



WELCOME

ATTENDEE PROFILE

WHY EXHIBIT?

BOOTH PACKAGES

CURATED SPACES

SALES CONTACT

EXHIBITOR PROSPECTUS

CLIK
**INNOVATION
EXPO**
GENOA | 2024

12-14 MARCH



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On 12 of March 2024 CLIA will launch its first CLIA Innovation Expo as a part of CLIA Cruise Week – Europe in Genoa, Italy. 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.**

The **Innovation Expo** will provide an experiential showcase featuring creative concepts, technology advancement, and visionary ideas across all categories. It also aims to fulfill the interest of our **cruise line buyers** to discover local sources of products to provision the vessels throughout Europe. It also provides a valuable opportunity to learn and test new products and solutions coming to market. Ultimately, this event and the programme around it will help develop new and existing relationships with our member cruise lines via this exclusive forum.

Here’s what you can expect at the CLIA **Innovation Expo**:

The **Innovation Center** connecting product developers and solution providers in **marine technology, entertainment, design and interiors**, plus those *new to cruise*, with cruise line representatives. Special demonstration areas will showcase these new products and innovations, while exhibitors will have the opportunity to pitch their offerings.

The Taste of Cruise Marketplace connecting providers within the hospitality segment, including **hotel, food and beverage** with distributors and cruise line decision makers. This will include a creative option for Ports and Destinations to highlight local sourcing options. Here, buyers will have an opportunity to taste and feel the products on display.

The **CLIA Innovation Expo** was designed for our member cruise lines seeking a curated forum to discover new suppliers and resources. We are delighted to be working with the **Chief Procurement Officers** of each of our major cruise lines in the development of the programme.

Our Expo sales team are standing by to welcome you and answer any questions that you may have regarding the CLIA Innovation Expo. They can be reached via email at innovationexpo@crusing.org or at the numbers provided below.

In Europe: **Emanuela Castagnetti** | emanuela.castagnetti@naylor.com
whatsapp +39 353 458 5003 or +33 619 37 19 87

In UK, Americas and Asia: **Joe Zuccerella** | joe.zuccerella@naylor.com
+1-703-259-6132

LOCAL HOSTS



REGIONE LIGURIA



COMUNE DI GENOVA



Camera di Commercio
Genova



PORTS of GENOVA
VADO LIGURE ■ SAVONA ■ PRA' ■ GENOVA

ATTENDEE PROFILE

CLIA MEMBER CRUISE LINES

- **Ocean and River cruise operators**
- **CLIA Global Board and Committee Representatives**
- **Cruise Line Executives | Decision Makers**
 - Supply Chain Sourcing and Procurement
 - Hotel Operations
 - Marine Operations
 - Port Operations
 - Itinerary Planning
 - Newbuild and Refurbishment
 - Information Technology

EXHIBITORS, PRESENTERS AND SPONSORS

- **CLIA Executive Partners**
- **Existing and New to Cruise Industry Suppliers**
 - Innovation Incubators/Product Developers
 - Maritime & Technical
(i.e., Deck/Navigation/Security/Safety)
(i.e., Engine/Mechanical/Electrical/Automation)
 - Technology
 - Entertainment
 - Hospitality
 - Hotel Accommodation/Outfitting
 - Housekeeping/Guest Amenities
 - Furniture & Furnishings
 - Food & Beverage
 - Galley Equipment
 - Culinary
 - Supply Chain - Logistics
 - Ports and Destinations/Local Provisioning



THE CLIA MARKET ADVANTAGE

Representing 95% of cruise line operators and recognized as the leading authority and the voice of the cruise industry.

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 Expo programme.

- **Jon McKeown** - Chief Procurement Officer, Carnival Corp
- **Norbert Dean** - Chief Procurement Officer, Carnival Cruise Line
- **Marco Dioda** - Vice President, Procurement and Supply Chain, Costa Group
- **Germano Colombo** - Chief Procurement Officer, MSC Cruises
- **Paolo Raia** - Managing Director, MSC Procurement & Logistics S.p.A.
- **Carl Robie** - EVP & Chief Supply Chain Officer, Norwegian Cruise Line Holdings
- **James Wells** - Global Chief Supply Chain Officer, Royal Caribbean Group
- **Giorgio Zagami** - VP Strategic Sourcing and Head of Procurement, Explora Journeys

WHY EXHIBIT AT THE INNOVATION EXPO?



Reach hundreds of cruise line decision-makers and buyers from the premier cruise lines in an exclusive setting where collaboration and authenticity are the focus.



Showcase your brands and demonstrate new products to key buyers across the entirety of the cruise market.



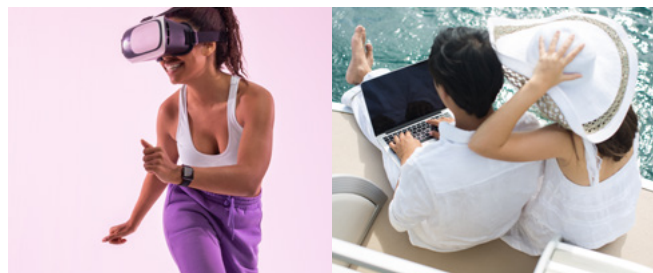
Engage in face-to-face connections and networking. Go beyond email outreach and video calls by cultivating relationships and meeting new customers in person.



Connect with other suppliers and media, foster engagement, and share intelligence.

TWO MAIN AREAS

The Innovation Center will connect marine/technical developers and solution providers with cruise line leaders and include special demonstration areas to announce new products and innovations.



The Taste of Cruise Marketplace will connect, among others, cruise line decision-makers within the hotel, food and beverage and operations teams with local European suppliers to demonstrate the benefits of local sourcing. There also will be special opportunities for global suppliers.



BOOK YOUR SPACE TODAY

All packages include: Six exhibitor badges, complimentary WiFi, and logo and listing on website and other marketing materials. Stand and space options are available for everyone's budget.

PACKAGE A

12 sq m space (space only)

PACKAGE B

12 sq m space with shell scheme

INCLUDES:

- Stand walls (white)
- Logo on header
- Basic carpeting
- Locking cabinet
- One wastebasket
- One stem electrical/light socket up to 1.5kw
- Two chairs



12 sq m space with shell scheme

NEW TO CRUISE PACKAGE

9 sq m

INCLUDES:

- Stand walls (white)
- Logo on header
- Basic carpeting
- One counter
- One stem electrical/light socket up to 1.5kw
- Two chairs
- Basic electrical



9 sq m

OTHER OPPORTUNITIES INCLUDE:

Sponsorships – Get additional branding and sales opportunities by sponsoring special events or sections on the show floor including:

- Lounge or Food & Beverage Areas, Tastings and Demos
- Charging Station and Work Lounge
- Media Centers and Signage
- Marketplace Centers
- Presentation Areas





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CURATED SPACES

- MARINE TECHNOLOGY
- ENTERTAINMENT
- DESIGN & INTERIORS
- HOTEL, FOOD AND BEVERAGE
- Plus find **NEW TO CRUISE** suppliers located throughout the floor

FEATURES & ACTIVITIES

- EUROPEAN SUMMIT
- COMMUNITY & NETWORKING CENTERS
- BREAKOUT SESSIONS
- PRODUCT DEMOS AND PRESENTATIONS
- WORK SPACES

FLOORPLAN

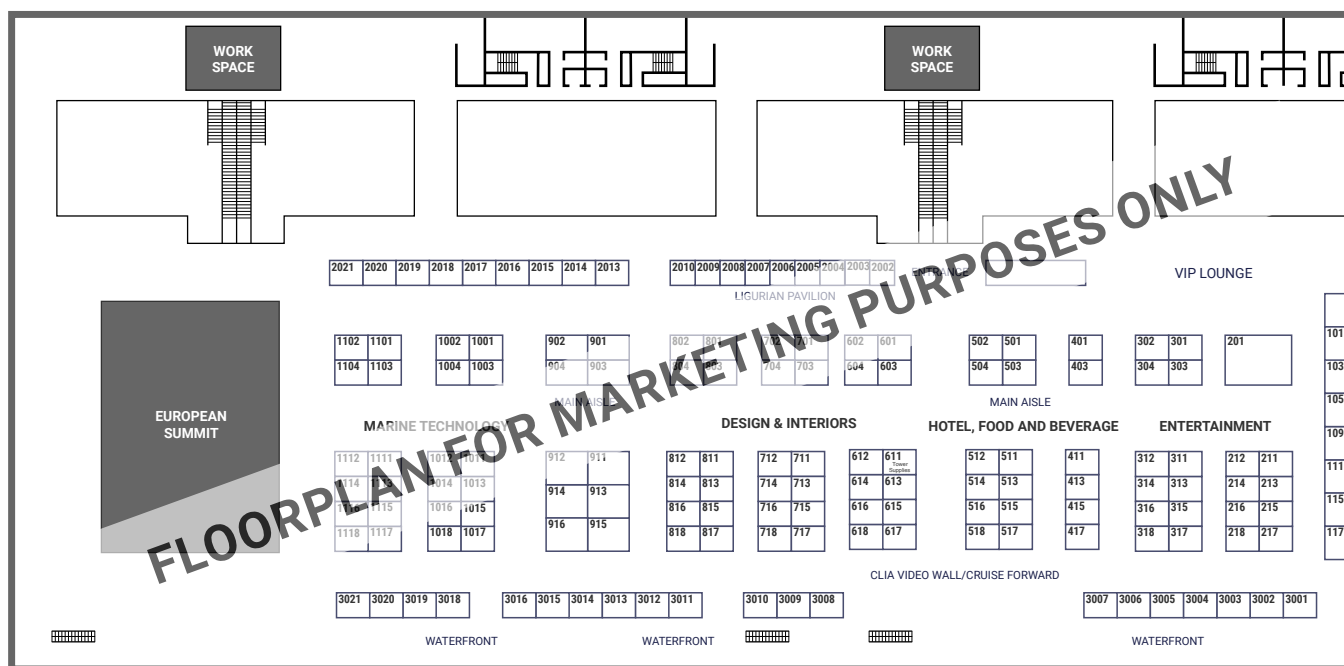


Image not to scale and for design only. Subject to change.

SALES CONTACT

Don't See What You Need? Let us know. For more information or to book your space, contact:



Europe ■

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UK | Americas | Asia ■

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