



Florida-Caribbean Cruise Association

16th Annual Cruise Conference & Trade Show

October 26-30, 2009



SAINT LUCIA



FCCA Member Lines

Aida Cruises • Azamara Cruises • Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines
Cunard Line • Disney Cruise Line • Holland America Line • MSC Cruises (USA) Inc.
Norwegian Cruise Line • Ocean Village • P&O Cruises • Princess Cruises
Royal Caribbean International • Seabourn Cruise Line

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 us, you need to be at this event - the 16th Annual FCCA Cruise Conference & Trade Show taking place in Saint Lucia October 26-30, 2009.

In 2009, 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 15 FCCA Member Cruise Lines come together for four 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 Saint Lucia.... 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

General Information

CONFERENCE OVERVIEW

For many cruise executives, destinations, suppliers and tour operators, the annual FCCA 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 1,000 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

REGISTRATION

Only registrations received prior to the Conference and paid in full will be deemed a pre-paid registration. Registrations processed at the conference site will be charged a premium rate of \$850 U.S.

CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Tuesday, October 27, 2009. 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 sampling of recent workshop topics:

- Guest Perception is Guest Reality
- How Can the Caribbean Destinations Best Leverage Cruise Tourism to Improve the Current and Future Impact From Cruise Visitors?
- The ABC's of Insurance Program
- How Will the Caribbean Destinations and Cruise Lines Deal With a Challenging Economy and Rapidly Escalating Fuel Costs?

INFORMAL BREAKOUT SESSIONS – One-on-One Meetings

The FCCA will pre-set 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 15 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 27th. Don't miss this opportunity to play in a foursome hosted by a cruise executive and contribute to a worthy cause (Benefiting the FCCA Foundation).

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).

QUESTIONS AND INFORMATION

If you have questions regarding the Conference and Trade Show, please contact the FCCA office at 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.



HOTEL INFORMATION

Please contact Almond Smugglers Cove, the official Conference Hotel, 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 (Code FCCA-1) to guarantee rate. Rates start at US \$160 for single or double occupancy plus applicable taxes.

- Almond Smugglers Cove ~ Tel: 1-800-425-6663 • E-mail: fcca@almondresorts.com

For a complete listing of additional participating hotels please view www.f-cca.com/conference for details and discounted rates.

TRANSPORTATION





American Airlines is offering FCCA Conference attendees discounted rates. To make reservations please call American Airlines Meeting Services Desk at 1-800-433-1790 and refer to file A87H9AF.

Complimentary transportation to and from the airport and all Conference events will be provided to all registered attendees staying at official FCCA Conference Hotels.

Trade Show

FCCA Trade Show Hours	
Tuesday:	Grand Opening 2:30 pm - 5:30 pm
Wednesday:	10:30 am - 12:00 pm 1:30 pm - 5:30 pm
Thursday:	9:00 am - 12:00pm



Booth Information	
• 1- Draped Table, • Chair, • Wastebasket, • Company ID Sign.	
Booth Sizes	
	Standard 8' x 6'
	Premium 8' x 6'
	Standard 8' x 10'
	Premium 8' x 10'

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 26, 1:00 pm to 9:00 pm.

TEAR-DOWN (Move-Out)

Thursday, October 29, 1:30 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 over and above the exhibitor fee. This extra fee entitles you to an independent listing in the official program and a separate identification sign at the booth.

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, October 29, 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, October 29th 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.

Preliminary Agenda

MONDAY ~ October 26th

10:00 AM - 1:00 PM	Conference & Trade Show Registration
3:00 PM - 7:00 PM	Conference & Trade Show Registration
1:00 PM - 9:00 PM	Trade Show, Exhibitor Move-in
5:00 PM - 6:30 PM	Workshops - Session 1

TUESDAY ~ October 27th

7:00 AM - 8:00 AM	Breakfast
7:00 AM - 1:00 PM	FCCA Golf Tournament & Awards Luncheon
8:00 AM - 12:00 PM	Trade Show, Exhibitor Move-in
9:00 AM - 12:00 PM	Conference & Trade Show Registration
9:00 AM - 1:30 PM	Complimentary Tours
12:00 PM - 2:00 PM	Lunch
1:30 PM - 2:30 PM	Cocktail Reception @ Trade Show
2:00 PM - 6:00 PM	Conference & Trade Show Registration
2:30 PM - 4:00 PM	One-on-One Meetings - Session 1
	<i>Cruise Executives & Delegates ONLY</i>
2:30 PM - 5:30 PM	Trade Show Grand Opening
4:30 PM - 6:00 PM	Workshops - Session 2
6:30 PM - 7:30 PM	Conference Opening Ceremony
7:30 PM - 11:00 PM	Welcome Party

WEDNESDAY ~ October 28th

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:00 AM	Conference & Trade Show Registration
9:00 AM - 12:00 PM	One-on-One Meetings - Session 2
	<i>Cruise Executives & Delegates ONLY</i>
10:00 AM - 12:00 PM	CEO/Presidents & Minister Reception/Meeting
10:30 AM - 11:30 AM	Coffee Break @ Trade Show
10:30 AM - 12:00 PM	Trade Show
12:00 PM - 2:00 PM	Lunch
1:30 PM - 4:00 PM	Late Registration
1:30 PM - 5:30 PM	Trade Show
4:00 PM - 5:30 PM	Workshops - Session 3
4:30 PM - 5:30 PM	Coffee Break @ Trade Show
8:00 PM - 11:30 PM	Saint Lucia Night Extravaganza

THURSDAY ~ October 29th

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 10:00 AM	Coffee Break @ One-on-One Meetings
8:00 AM - 10:00 AM	One-on-One Meetings - Session 3
	<i>Cruise Executives & Delegates ONLY</i>
9:00 AM - 12:00 PM	Trade Show
10:00 AM - 11:00 AM	Coffee Break @ Trade Show
10:00 AM - 11:30 AM	Workshops - Session 4
12:00 PM - 2:00 PM	Lunch
12:00 PM - 2:00 PM	Exclusive Platinum Luncheon
	<i>Cruise Executives & Platinum Members ONLY</i>
1:30 PM - 7:00 PM	Trade Show, Exhibitor Tear-down
4:00 PM - 5:30 PM	Workshops - Session 5
4:00 PM - 5:00 PM	Coffee Break @ Workshops
8:00 PM - 11:30 PM	Conference Closing Party

FRIDAY ~ October 30th

9:00 AM - 1:30 PM	Complimentary Tours
9:00 AM - 3:00 PM	Exclusive Tour
	<i>Cruise Executives & Platinum Members ONLY</i>

2009 - Registration Form

Company: _____

Address: _____

City/State/Zip: _____

Country: _____ E-mail: _____

Tel: _____ Fax: _____

Area of Interest: Shore Excursions Purchasing Marketing Operations

Other _____

Pre-Paid Registration Options

Delegate(s) # _____ x \$ 750.00 = _____

Associate Member Delegate(s) [Up-to-date Membership required] # _____ x \$ 700.00 = _____

Exhibitor(s) # _____ x \$ 550.00 = _____

Trade Show Booth(s) - (8 x 6) Standard Location # _____ x \$ 2400.00 = _____

Trade Show Booth(s) - (8 x 6) Premium Location # _____ x \$ 2900.00 = _____

Trade Show Booth(s) - (8 x 10) Standard Location # _____ x \$ 2900.00 = _____

Trade Show Booth(s) - (8 x 10) Premium Location # _____ x \$ 3500.00 = _____

Exhibitors ~ Please indicate the name you wish to have displayed for your booth:

FCCA Golf Classic ~ Charity Tournament # _____ x \$ 250.00 = _____

Onsite Registration

Delegate(s) # _____ x \$ 850.00 = _____

TOTAL = _____

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

NAME & TITLE:

Delegate Exhibitor 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: _____

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 will be offered after September 30, 2009. (No exceptions)

FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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Become Part of Team FCCA, REGISTER TODAY!

www.f-cca.com/conference

