

F&B  
@Sea

15-16 April 2026  
Mana Wynwood  
Convention Center  
Miami, FL, USA

# Supplier Marketing & PR Tips to Maximise ROI

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## Supplier PR Toolkit

Take these steps to make the most of F&B@Sea by leveraging tools and opportunities to gain exposure with credible media and attendees at the show.

### 1. Update your company profile details online

Make sure you add your company description and image/logo to your company profile via the [Vendor Resource Centre](#). The supplier list receives thousands of views, so complete your profile as soon as possible to ensure you don't miss out.

To get started, go to Supplier Resource Centre and enter your email address. If it is your first time logging in\*, you will receive an email from [service@mapyourshow.com](mailto:service@mapyourshow.com) (subject line "Access Granted") with a link to set your password.

### Maximise your ROI via Smart Bundles

Get an enhanced floor plan listing, easily collectleads and add products, press releases, videos,scheduled events and more to your profile viathis powerful add-on

[Learn more](#)

### 2. Spread the word about your brand at F&B@Sea

Let clients know you're exhibiting and invite them to join you using VIP Guest Invites – a program that provides bespoke marketing materials for you to share.

Share social banners, a link to your custom landing page, or send a custom email to your network. [Get started here!](#)

Haven't received your dashboard?  
[Email them](#) or call +1 800 211 6570.

\*Please note: Supplier login can only be accessed by the Logistics Contact or a user that the Logistics Contact adds into the Vendor Resource Centre.

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## 3. Join the conversation on social media

Follow F&B@Sea and tag them in your posts in the following channels:



**Facebook:** 3.5k followers  
[@SeatradeCruiseEvents](#)



**X (Formerly Twitter):** 8.8k followers  
[@SeatradeCruise](#)



**Instagram:** 5.8k followers  
[@SeatradeCruiseEvents](#) +  
[@fnb\\_at\\_sea](#) (new account)



**LinkedIn:** 32k followers  
[@SeatradeCruise](#)

Use our official hashtag #FnBSea and be sure to post before, during and after the show to maximise your exposure.

## 4. Connect with the press

Look for the most up-to-date list of pre-registered media. **Start your press outreach 3-4 weeks before F&B@Sea**, so mark your calendar for early March! The pre-registered media list want to hear about exhibitor news leading up to the event. The list is updated every 2 weeks.

[View registered media contacts](#)

## Tips for communicating with the press

- **Contact members individually** in a context relevant to their publication. Before reaching out, research the journalist/outlet to understand their audience and the subjects they write about.
- Include your **booth number** and **key spokespeople** available for interviews
- **Talk specifically about how/why your product/service is newsworthy**
  - Why would their audience find your news interesting? What is different about it?

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## Press Tips Continued:

- **Keep it short** – media are more likely to read something concise and relevant.
- Include a high-quality image to support your content

## Want to upload a press release?

F&B@Sea owns its brand and content and must approved any third-party use of said brands/content. Uploading a press release is only available to those with a Smart Bundle package. If you already have a Smart Bundle, please heed the following to create and share your release:

- The event boilerplate must be included (see last page)
- Include the date and location of the event in the first paragraph: F&B@Sea, 15–16 April 2026, Miami, FL USA
- When finished, upload your press release via the [Vendor Resource Center](#)

## Onsite Information

The 2026 F&B@Sea Press Room is located next to the contractor's office in the white room of the convention centre. There will be signs!

Please note: Suppliers may not display materials in the press room – you may only display hard copies of press materials at your stand.

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## About F&B@Sea

**F&B@Sea 2026 is taking place 15–16 April 2026 at the Mana Wynwood Convention Center.**

F&B@Sea is the leading food and beverage trade show for the cruise industry. It provides a platform for professionals to explore innovations, discover new products, and connect with peers shaping the future of onboard hospitality. This year's event is set to be an unmissable occasion being triple its original size and unveiling an array of exciting new highlights, awards, and experiences tailored to the cruise industry.

### About Seatrade Cruise

Serving the international cruise community since 1970, Seatrade Cruise is the industry's leading platform for collaborating, innovating and connecting. Comprised of the largest cruise events and trades shows, news channels and coveted awards programs, the Seatrade Cruise portfolio reaches more than 20,000 professionals, 4,000+ suppliers, 120+ cruise line brands and 140+ countries.

For more information about Seatrade Cruise Events, visit [seatradeevents.com](https://seatradeevents.com). For access to the latest news and industry updates, visit [seatrade-cruise.com](https://seatrade-cruise.com)