

F&B
@Sea

07-08 April 2027
Mana Wynwood
Convention Center
Miami, FL, USA

F&B@Sea Exhibitor Success Checklist

*Your comprehensive guide
to maximising your
experience at F&B@Sea*

Selling to cruise lines requires preparation, reliability, and a clear understanding of their unique needs. To help you make the most of your time at F&B@Sea, we've compiled key tips to guide you in building connections, showcasing your value, and positioning yourself as a strong partner.



Pre-Event Preparation

☐ Research & Target Cruise Lines

Use the F&B@Sea matchmaking platform to identify which cruise lines will be at the show and research them accordingly so that you can customise your approach. Request meetings with cruise lines that best align with your product (although many cruise line decision-makers prefer to simply walk the show and meet you).

☐ Develop a “Ship-Ready” One-Pager

Fill out the template we provided you to give cruise lines at-a-glance info of your distribution, leads times, pricing & packaging, compliance and scalability details.

☐ Demonstrate Supply Chain Readiness

Prepare evidence on your company’s ability to handle cruise volumes; show contingency planning capabilities; prove you can handle fleet fluctuations and seasonality; Ensure all regulatory and sustainability standards are met.



During the Event

Make a Strong First Impression

☐ Perfect Your 1-Minute Pitch

Lead with guest impact and operational benefits; highlight product relevance and quality; include specific cruise industry benefits

☐ Share Your “Ship-Ready” One-Pager

Bring actionable information for buyers to share internally

☐ Be Ready for Deep Conversations

Discussions could include scalability and contingency plans and procurement timelines.

☐ Network Strategically

Maximise opportunities at F&B@Sea by being present in the matchmaking café, Lido Deck and attending panels, workshops & networking events such as the F&B@Sea Awards. Ensure you take note of prospective client contact details.

☐ Focus on relationship building, not just sales



Post-Event Follow-Up

☐ Stay Organised & Relationship-Focused

Maintain detailed contact records, document specific questions & requests, note follow-up commitments and timelines

☐ Execute Comprehensive Follow-Up Communications Detailed Follow-Up Email

Send detailed follow-up emails within 3-4 days that include ship-ready one-pagers, spec sheets, certifications, pricing tiers, MOQs, lead times, and port coverage details. Address specific questions from meetings and proactively request next steps such as follow-up calls, additional samples, or pilot program discussions.

Maintain Professional Service Standards

Assign dedicated support teams to respond promptly to all inquiries and highlight ongoing support capabilities. Build client confidence through quick issue resolution and demonstrate reliability in service delivery.

Practice Strategic Patience & Professional Persistence

Understand and respect client procurement cycles, including quarterly or annual buying timelines. Handle rejections gracefully while keeping relationships open for future opportunities, focusing on substantive updates rather than pushy follow-ups.