



Florida-Caribbean Cruise Association



13th Annual FCCA Caribbean Cruise Conference & Trade Show October 31-November 3, 2006

FCCA Member Lines

Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines
Cunard Line • Disney Cruise Line • Holland America Line
MSC Cruises (USA) Inc. • Norwegian Cruise Line • Princess Cruises
Regent Seven Seas Cruises • Royal Caribbean International • Windstar Cruises

President's Message



The Florida-Caribbean Cruise Association's mandate is to foster a better understanding of the cruise industry and to develop cooperative relationships with our destination partners at both the public and private sector levels in order to create a win-win situation for all.

If you are doing business with the cruise industry, or would like to be doing business with them, you need to be at this event - the 13th annual FCCA Caribbean Cruise Conference & Trade Show taking place in Grand Cayman October 31-November 3, 2006.

In 2006, the Conference's business sessions, social functions and trade show will again provide a superb forum to cruise industry partners for the exchange of information, sharing of ideas and cultivation of valuable business relationships.

Conference Benefits

- Increase your cruise industry contact base - dozens of cruise executives from the Operations, Purchasing, Marketing and Shore Excursions areas will be in attendance and committed to work with you.
- Gain insights on what the Cruise Lines are looking for in terms of shore excursions, products, services and ports of call.
- Establish a clear vision that will map the road to success in your dealings with the Cruise Lines.
- Save time, effort and money - this is the only event where the top decision makers from the 12 FCCA Member Cruise Lines come together for three entire days.

Don't miss this opportunity to meet with and develop business/personal relationships with some of the cruise industry's top executives. I look forward to seeing all our cruise industry partners in Grand Cayman.... You will benefit from this event!

Best regards,

A handwritten signature in black ink that reads "Michele M. Paige". The signature is fluid and cursive, with the first name being the most prominent.

Michele M. Paige

Preliminary Agenda

MONDAY – October 30th

2:00 PM - 5:00 PM Conference & Trade Show Registration (Ritz)
5:00 PM - 9:00 PM Trade Show, Exhibitor Move-in (Westin)
7:30 PM - 9:00 PM Conference & Trade Show Registration (Ritz)

TUESDAY – October 31st

6:30 AM - 1:00 PM FCCA Golf Tournament & Luncheon (Blue Tip Golf Course @ the Ritz)
8:00 AM - 12:00 PM Trade Show, Exhibitor Move-in (Westin)
9:00 AM - 12:00 PM Conference & Trade Show Registration (Ritz)
9:00 AM - 12:30 PM Tours (Tour information will be provided in advance)
1:30 PM - 2:30 PM Cocktail Reception @ Trade Show (Westin)
2:00 PM - 6:00 PM Conference & Trade Show Registration (Ritz)
2:30 PM - 5:30 PM Trade Show Grand Opening (Westin)
4:30 PM - 6:00 PM Informal Breakouts, One-on-One Meetings - Session 1 (Ritz)
Cruise Executives & Delegates ONLY
4:30 PM - 6:00 PM Workshops - Session 1 (Ritz)
7:00 PM - 8:00 PM Business Card Exchange Cocktail Party (Ritz)
Cruise Executives & Delegates ONLY
8:00 PM - 11:00 PM Welcome Party (Ritz)

WEDNESDAY – November 1st

7:00 AM - 8:00 AM Breakfast (Ritz & Westin)
8:00 AM - 12:00 PM Late Registration ~ Conference (Ritz)
8:45 AM - 9:45 AM Conference Grand Opening (Ritz)
10:00 AM - 10:30 AM CEO/Presidents & Ministers Welcome Reception (Ritz)
10:30 AM - 12:00 PM CEO/Presidents & Ministers Meeting (Ritz)
10:30 AM - 11:30 AM Coffee Break @ Trade Show (Westin)
10:30 AM - 12:00 PM Trade Show (Westin)
10:30 AM - 12:00 PM Workshops - Session 2 (Westin)
12:00 PM - 1:30 PM Lunch (Westin)
12:15 PM - 1:30 PM Member Lines CEO Fireside Chat Lunch (Ritz)
1:30 PM - 3:00 PM Workshops - Session 3 (Westin)
1:30 PM - 5:30 PM Trade Show (Westin)
3:00 PM - 4:00 PM Coffee Break @ Trade Show (Westin)
4:00 PM - 6:00 PM Informal Breakouts, One-on-One Meetings - Session 2 (Ritz)
Cruise Executives & Delegates ONLY
7:00 PM - 8:00 PM Exclusive Cocktail Party (T.B.A.)
Cruise Executives & Ministers ONLY
8:00 PM - 11:30 PM Grand Cayman's Night Extravaganza (Boatswain's Beach)

THURSDAY – November 2nd

7:00 AM - 8:30 AM Breakfast (Ritz & Westin)
8:30 AM - 11:30 AM Informal Breakouts, One-on-One Meetings - Session 3 (Ritz)
Cruise Executives & Delegates ONLY
9:00 AM - 12:00 PM Trade Show (Westin)
10:00 AM - 11:00 AM Coffee Break @ Trade Show (Westin)
12:00 PM - 2:30 PM Exclusive Lunch & Meeting (Ristorante Pappagallo)
Cruise Executives & Platinum Members ONLY
12:00 PM - 2:30 PM Lunch (Ritz & Westin)
12:00 PM - 7:00 PM Trade Show, Exhibitor Tear-down (Westin)
2:30 PM - 4:00 PM Informal Breakouts, One-on-One Meetings - Session 4 (Ritz)
4:00 PM - 4:30 PM Coffee Break @ Workshops
4:30 PM - 6:00 PM Workshops - Session 4 (Ritz)
7:30 PM - 11:30 PM Conference Closing Party (George Town Cruise Terminal)

FRIDAY – November 3rd

9:00 AM - 12:30 PM Tours (Tour information will be provided in advance)
9:00 AM - 3:00 PM Exclusive Tour & Lunch (T.B.A.)
Cruise Executives & Platinum/Associate Members ONLY

General Information

CONFERENCE OVERVIEW

For many cruise executives, 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 industry players, analyze trends and discuss current issues. It is because of the unique forum provided by the Conference that nearly 1,200 cruise industry partners, including approximately 100 cruise executives, attend each year.

WHO SHOULD ATTEND?

- Ports & Destinations
- Cruise & Tourism Agencies
- Tour Operators
- Attractions
- Suppliers
- Ship Agents

CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Wednesday, November 1, 2006. The keynote address will be given by Micky Arison, Chairman of the FCCA and Chairman & CEO, Carnival Corporation.

WORKSHOPS

The Conference offers a number of round-table discussions led by an impressive roster of industry experts and guest speakers who are specialists in marketing, sourcing, shore excursions and operations. The following is a preliminary sampling of this year's workshop topics:

- Port/Destination Experience
- Shore Excursion Q & A
- Purchasing Q & A
- Effective Strategies in Competing for Consumer Discretionary Spending
- Post Hurricane Response-Lessons Learned

INFORMAL BREAKOUT SESSIONS – One-on-One Meetings

The FCCA will pre-set personal meetings with cruise executives, however, you must be pre-registered as a Delegate and paid in full in order to schedule one-on-one meetings. **All meetings must be pre-assigned prior to the conference as there will not be an opportunity to register on site - No Exceptions!** Separate information will be sent at a later date. (Meetings will be arranged on a first-come, first-served basis at the discretion of the cruise executives and will be limited to 10 minutes each).

FCCA GOLF CLASSIC

This is your chance to tee-off with some of the industry's top cruise executives. FCCA's Annual Golf Tournament is a fun-filled shotgun style (teams of four, where only the best shot is played) event slated for Tuesday, October 31st. Don't miss this opportunity to play in a foursome hosted by a cruise executive and contribute to a worthy cause (All proceeds benefit the FCCA Foundation for the Caribbean).

CRUISE 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. (All proceeds benefit the FCCA Foundation for the Caribbean).

QUESTIONS AND INFORMATION

If you have questions regarding the Conference, Trade Show or any other information in this brochure, please contact the FCCA office @ Tel: 954-441-8881, Fax: 954-441-3171 or E-mail: tcannici@f-cca.com.

Travel Information

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



The Ritz-Carlton



The Westin Resort & Spa

Please contact the Ritz-Carlton or the Westin Resort & Spa, the official Conference hotels, directly with any questions you may have regarding your stay and to make your reservations. Be sure to identify yourself as an FCCA Conference participant to guarantee rate. Discounted rates may not be available if booked after October 1, 2006. Rates start at US \$149 at the Westin and US \$209 at the Ritz-Carlton, plus applicable taxes and fees.

- The Ritz-Carlton ~ Tel: 345-943-9000 or 800-241-3333
- The Westin ~ Tel: 345-945-3800 ext. 6012 • Fax: 345-949-5825 • E-mail: mgrres@candw.ky

Cayman Airways

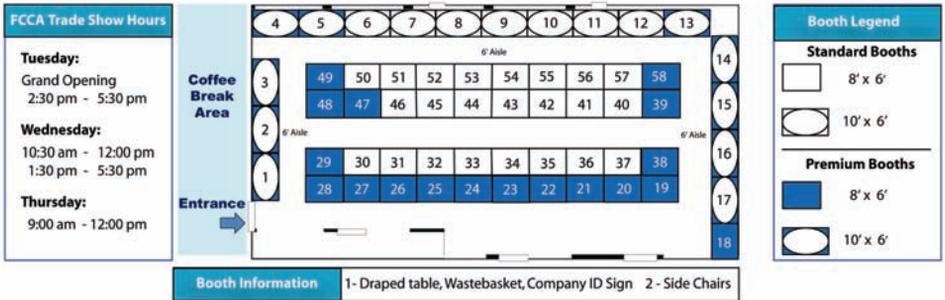
Cayman Airways is the official airline of the 2006 FCCA Caribbean Cruise Conference & Trade Show, and is offering FCCA Conference attendees special fares.

To make your reservations please call Cayman Airways directly at 305-266-4141 or 800-343-6565, Monday to Friday 9:00 AM to 6:00 PM, and mention "Booking Code FCCA06."

Valid travel dates are : Oct. 20 - Nov. 10. Tickets must be purchased no later than 7 days prior to departure. Any changes (including name changes) made after tickets are issued, as well as refunds, are subject to an administrative fee.

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.

Trade Show



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

Exhibitor Terms

SET-UP (Move-In)

Monday, October 30, 5:00 pm to 9:00 pm and Tuesday, October 31, 8:00 am to 12:00 pm. All booths must be ready for final inspection by show management at 1:00 pm.

TEAR-DOWN (Move-Out)

Thursday, November 2, 12:00 pm to 7:00 pm. No company may dismantle their booth set-up prior to the trade show closing.

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 \$100 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.

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 7:00 pm Thursday, November 2nd, 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 7:00 pm Thursday, November 2nd 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. All entertainment/functions, affecting other exhibitors, must be cleared with the FCCA.

LIABILITY & 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.

2006 - Registration Form

Contact Information

Company: _____

Address: _____

City/State/Zip: _____

Country: _____ E-mail: _____

Tel: _____ Fax: _____

Area of Interest: Shore Excursions Purchasing Marketing Operations

Other _____

Registration Options

Delegate(s) # _____ x \$ 650.00 = _____

Associate Member Delegate(s) [Up-to-date Membership required] # _____ x \$ 600.00 = _____

Exhibitor(s) # _____ x \$ 495.00 = _____

Trade Show Booth(s) ~ (10' x 6') # _____ x \$ 2,400.00 = _____

Trade Show Booth(s) ~ (8' x 6') # _____ x \$ 2,100.00 = _____

Trade Show Booth(s) - Premium Location # _____ x \$ 500.00 = _____

Exhibitors ~ Please indicate the Company Name for your booth sign:

Guest (Social functions ONLY) # _____ x \$ 395.00 = _____

FCCA Golf Classic ~ Charity Tournament # _____ x \$ 195.00 = _____

TOTAL = _____

Please PRINT clearly or TYPE the Name(s) & Title(s) of all participants, for their Badge.

NAME & TITLE:

Delegate Exhibitor Guest Golf

Payment Options:

- Check or Money Order, in U.S. dollars drawn on a U.S. bank ~ payable to the FCCA.
- Credit Card (Signature of cardholder and completed registration required for processing).

Card Number: _____ Security Code: _____

Name of Cardholder: _____ Exp. Date: _____

Billing Address: _____

Signature: _____

Payment & Cancellation Policy:

Cancellations must be in writing, there will be a minimum cancellation fee of \$100. No refunds may be offered after *October 15, 2006*.

FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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