

CRUISE SHIP
INTERIORS EXPO
AMERICA

28 – 29 OCTOBER 2021
MIAMI BEACH CONVENTION CENTER



WHERE CRUISE DESIGN COMES TO LIFE

EXHIBITION PROSPECTUS

"In times of great challenges, we are stronger when we come together. In October, Cruise Ship Interiors America will provide a platform for us to come together and revitalize the industry as a collective. We look forward to seeing you there."

Gary Annett | Chief Executive | MJM

The World's Leading Event for the Cruise Ship Interiors Community

Cruise Ship Interiors Expo America (CSI) is the global platform for designers, architects, outfitters, shipyards and interior suppliers working in the cruise industry. Launched in 2019, this award nominated event has been hailed a major success within the community and is seen as the premier exhibition and conference by all of the industry's key players.

Following a forced pause in 2020 due to COVID-19, CSI will be making its highly anticipated return to the Miami Beach Convention Center, 28 - 29 October 2021. Set to be our biggest show yet, the floorplan has doubled in size since 2019 with over 300 companies confirmed to exhibit, demonstrating the resilience and positive attitude within our industry.

Exhibiting at CSI provides the perfect opportunity to place your brand in front of, and into the hands of the industry's key decision makers from the world's cruise lines, leading design firms and shipyards. Secure your spot at the only event in North America built to serve the cruise interiors community and be part of this incredibly exciting time for the cruise industry as they bounce back from a prolonged sail ban.

What makes CSI THE show to exhibit at in 2021?

- CSI is the only show to solely focus on the interior side of the cruise industry, providing you with a dedicated, relevant audience of decision makers
- We have a dedicated team focused exclusively on attracting buyers from every cruise line, design studio and shipyard to ensure the whole industry is represented
- When you book a booth at CSI, you become more than just an exhibitor at a two day trade show, you become part of a year-round community that connects, learns and works together through a host of platforms and opportunities
- Our Advisory Board not only support our events, they attend and take the time to walk the show floor meeting as many of our fantastic suppliers as they can
- You will receive one-to-one dedicated marketing support promoting your presence at CSI



ATTENDEES

CSI is set to attract over 3,500 attendees from all areas of the cruise interiors industry including representatives from Carnival Cruise Line, Virgin Voyages, Royal Caribbean International, Norwegian Cruise Line, Fincantieri, Studio DADO, YSA Design, SMC Design, Tillberg Design of Sweden and Trimline.

EXHIBITORS

300+ established and new-to-the-industry suppliers of innovative, unique and impeccably designed products for the cruise interiors industry.

CATEGORIES

Artwork | Bathroom & Wet Room | Cabin | Coatings & Paints | Deck & Equipment | Design Studios | Doors & Windows | Fabric & Textiles | FF&E | Flooring Solutions | Furniture | Lighting | Outfitting | Plants & Greenery | Signage | Walls & Wall Coverings | Guest Experience

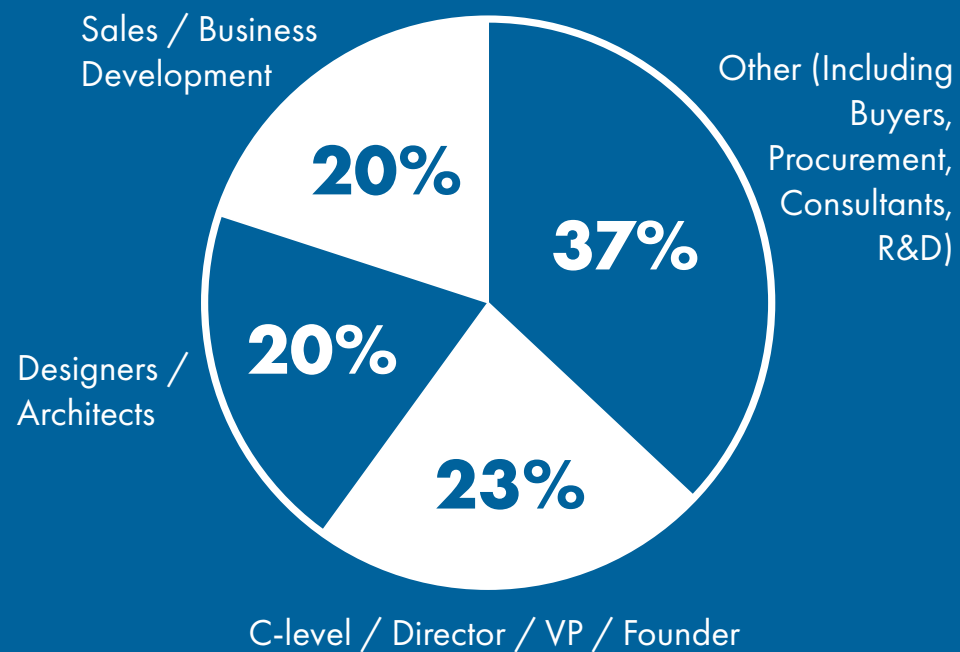
BRAND EXPOSURE OPPORTUNITIES

CSI boasts a whole host of sponsorship opportunities to elevate your brand even further including hosting the official happy hour drinks, placing your logo on all attendee badges and sponsoring the prominent aisle signage throughout the hall. For more information on all available opportunities, get in touch with the team today.

What's included in my booking?

- Exhibition Floor space
- Dedicated listing on CSI website and within the Show Guide
- Inclusion within emails to whole database, including cruise line executives
- Official announcement of attendance on social media
- Opportunity to host press releases on the CSI blog
- Personalised banners provided on request
- Free entry to submit for the annual CSI Awards
- Access to B2B Matchmaking service ahead of the show
- Invitation to Reunion Party
- Invitation to the Happy Hour Drinks Reception
- All exhibitors at CSI will qualify for a 10% discount on all sponsorship opportunities
- Full access to our world-class two-day conference program
- Unlimited passes for you and your colleagues

WHO ATTENDS?



VIP Attendees Include:

Director, Newbuild - Norwegan Cruise Lines
Senior Director of Interior design & Architecture - Carnival Cruise Line
Head of Newbuild Design - Hapag-Lloyd
Architecture Newbuild and Modernization - Royal Caribbean Group
Director Interior Design - Princess Cruise Lines
Interior Designer - Disney Cruise Line
Chief Procurement Office - MSC Cruises
Director of Interiors - Virgin Voyages
Vice President - Regent Seven Seas Cruises
Senior Architect/Design Director - YSA Design
Senior Buyer, Refurbishment - Royal Caribbean Group
Vice President Newbuild - MSC Cruises



Representatives From:



"If there was **one road to take**, one harbor to enter, one occasion **not to be missed**, for anyone working in the **naval industry**, it would be **Cruise Ship Interiors Expo.**"

Naval Interior | Cruise Ship Interiors Expo Exhibitor

CSI Expo attracts attendees from **79 countries**



Industry Performance

Despite the cruise industry being hit hard by the 2020 global pandemic, the industry remains in a strong position with many cruise lines reporting record bookings for 2021 and onwards. The newbuild marketing is booming with the following confirmed newbuilds on order;

2021: 28 SHIPS



2022: 29 SHIPS



2023: 21 SHIPS



2024: 9 SHIPS



2025: 8 SHIPS



All of this, accompanied with a busy refurbishment schedule over the next two years, makes it the perfect time to get your product in the forefront of the buyers minds, by exhibiting at Cruise Ship Interiors Expo America 2021.

Show Stats

Of course we are going to say our show is fantastic and world-leading, what event organiser wouldn't. And in our case, we have these fantastic stats to back it up.

115% onsite rebook rate	73% received a better ROI than expected from exhibiting
98% of attendees were satisfied with the show	70% attend to network among the industry
96% of attendees rates the show as important	58% attend to see new products
94% of exhibitors were satisfied with the show	48% attend to identify new opportunities
77% felt the event increased the awareness of their brand/ product/services within the industry	25% of the audience placed orders of the value between \$200,000 and \$1 million

Industry Leaders

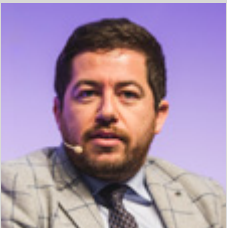
We are extremely fortunate to be working with the brightest minds and most established designers in the industry, making up our Advisory Board. Not only does our Advisory Board help shape the focus of the event, they are also huge advocates of the event and attend the two days, walking the show floor and taking part in our outstanding conference program.



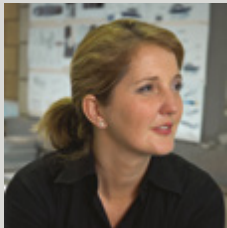
Anne Mari Gullikstad
CEO | YSA Design



Boris Ruskovsky
Senior Director Vessel Refurbishment | Norwegian Cruise Line



Antonio Di Nenno
Architect Director | MSC Cruises



Dee Cooper
Senior Vice President of Design & Customer Experience | Virgin Voyages



George Scammell
Director, Interior Design & Operations | Holland America Group, Princess Cruises



Greg Walton
CEO & Founding Partner | Studio DADO



My Nguyen
Director Interior Design & Operations | Seabourn & Holland America Line



Perta Ryberg
Head of Design | P&O Australia

“I’m privileged to have a career spanning the hospitality, cruise and design industry. The camaraderie shown throughout these challenging times, has been **nothing short of inspirational**. In October, at the **Cruise Ship Interiors Expo & Cruise Hospitality Expo America**, I once again look forward to being **inspired by the people** in our industry”

David McCarthy | Marine Development Director | AD Associates



DATES & TIMES

Wednesday 27th October 2021

Reunion Party

Thursday 28th October 2021

10:00am - 5:00pm

Friday 29th October 2021

10:00am - 4:00pm

RATECARD

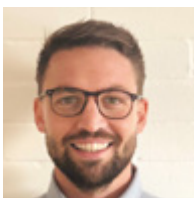
BOOTH SIZE (SQ FT)

PRICE (\$)

100	4,600
150	6,900
200	8,800
300	13,200
400	15,600
600	23,400

LIMITED SPACE AVAILABLE

BOOK YOUR BOOTH NOW



Contact us today:
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 +44 1273 086330

AN ELITE EXHIBITIONS EVENT

