



CLIA OPENS DOORS



you're invited to become an executive partner

an investment in the future

ABOUT CLIA'S EXECUTIVE PARTNER PROGRAM

The CLIA member lines include the largest and most innovative passenger cruise lines that call on hundreds of ports in the United States and abroad. Each year CLIA's overnight cruise ship operators carry more than 12 million passengers on over 175 ships.

The **CLIA Executive Partner program** is endorsed by CLIA member lines. This program fosters a unique alliance between the cruise lines and strategic industry suppliers to create a forum for information exchange and an opportunity to work together to address industry issues and generate new business.

We invite you to join CLIA's Executive Partner program and become part of a highly visible network of quality providers given exclusive access to the top decision-makers in the cruise industry.



"The Berkely Group is proud to be a Charter Executive Partner of CLIA. We find our association with CLIA to be highly rewarding. It provides us with unparalleled opportunities to gain greater insight into the perspective of the cruise industry on a broad range of significant issues, as well as direct interaction with the industry's most senior management."

Robin Novello
Chief Executive Officer
The Berkely Group

**WE INVITE YOU TO BECOME A
CLIA EXECUTIVE PARTNER**

For more information or to obtain an application form please contact:

CLIA Director of Membership

Gaye Stewart-Loudis • gstewart@cruising.org • 754-224-2205

EXECUTIVE PARTNER PROGRAM BENEFITS:

ACCESS

An unparalleled connection to top industry executives

Leadership Reception – Networking opportunities

Who's Who in the Cruise Line Industry – Annual industry-wide directory

Online Directory and Buyers' Guide – Interactive resource tool with search engine capabilities

Executive Partner Council – As a member, you help guide the direction of your program

Sponsorship – Raise your corporate profile and increase your recognition and visibility

CLIA Staff Contact – Ready to meet the needs of our members

EXPOSURE

Increased visibility that puts you ahead of the competition

Even Keel Newsletter – Company listings and advertisement opportunities; plus a special edition devoted to highlighting corporate sponsors

Web Site – Member listing with links to your site

Cruise Industry Breakout Sessions – Features member line executives available to answer questions and offer advice

Third-Party Spokesperson Program – Lend your expertise to media activities and editorial board briefings

INDUSTRY IMPACT

In numbers, we have a stronger voice in policy development

Congressional Caucus Program – Meet Washington lawmakers, share your views with Congressional leaders and support industry positions

EXCLUSIVITY

Networking opportunities available only to Executive Partners

Leadership Forum – Annual conference

Cruise Line Open House Visitation Program – Inside look and interaction with individual member cruise lines

CLIA Ads – Featuring Executive Partner companies

Cruise Line Contact – CLIA assistance with hard-to-contact members on an as-needed basis

Other – Plaques to display at industry trade shows and use of Executive Partner logo

INFORMATION

Get the news you need to succeed

CLIA Web Site – Hundreds of pages of industry news, research and information

Fast Facts – Monthly industry and Executive Partner update publication

Even Keel – Quarterly newsletter

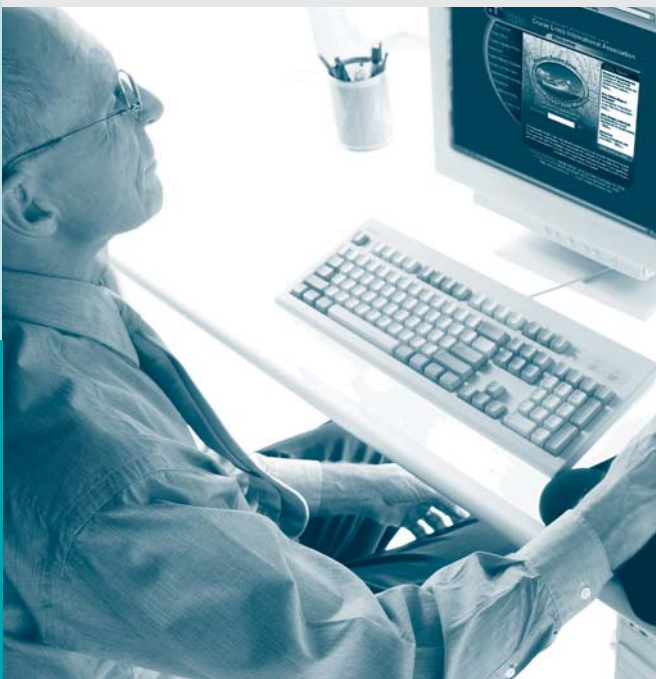
CLIA News Clips – Collection of the day's top industry stories

Market Research and Economic Studies – Access to the most current industry research and data

Who's Who Directory – Corporate listings and contacts for cruise lines at your fingertips

Educational Sessions – Member cruise lines and Executive Partners participate in panel discussions

Executive Partner Presentation Program – Augments educational sessions



"CLIA is to be commended for finding creative ways, year after year, to advance the interests of its diverse group of members, including so many different businesses, ports and others, who work with the cruise lines on a daily basis worldwide."

Larry Kaye
Senior Partner
Kaye, Rose & Partners LLP



CLIA Executive Partners represent progressive

organizations that assist the cruise industry to

increase passenger satisfaction, and to provide a safe,

environmentally sound and socially sustainable

vacation product.

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