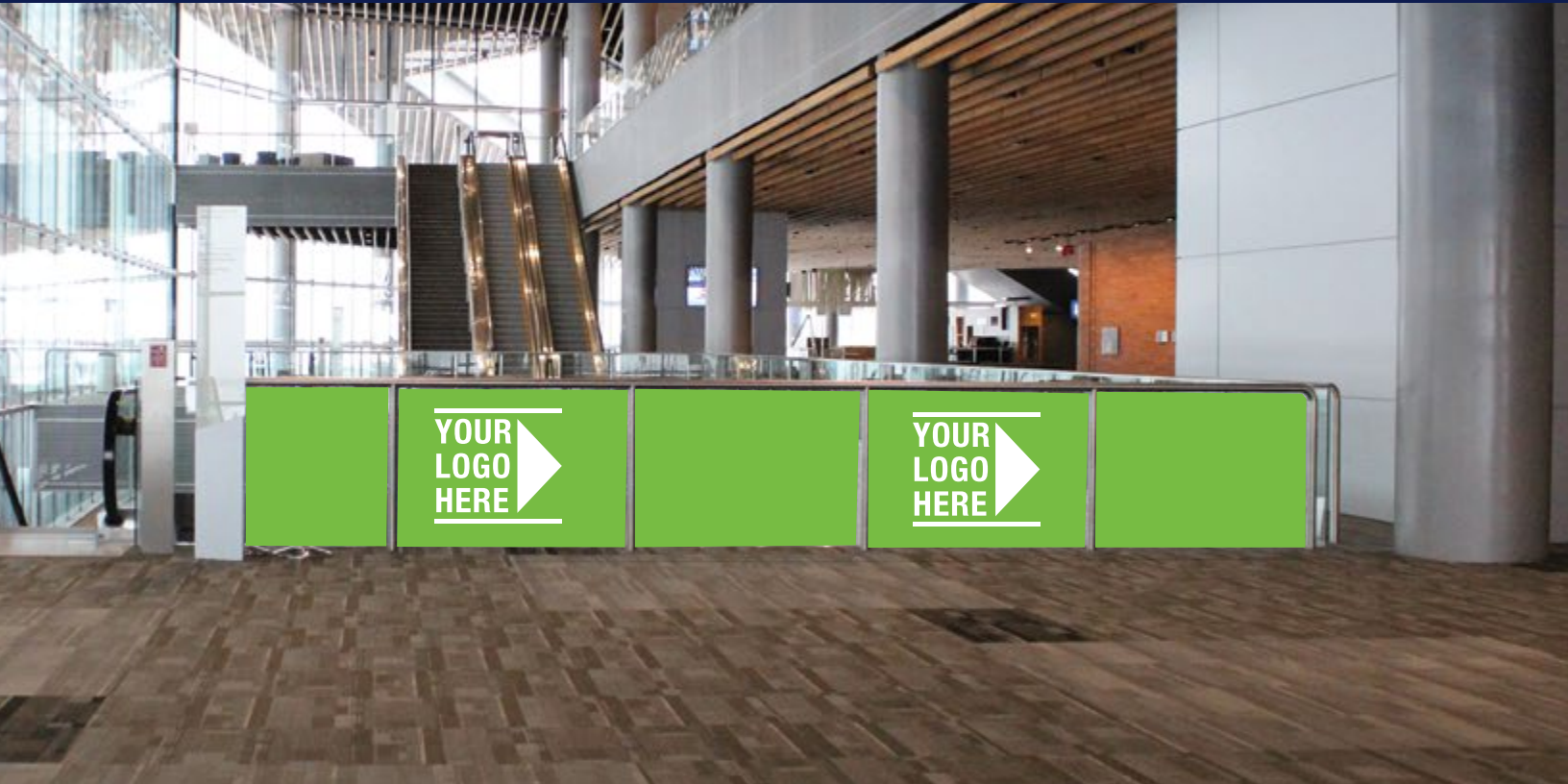
Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.

BURRARD GLASS RAILING



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION Level 1, Burrard Side

SIZES 307" (width) x 42" (height)

SPECS **Scale:** 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

File delivery via web: Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales rep.



Marla Phaneuf | Vice President, Industry Relations
mphaneuf@cruising.org | M 603.557.3633
FOR MORE INFORMATION, VISIT CRUISE360.ORG

THURLLOW STAIRS



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION SIZES SPECS

Thurlow Entrance

9 steps at 181" (width) x 6.5" (height)

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

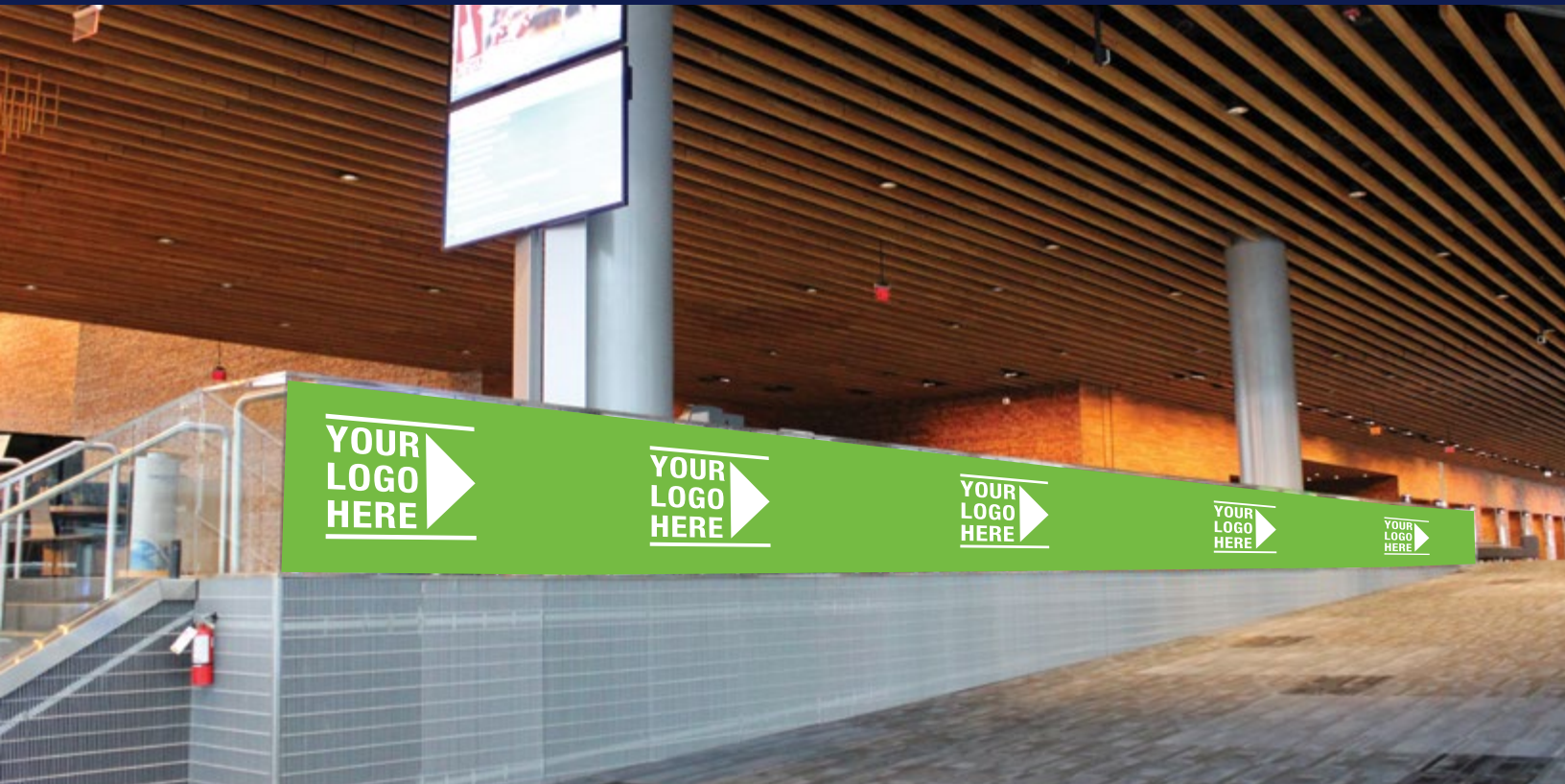
Fees: Fees will be incurred for any materials that do not meet the specs

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Marla Phaneuf | Vice President, Industry Relations
 mphanef@cruising.org | M 603.557.3633
 FOR MORE INFORMATION, VISIT CRUISE360.ORG

THURLLOW RAILING



RATES, SIZES AND SPECS

Deadlines and rates are subject to change without notice. Please confirm with your sales rep.

LOCATION SIZES SPECS

Thurlow Entrance

19 panels in total. Please request sizing from your sales rep.

Scale: 25%.

Type Safety: It is suggested to run all text at least 2" away from any edge. Please also ensure no continuous graphics left to right.

Fonts: Please ensure all fonts are outlined/converted to curves

Acceptable File Formats: PDF or EPS

Color Mode: CMYK

Fees: Fees will be incurred for any materials that do not meet the specs

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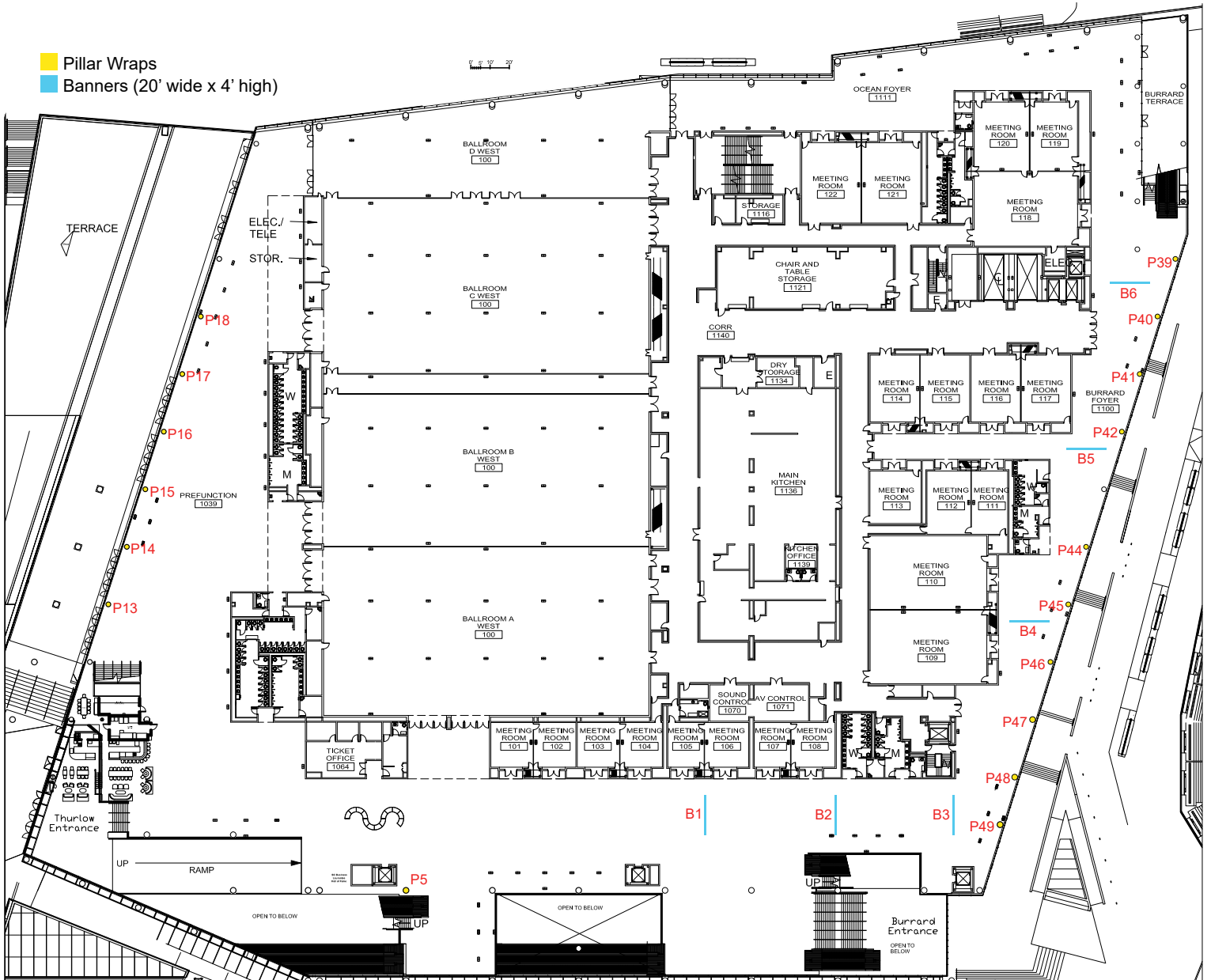
Marla Phaneuf | Vice President, Industry Relations
mphanef@cruising.org | M 603.557.3633
FOR MORE INFORMATION, VISIT CRUISE360.ORG



LEVEL 1

PILLAR & BANNER MAP

- Pillar Wraps
- Banners (20' wide x 4' high)



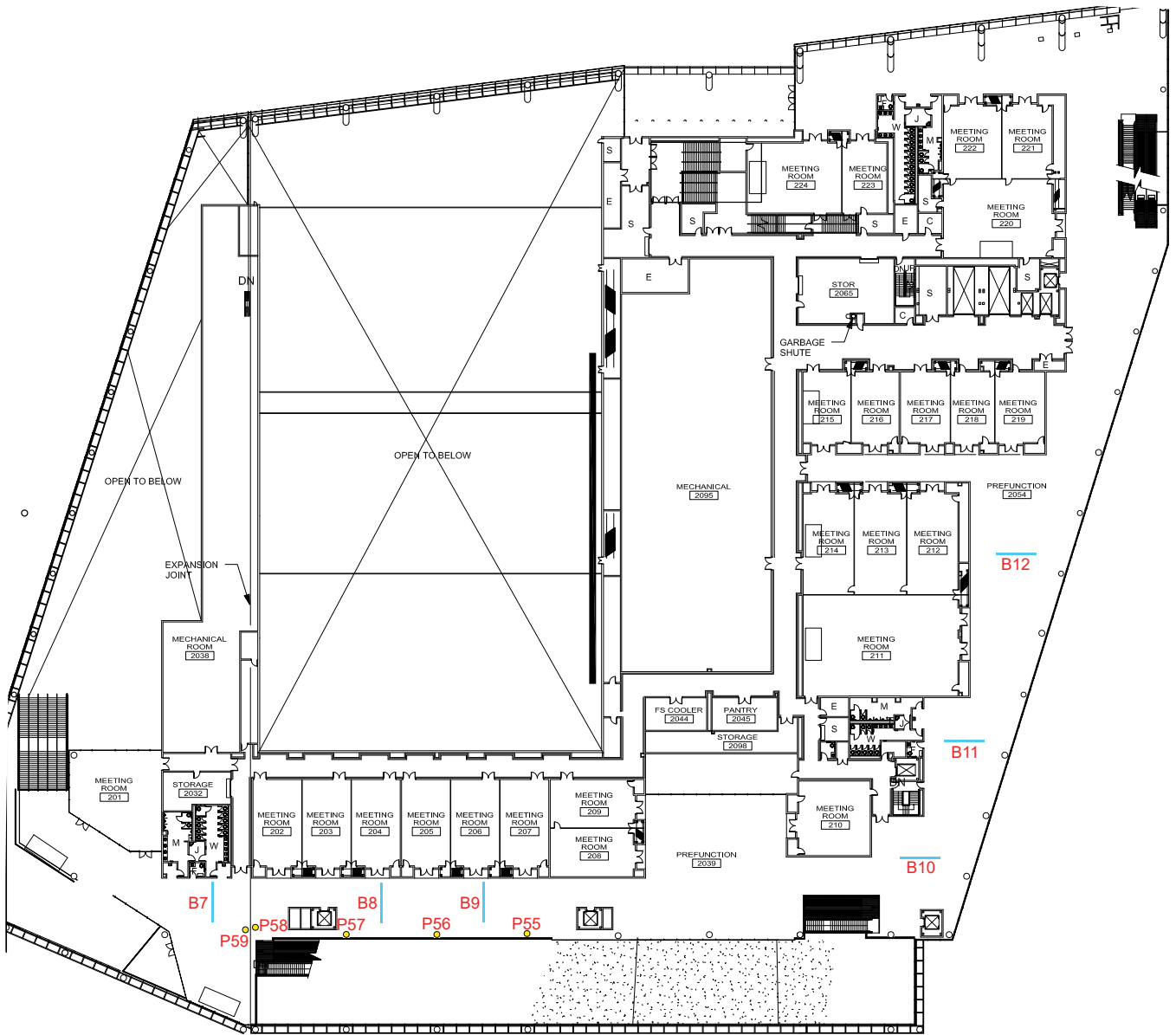
Marla Phaneuf | Vice President, Industry Relations
mphaneuf@cruising.org | M 603.557.3633
FOR MORE INFORMATION, VISIT CRUISE360.ORG



LEVEL 2

PILLAR & BANNER MAP

- Pillar Wraps
- Banners (20' wide x 4' high)



Marla Phaneuf | Vice President, Industry Relations
mphaneuf@cruising.org | M 603.557.3633
FOR MORE INFORMATION, VISIT CRUISE360.ORG

CONTACT



SPONSORSHIPS

Marla Phaneuf
Vice President, Industry Relations

MPhaneuf@cruising.org

M 603.557.3633



EXHIBITORS

Gale Collins
Manager, Sponsorship Relations

GCollins@cruising.org

T 703.341.9296

FOR MORE INFORMATION, VISIT CRUISE360.ORG



cruising.org

   @CLIAGlobal