



FLORIDA-  
CARIBBEAN  
CRUISE  
ASSOCIATION

Together We Are Strong...

Tenth Annual  
FCCA Caribbean  
Cruise Conference & Trade Show

---

October 7 -10, 2003  
St. Maarten

Join the FCCA Team,  
Register Today!

**FCCA MEMBER CRUISE LINES**

Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines  
Cunard Line • Disney Cruise Line • Holland America Line  
Norwegian Cruise Line • Princess Cruises • Royal Caribbean International  
Seabourn Cruise Line • Topaz International Cruises

# Preliminary Agenda ~ St. Maarten

## October 6th - 10th, 2003



### Monday, October 6th

8:00 AM - 5:00 PM Exhibition Set-up  
2:00 PM - 8:00 PM Registration Open  
5:00 PM - 9:00 PM Exhibitor Move-in



### Tuesday, October 7th

6:30 AM - 1:30 PM Golf Tournament & Award Ceremony Luncheon  
*Separate Registration Required*  
Exhibitor Move-in  
8:00 AM - 1:00 PM  
9:00 AM - 1:00 PM Tours  
10:00 AM - 2:30 PM Registration Open  
2:30 PM - 3:30 PM **Trade Show Opening** - Cocktail Reception  
3:00 PM - 6:00 PM Trade Show Open  
**('Silent' Cruise Auction - Bidding Opens)**  
4:00 PM - 7:00 PM Registration Open  
7:00 PM - 8:00 PM Business Card Exchange - Cocktail Reception &  
**Live Art Auction**  
*Cruise Executives & Conference Delegates ONLY*  
8:00 PM - 11:00 PM Welcome Party @ MAHO Beach Resort



### Wednesday, October 8th

7:00 AM - 8:15 AM Breakfast  
7:00 AM - 8:15 AM Exclusive Breakfast & Meeting  
*Cruise Executives ONLY*  
7:30 AM - 12:00 PM Registration Open  
8:30 AM - 9:45 AM **Conference Grand Opening**  
10:00 AM - 11:00 AM Coffee Break @ Trade Show  
10:00 AM - 12:00 PM Trade Show Open  
**('Silent' Art Auction - Bidding Opens)**  
10:30 AM - 12:00 PM Workshops - Session I  
12:00 PM - 1:30 PM Lunch  
1:30 PM - 3:30 PM CEO/Presidents & Ministers Meeting  
*By INVITATION ONLY*  
1:30 PM - 3:30 PM **Informal Breakouts, one-on-one meetings - Registration**  
*Conference Delegates ONLY*  
1:30 PM - 5:30 PM Trade Show Open  
3:00 PM - 4:00 PM Coffee Break @ Trade Show  
3:30 PM - 5:30 PM Informal Breakouts, one-on-one meetings - Session I  
*Cruise Executives & Conference Delegates ONLY*  
7:00 PM - 11:00 PM ST. MAARTEN Night Extravaganza @ The Port



### Thursday, October 9th

7:00 AM - 8:30 AM Breakfast  
8:30 AM - 11:30 AM Trade Show Open  
8:30 AM - 11:30 AM Informal Breakouts, one-on-one meetings - Session II  
*Cruise Executives & Conference Delegates ONLY*  
9:30 AM - 10:30 AM Coffee Break @ Trade Show  
11:30 AM - 1:30 PM Exclusive Lunch & Meeting  
*Cruise Executives & Associate/Platinum Members ONLY*  
11:30 AM - 1:30 PM Lunch  
1:30 PM - 3:30 PM Trade Show Open  
2:00 PM - 3:30 PM Workshops - Session II  
3:30 PM - 4:30 PM Cocktail Reception - **Art & Cruise Auction Award Ceremony**  
4:30 PM - 6:00 PM Workshops - Session III  
3:30 PM - 7:30 PM Exhibitor Move-out  
7:30 PM - 11:30 PM Conference Closing Party @ Marigot, ST. MARTIN



### Friday, October 10th

7:30 AM - 9:00 AM Breakfast  
9:00 AM - 1:00 PM Tours  
9:00 AM - 3:00 PM Exclusive Tour & Lunch  
*Cruise Executives & Associate/Platinum Members ONLY*  
8:00 AM - 5:00 PM Exhibition Break-Down



# President's Message

The Florida-Caribbean Cruise Association's mandate is to foster a better understanding of the cruise industry while developing cooperative relationships with our public and private sector destination partners, to create a win-win situation for all.

The FCCA Conference and Trade Show continues to be an integral forum for establishing and maintaining cooperative linkages between the cruise industry and our partners. The time is now to further our efforts to increase communication and forge even stronger relationships as we commit to work together. . . Together We Are Strong!

The Annual FCCA Caribbean Cruise Conference and Trade Show represents a culmination of the cruise industry's efforts and this year's Conference in St. Maarten, October 7-10, 2003 reflects the focus of the industry in its theme to 'hold the helm and stay the course.'

I look forward to welcoming all our good partners, old and new, to the FCCA team...

Together We Are Strong!

Regards,

Michele M. Paige



# General Information

## CONFERENCE OVERVIEW

For many cruise executives, Caribbean destinations, suppliers and tour operators, the annual FCCA Caribbean Cruise Conference & Trade Show is the premier industry event of the year to meet with key players, analyze industry trends and discuss current issues. It is because of the unique forum provided by the Conference that over 800 cruise industry partners and nearly 100 cruise executives attend each year.

This forum is an information and idea exchange and most importantly the place to develop and improve relationships between cruise-related entities and the cruise industry. The Conference continues to play the invaluable role of educating our Caribbean partners on the intricacies of the cruise industry.

In 2003, the Conference's business sessions, social functions and trade show, will again provide a superb forum for the exchange of information, sharing of ideas and cultivation of valuable business relationships.

## Benefits

- You will increase your cruise industry contact base; dozens of cruise executives from the Operations, Purchasing, Marketing and Shore Excursions areas will be in attendance.
- You will gain insights on what the cruise industry is looking for.
- You will establish a clear vision on how to proceed on the road to success.
- You will save time, effort and money - this is the only time and place where the decision makers from the FCCA Member Lines come together.

## CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Wednesday, October 8, 2003. The keynote address will be given by Mr. Micky Arison, Chairman & CEO, Carnival Corporation and Chairman of the FCCA.

## WORKSHOPS

The Conference offers a number of roundtable discussions led by an impressive roster of industry experts and guest speakers who are specialists in marketing, sourcing (purchasing) and shore excursions. The Conference represents the spirit of mutual understanding and joint problem solving in an effort to increase the revenue Caribbean partners receive from cruise tourism. Each workshop topic will be facilitated by cruise executives from the FCCA Member Lines with expertise in that specific area. The workshops will each be limited to approximately 100 delegates to provide for an intimate setting, allowing intimate discussions, group participation, feedback and relationship building with everyone in attendance.

## INFORMAL BREAKOUT SESSIONS (One-on-one meetings)

Throughout the FCCA Conference, delegates will have the opportunity to meet with cruise executives from the FCCA Member Lines. To further the relationship and offer detailed information to your new contacts, designated times have been set aside for all delegates to meet with cruise executives on a "one-on-one" basis (meetings limited to 10 minutes each). Requests for meetings are the responsibility of the delegates and should be made at the break-out sessions. *Appointments will be made at the discretion and availability of each cruise executive.*

## TRADE SHOW

The exhibition, business sessions and social functions have been integrated to provide exhibitors with a better opportunity to showcase their destinations, goods and services to the FCCA Member Lines who are committed to work with you. *Exhibition floor plan will be available in August, 2003.*

## PROGRAM ADVERTISING

Reach all FCCA conference attendees and Member Lines' cruise executives with your advertisement in the 2003 FCCA Caribbean Cruise Conference & Trade Show Program. All Member Lines will receive additional copies of the Program, to be distributed to cruise executives not in attendance.

## FCCA GOLF CLASSIC (Benefiting the FCCA Foundation for the Caribbean)

This is your chance to tee-off with some of the industry's top cruise executives. FCCA's 6th Annual Golf Tournament is a fun-filled shotgun style (teams of four, where only the best shot is played) event slated for Tuesday, October 7th. Play in a foursome hosted by a cruise executive and raise funds for a worthy cause.

## SILENT AUCTION

The FCCA Member Lines will be providing cruise vacations for a Silent Auction, where cruises will go to the highest bidder at a fraction (20% - 40%) of their retail value. The Silent Auction will be held at the FCCA booth in the Trade Show.

## TRANSPORTATION

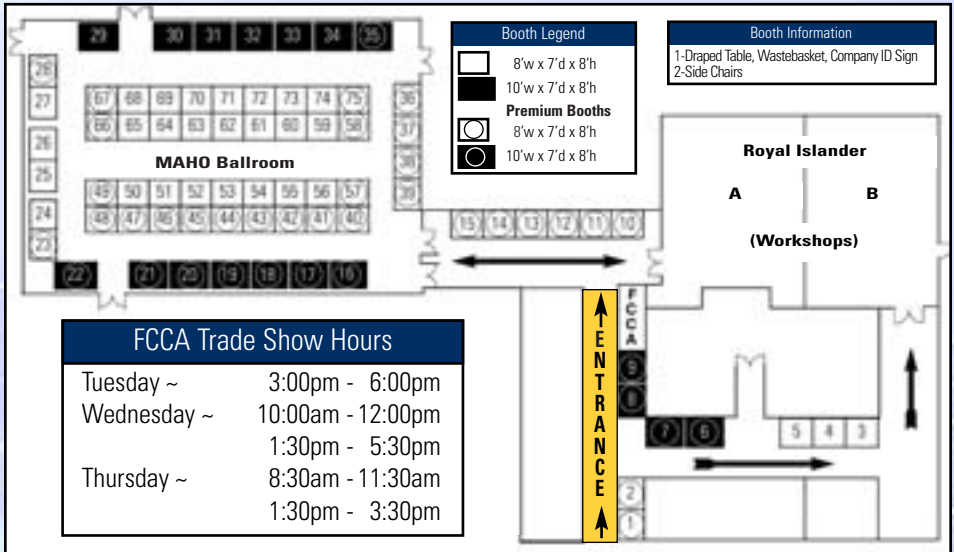
Complimentary transportation to and from the airport and all Conference events will be provided to all registered attendees staying at the official FCCA Conference Hotels. Specific times and details for event shuttles will be available at the participating hotels. **You must wear your Conference badge for shuttle service.**

## QUESTIONS & REGISTRATION

If you have any questions regarding the Conference, Trade Show or any information in this brochure, please contact the FCCA office - Tel: 954-441-8881 • Fax: 954-441-3171 • E-mail: [stmaarten@f-cca.com](mailto:stmaarten@f-cca.com).

# FCCA Trade Show

## MAHO Beach Resort Trade Show Floorplan



NOTE: The price of each booth includes one (1) complimentary exhibitor registration which includes admittance to all social functions but NOT the Conference business sessions or workshops.

## Exhibitor Terms

### 1. Set-Up

Monday, October 6, 8:00 am to 5:00 pm and Tuesday, October 7, 8:00 am to 1:00 pm. All booths must be ready for final inspection by show management at 1:00 pm.

### 2. Tear-Down

Thursday, October 9, 6:00 pm, to 10:00 pm and Friday, October 10, 8:00 am to 10:00 am. No company may dismantle their booth prior to close of trade show.

### 3. Participation

The booth fee charged is based upon occupancy by the registered exhibitor. If a company wishes to share the space, permission should be obtained from the FCCA and an additional \$495 will apply. This extra fee entitles you to an independent listing in the official program, a separate identification sign at the booth and an exhibitor badge.

### 4. Exhibits

Exhibit material shall only be distributed or displayed from the exhibitor's own booth. At the close of the exhibition and no later than 10:00 am Friday, October 10th all exhibit material shall be removed and cleared from the exhibition space by the exhibitor and vacant possession shall be delivered to the organizer in as good and clean condition as was delivered and made available to the exhibitor. Any property remaining after 10:00 am Friday, October 10th will be removed at the exhibitor's expense and disposed of. During the exhibition, the exhibitor shall be responsible for the good conduct of their own employees, servants, agents, contractors and guests.

### 5. Liability and Insurance

All property of the exhibitor remains under his custody and control. Although the FCCA will provide appropriate security service, and will make every effort to insure the security of the trade show, it is recommended that exhibitors obtain insurance coverage. The exhibitor acknowledges that the FCCA does not maintain insurance covering any liability of the exhibitor or its property and that it is the sole responsibility of the exhibitor to obtain insurance, covering such losses.

The exhibitor assumes the entire responsibility and hereby agrees to indemnify and save the FCCA, its employees and agents and the exhibition center operator harmless against all claims, losses, damages to persons or property. The exhibitor agrees to indemnify and hold the organizer harmless on demand against all claims, liabilities, losses, suits, damages, judgements, expenses, costs and charges of any kind arising out of the default or negligence of, or any damages caused by the organizer, organizer's agents, servants, employees, contractors and guests.

If the exhibition is cancelled or postponed due to any force or cause beyond the reasonable control of the organizer, the organizer will only be required to refund payments made to it by the exhibitor to the extent of recovery by the organizer from others.



# Hotel & Travel Information

We are pleased to offer you the following special travel rates. In order to ensure that you are able to stay in the hotel of your choice at the lowest rate available with the most convenient flight schedule, we strongly recommend you make all travel arrangements as early as possible.



**Hotel Rates: Start at US \$115 plus applicable taxes.**

Tel: 599-545-2115 ext. 4310 • Fax: 599-545-5054 • E-mail: [resv@mahobeach.com](mailto:resv@mahobeach.com)

Please contact the hotel directly with any questions regarding your stay and to make your reservations. Discounted rates may not be available if booked after **September 15, 2003**. Be sure to identify yourself as an FCCA Conference participant to guarantee rate.

**American Airlines®**  
COACH HAS MORE CLASS™

American Airlines is the official airline of the 2003 FCCA Caribbean Cruise Conference & Trade Show, offering Conference attendees the following rates:

- Lowest published fares for round-trip coach-class tickets waiving rules and restrictions for anyone traveling to the FCCA Conference.

To make your reservations please call **American Airlines at 787-791-3939** and refer to **Starfile FCCA03 (FCCA zero three)**. Tickets can be issued at any American Airlines' travel center or at any airport. Fares are applicable from October 2, 2003 through October 15, 2003 (*last day for travel*). Allotted tickets must be used during this validity period.

Reservations must be completed 14 days prior to departure and payment must be received 7 days before departure. Any changes (including name changes) made after tickets are issued, as well as refunds, are subject to an administrative fee of US \$100.00.

# FCCA Conference & Trade Show 2003 Registration Form

## CONTACT INFORMATION

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Area of Interest:     Shore Excursions     Purchasing     Marketing     Operations     Other

## REGISTRATION OPTIONS

Delegate(s) \_\_\_\_\_ x \$ 595.00 = \_\_\_\_\_

**Associate Members** - Delegate(s) \_\_\_\_\_ x \$ 545.00 = \_\_\_\_\_

*(Up-to-date FCCA Associate Membership required.)*

Exhibitor(s) \_\_\_\_\_ x \$ 395.00 = \_\_\_\_\_

Trade Show Booth(s) ~ (10' x 7') \_\_\_\_\_ x \$ 1,900.00 = \_\_\_\_\_

Trade Show Booth(s) ~ (8' x 7') \_\_\_\_\_ x \$ 1,700.00 = \_\_\_\_\_

Trade Show Booth(s) - Premium Location \_\_\_\_\_ x \$ 400.00 = \_\_\_\_\_

**Exhibitors:** Please indicate how you wish your company name to read on your booth:

Guest (Social functions ONLY) \_\_\_\_\_ x \$ 345.00 = \_\_\_\_\_

*(Guest registration must be accompanied by Delegate or Exhibitor registration.)*

FCCA Golf Classic Tournament \_\_\_\_\_ x \$ 195.00 = \_\_\_\_\_

*(Please submit your team preferences and handicap, if any, on a separate sheet of paper.)*

**TOTAL = \_\_\_\_\_**

**PLEASE PRINT OR TYPE THE NAME(S) & TITLE(S) AS THEY SHOULD APPEAR ON THE BADGES.**

Name	Title	Delegate	Exhibitor	Guest	Golf
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## PAYMENT OPTIONS

Check /money order must be in **U.S. dollars drawn on a U.S. bank** and made payable to the Florida-Caribbean Cruise Association.

Credit card *(Signature of cardholder and completed registration required for processing.)*

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print Name of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

## PAYMENT & CANCELLATION POLICY

*Cancellations must be in writing. There will be a minimum cancellation fee of \$100. No refunds will be offered after **September 15, 2003**. By submission of this registration form, delegate / exhibitor agrees to the terms and conditions as stated in the FCCA Conference Brochures.*

**FLORIDA-CARIBBEAN CRUISE ASSOCIATION**

11200 Pines Blvd., Suite 201 • Pembroke Pines, Florida 33026

Tel: (954) 441-8881 • Fax: (954) 441-3171 • E-mail: [stmaarten@f-cca.com](mailto:stmaarten@f-cca.com) • Website: [www.f-cca.com](http://www.f-cca.com)



FLORIDA - CARIBBEAN CRUISE ASSOCIATION  
11200 Pines Blvd., Suite 201  
Pembroke Pines, Florida 33026

# Mark Your Calendar!

St. Maarten

October 7-10, 2003

