



FLORIDA-  
CARIBBEAN  
CRUISE  
ASSOCIATION

**Together We Are Strong...**

**Tenth Annual  
FCCA Caribbean  
Cruise Conference & Trade Show**

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**October 7 - 10, 2003  
St. Maarten**

**Join the FCCA Team,  
Register Today!**

**MEMBER LINES**

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

# President's Message

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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 continue 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!

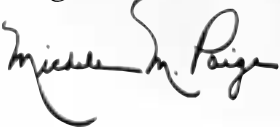
The Annual FCCA Caribbean Cruise Conference and Trade Show represents a culmination of the cruise industry's efforts and this year's Conference in St. Maarten, October 7-10, 2003 reflects the focus of the industry, in its theme to 'hold the helm and stay the course.'

Don't miss this opportunity to meet and develop business/social relationships with some of the industry's top executives. Take full advantage of this opportunity to gain valuable information and to foster/establish relationships with the cruise executives from the FCCA Member Lines who are committed to work with you!

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

Together We Are Strong!

Regards,



Michele M. Paige



# Preliminary Agenda ~ St. Maarten

## October 6th - 10th, 2003

### Monday, October 6th

8:00 AM -	5:00 PM	Exhibition Set-up
3:00 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 & Luncheon @ Golf Course <i>Separate Registration Required</i>
8:00 AM -	1:00 PM	Exhibitor move-in
9:00 AM -	1:00 PM	Tours
10:00 AM -	2:30 PM	Registration Open
2:30 PM -	3:30 PM	Cocktail Reception @ Trade Show
3:00 PM -	6:00 PM	Trade Show Grand Opening
3:30 PM -	7:00 PM	Registration Open
7:00 PM -	8:00 PM	Business Card Exchange Cocktail <i>Cruise Executives &amp; Conference Delegates ONLY</i>
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 <i>Cruise Executives ONLY</i>
8:00 AM -	12:00 PM	Registration Open
8:45 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
10:00 AM -	12:00 PM	CEO/Presidents & Ministers Meeting – <i>By Invitation ONLY</i>
12:00 PM -	2:00 PM	Lunch
2:00 PM -	5:30 PM	Trade Show Open
2:00 PM -	5:30 PM	Informal Breakouts, one-on-one meetings <i>Cruise Executives &amp; Conference Delegates ONLY</i>
2:00 PM -	5:30 PM	Registration Open
3:00 PM -	4:00 PM	Coffee Break @ Trade Show
7:00 PM -	11:00 PM	St. Maarten Night Extravaganza @ The Port

### Thursday, October 9th

7:30 AM -	9:00 AM	Breakfast
9:00 AM -	11:30 AM	Trade Show Open
9:00 AM -	11:30 AM	Informal Breakouts, one-on-one meetings <i>Cruise Executives &amp; Conference Delegates ONLY</i>
10:00 AM -	11:00 AM	Coffee Break @ Trade Show
11:30 AM -	1:30 PM	Exclusive Lunch & Meeting <i>Cruise Executives &amp; Platinum Associate Members ONLY</i>
11:30 AM -	1:30 PM	Lunch
1:30 PM -	3:00 PM	Workshops - Session I
1:30 PM -	6:00 PM	Trade Show Open
3:00 PM -	5:00 PM	Presentations/Q & A @ Trade Show
3:30 PM -	5:00 PM	Workshops - Session II
5:00 PM -	6:00 PM	Cocktail Reception @ Trade Show Closing
6:00 PM -	8:00 PM	Exhibitor Tear-Down
7:00 PM -	11:00 PM	Conference Closing Party @ MARIGOT

### Friday, October 10th

7:30 AM -	9:00 AM	Continental Breakfast
8:00 AM -	10:00 AM	Exhibitor Tear-Down
9:00 AM -	1:00 PM	Tours
9:00 AM -	3:00 PM	Exclusive Tour & Lunch <i>Cruise Executives &amp; Associate Members ONLY</i>
10:00 AM -	6:00 PM	Exhibition Break-Down



# General Information

## CONFERENCE OVERVIEW

For man 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 7, 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 off& 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 by May 1, 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 auction will take place at the FCCA booth in the exhibition and will be held throughout the Conference.

## TRANSPORTATION

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

## HOTEL INFORMATION

We are pleased to offer you the special hotel rate of \$115 plus applicable taxes. In order to ensure that you are able to book your stay in the hotel at the lowest rate available, we strongly recommend you make all travel arrangements as early as possible. Please contact the hotel directly with any questions regarding your stay and to make reservations. Be sure to identify yourself as an FCCA Conference participant to guarantee special rates.

**Maho Beach Resort** - Tel: 599-545-2115 ext. 4310 • Fax: 599-545-5054 • E-mail: yvonneh@mahobeach.com.

## 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.

# 2003 Registration Form

## Contact Information

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

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

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 = \_\_\_\_\_

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 YOUR BADGE.**

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"/>
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_____	_____	<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 7, 2003. By submission of this registration form, delegate / exhibitor agrees to the terms and conditions as stated in the FCCA Conference Brochures.*

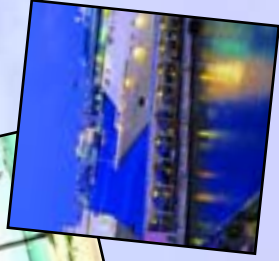
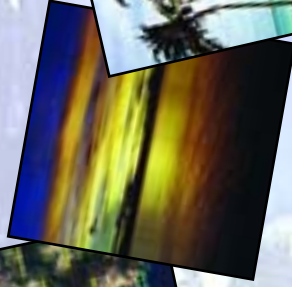
**Florida-Caribbean Cruise Association**

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Pembroke Pines, Florida 33026



*Mark Your  
Calendar!*

*St. Maarten  
October 7-10, 2003*

