



2017 Australian Cruise Association Conference & AGM 6-8 September 2017, Mooloolaba

"Together Towards Tomorrow"

Additional Sponsorship Opportunities

The 21st Australian Cruise Association Conference and AGM will be held in Mooloolaba (combination of Mooloolaba Surf Club and Mantra Mooloolaba) from 6-8 September 2017. We would like to offer you the opportunity to be part of this celebratory event that brings together Australian Cruise Association members, international cruise line speakers, service providers, cruise and tourism operators.

Who is Australian Cruise Association?

Australian Cruise Association (formerly Cruise Down Under) is a membership based organisation responsible for marketing Australia and the Pacific to the international and domestic cruise markets. It has been an integral part in the outstanding growth of the cruise tourism market in this region and has developed a high regard from the international sector. Australian Cruise Association participates at international events, promotes the region daily through newsletters, email contact and media events.

The Conference

The association has grown its membership every year since inception and with that the conference has expanded. This year we have secured a great line up of speakers including four senior cruise line executives. The conference will be held over 2 ½ days and will incorporate industry/non-members with Australian Cruise Association members. There will be an introductory workshop, media briefings, welcome function, conference with plenary and break-out sessions, members' dinner, Gala Dinner and Annual General Meeting. We are expecting around 120 delegates from all parts of Australia, as well as surrounding South Pacific partners, to obtain the most relevant and up to date information on the future of the cruise industry, where our destination fits in a global sense and what we can do to maximize the benefits to our region. The event will be promoted nationally and internationally.

Sponsorship Opportunities

The following sponsorship opportunities are available for you to highlight your business/association to Australian Cruise Association members, tourism industry representatives and cruise line executives (international and domestic). The Conference will attract domestic and international media attention and you will have an opportunity to be part of this celebratory event.

1. Naming Sponsor Members' Dinner

The conference Members' Dinner will be held at Fish on Parkyn on the Wednesday evening. The sponsors name will appear in all print/media associated with the Members' Dinner. You will have the opportunity to place signage at the venue and distribute information/gifts to attendees. You will be entitled to 1 complimentary registration to the conference and 2 complimentary tickets to the Members' Dinner. Cost \$2,000

2. Naming sponsor Thursday Morning Tea

The morning tea will be held at the Mooloolaba Surf Club. The sponsors name will appear in all print/media associated with the Thursday lunch. You will have the opportunity to place signage at the venue and distribute information to attendees. You will be entitled to 1 complimentary registration to the conference and 1 complimentary Gala dinner ticket. Cost \$2,000

3. Naming sponsor Thursday Lunch

The lunch will be held at the Mooloolaba Surf Club. The sponsors name will appear in all print/media associated with the Thursday lunch. You will have the opportunity to place signage at the venue and distribute information to attendees. You will be entitled to 1 complimentary registration to the conference and 2 complimentary Gala dinner tickets. Cost \$3,000

4. Naming Sponsor Thursday Afternoon Tea

The afternoon tea will be held at the Mooloolaba Surf Club. The sponsors name will appear in all print/media associated with the Thursday afternoon tea. You will have the opportunity to place signage at the venue and distribute information to attendees. You will be entitled to 1 complimentary registration to the conference and 1 Gala dinner ticket. Cost \$2,000

5. Naming Sponsor Breakfast

The conference Breakfast will be held at the Mantra Mooloolaba on the Friday morning with a motivational guest speaker. The sponsors name will appear in all print/media associated with the conference. You will have the opportunity to place signage at the venue and distribute information/gifts to attendees. You will be entitled to 1 complimentary registration to the conference and 2 complimentary gala dinner tickets. Cost \$3,000

If you are interested in maximising your opportunities at the major Australian cruise conference and showcasing your business/association to the major cruise line decision makers please contact:

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