



Florida-Caribbean Cruise Association  
18th Annual Cruise Conference & Trade Show

**Puerto Rico**  
**October 3-7, 2011**



FCCA Member Lines

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

# 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 18th Annual FCCA Cruise Conference & Trade Show, taking place in San Juan, Puerto Rico, October 3-7, 2011.

In 2011, 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 working with you.
- Gain insight 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 14 FCCA Member Cruise Lines come together for four entire days.

Don't miss this opportunity to meet 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 Puerto Rico... You will benefit from this event!

Respectfully yours,

A handwritten signature in black ink that reads "Michele M. Paige". The signature is fluid and cursive, with a large, sweeping initial "M".

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 \$1,200 U.S.

## CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Tuesday, October 4, 2011. The keynote address will be given by Jan Swartz, executive vice president of sales, marketing and customer service for Princess Cruises and Cunard Line, and Chair of CLIA's Marketing Committee.

## 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:

- Sharing of "Best Practices" Cruise Sales & Marketing;
- Keeping Up with New Trends – New and Innovative Tour Options;
- Improving Passenger Destination Experience;
- Q & A – An Interactive Approach to Everything You Want and Need to Know About Working With the Cruise Lines.

## 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 4th. 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).

## 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 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.

# Preliminary Agenda

## MONDAY ~ October 3rd

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 12:00 PM	Trade Show, Exhibitor Move-in (Convention Center)
10:00 AM - 1:00 PM	Conference & Trade Show Registration (Convention Center)
12:00 PM - 2:00 PM	Lunch (Convention Center)
1:00 PM - 9:00 PM	Trade Show, Exhibitor Move-in (Convention Center)
2:30 PM - 4:00 PM	Workshops - Session 1 (Convention Center)
3:00 PM - 7:00 PM	Conference & Trade Show Registration (Convention Center)
4:30 PM - 6:30 PM	One-on-One Meetings - <b>Cruise Executives &amp; Platinum Members ONLY</b> (Convention Center)
7:00 PM - 9:00 PM	Dinner - Sheraton Poolside

## TUESDAY ~ October 4th

7:00 AM - 8:00 AM	Breakfast
7:30 AM - 1:30 PM	<b>FCCA Golf Tournament &amp; Awards Luncheon</b>
8:00 AM - 12:00 PM	Trade Show, Exhibitor Move-in (Convention Center)
9:00 AM - 12:00 PM	Conference & Trade Show Registration (Convention Center)
9:00 AM - 12:00 PM	One-on-One Meetings - <b>Cruise Executives &amp; Delegates ONLY</b> (Convention Center)
9:00 AM - 1:30 PM	Complimentary Tours
12:00 PM - 2:00 PM	Lunch (Convention Center)
2:30 PM - 4:00 PM	Workshops - Session 2 (Convention Center)
2:00 PM - 6:00 PM	Conference & Trade Show Registration (Convention Center)
4:30 PM	Trade Show Grand Opening (Convention Center)
4:45 PM - 6:15 PM	Cocktail Reception @ Trade Show (Convention Center)
6:30 PM - 7:30 PM	Conference Opening Ceremony (Convention Center)
8:00 PM - 11:00 PM	Welcome Party

## WEDNESDAY ~ October 5th

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:00 AM	Conference & Trade Show Registration (Convention Center)
9:00 AM - 12:00 PM	One-on-One Meetings - <b>Cruise Executives &amp; Delegates ONLY</b> (Convention Center)
9:00 AM - 12:00 PM	Trade Show (Convention Center)
9:30 AM - 10:30 AM	Coffee Break @ Trade Show (Convention Center)
10:00 AM - 10:30 AM	CEO/Presidents & Minister Reception (Convention Center)
10:30 AM - 12:00 PM	CEO/Presidents & Minister Meeting (Convention Center)
12:00 PM - 2:00 PM	Lunch (Convention Center)
1:30 PM - 7:00 PM	Trade Show (Convention Center)
2:00 PM - 3:00 PM	Press Conference (Convention Center)
2:00 PM - 3:30 PM	Coffee Break @ Trade Show (Convention Center)
2:00 PM - 4:00 PM	Late Registration (Convention Center)
2:30 PM - 4:00 PM	Workshops - Session 3 (Convention Center)
4:30 PM - 6:00 PM	One-on-One Meetings - <b>Cruise Executives &amp; Platinum Members ONLY</b> (Convention Center)
8:00 PM - 11:30 PM	Puerto Rican Night Extravaganza

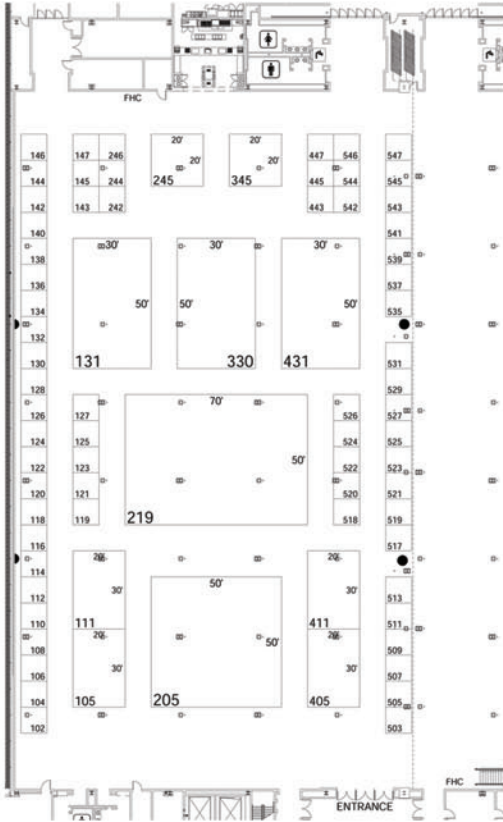
## THURSDAY ~ October 6th

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 9:30 AM	One-on-One Meetings - <b>Cruise Executives &amp; Delegates ONLY</b> (Convention Center)
8:30 AM - 12:00 PM	Trade Show (Convention Center)
10:00 AM - 11:00 AM	Coffee Break @ Trade Show (Convention Center)
10:00 AM - 11:00 AM	Coffee Break @ Workshops (Convention Center)
10:00 AM - 11:30 AM	Workshops - Session 4 (Convention Center)
12:00 PM - 2:00 PM	Lunch (Convention Center)
12:00 PM - 2:00 PM	Exclusive Platinum Luncheon - <b>Cruise Executives &amp; Platinum Members ONLY</b>
1:30 PM - 7:00 PM	Trade Show, Exhibitor Tear-down (Convention Center)
3:00 PM - 6:00 PM	One-on-One Meetings - <b>Cruise Executives &amp; Delegates ONLY</b> (Convention Center)
7:00 PM - 8:00 PM	Exclusive Cocktail Reception - <b>Cruise Executives &amp; Platinum Members ONLY</b>
8:00 PM - 11:30 PM	Conference Closing Party

## FRIDAY ~ October 7th

9:00 AM - 2:00 PM	Complimentary Tours
9:00 AM - 6:00 PM	Exclusive Tour - <b>Cruise Executives, Associate &amp; Platinum Members ONLY</b>

# Trade Show



## WHY YOU SHOULD EXHIBIT

The FCCA's annual trade show is the premier event to meet cruise executives from all major cruise lines in an intimate and personal setting. The FCCA Trade show offers unparalleled opportunities for you to launch and build relationships with top-level, decision-making cruise executives.

Cruise executives walking our trade show floor have purchasing power for the lines they represent; you will have a captive audience to showcase your products and services.

## SHOW FACTS

Total Gross Area: 20,300 sq. ft. of exhibit space

Venue: Puerto Rico Convention Center – the Caribbean's premier convention space

Targeted Exhibitors: 100

Exhibitor Profiles: Cruise industry suppliers and destinations

Targeted Attendance: 1,200

## COST OF EXHIBITING

Booth package (10 sq. ft. X 10 sq. ft.) - \$2,750 (includes booth structure, company ID sign, carpeting and basic furniture).

There are also several pavilion options available (please contact us for pricing).

For more information on exhibiting, please contact James Kazakoff: 954-441-8881 or james@f-cca.com

# Travel Information

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

## OFFICIAL CONFERENCE HOTELS

### Primary Hotel Information



Please contact the Sheraton Puerto Rico Hotel & Casino (located at the Convention Center). Rates start at \$ 119.00 per room; taxes and service charges are not included in the group rate. To take advantage of this special rate, you must make your hotel reservation before August 31, 2011.

For online reservations, you must visit: [www.f-cca.com/hotels](http://www.f-cca.com/hotels)

Telephone reservations: 1-866-932-7269 – Be sure to identify yourself as an FCCA Conference attendee to receive the special rate.

### Alternate Hotel Information



Conrad San Juan (Condado Plaza downtown). Approx. 15 minutes from the Convention Center. Rates start at \$ 119.00 per room, plus applicable taxes.

Telephone reservations: 1-800-445-8667 - Be sure to identify yourself as an FCCA Conference attendee or by the unique group code "ABZP." To take advantage of this special rate, you must make your hotel reservation before August 29, 2011.



Sheraton Puerto Rico Hotel & Casino

## TRANSPORTATION

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

# Registration Form

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

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

City/State/Zip: \_\_\_\_\_

Country: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

Area of Interest:  Shore Excursions  Purchasing  Marketing  Operations

Other \_\_\_\_\_

## Pre-Paid Registration

Member Delegate(s) [Up-to-date Membership required] # \_\_\_\_\_ x \$ 900.00 = \_\_\_\_\_

Non-Member Delegate(s) # \_\_\_\_\_ x \$ 950.00 = \_\_\_\_\_

## Onsite Registration

Non-Member Delegate(s) / Member Delegate(s) # \_\_\_\_\_ x \$ 1,200.00 = \_\_\_\_\_

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

Guest / Spouse # \_\_\_\_\_ x \$ 300.00 = \_\_\_\_\_

FCCA Golf Classic ~ Charity Tournament, Tuesday October 4th. # \_\_\_\_\_ x \$ 250.00 = \_\_\_\_\_

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

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

Delegate Exhibitor 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"/>

## 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:

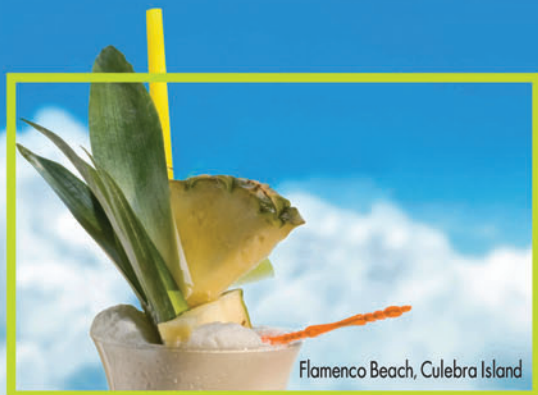
Cancellations must be in writing, there will be a minimum cancellation fee of \$100. No refunds or credit will be offered after *September 2, 2011*.

## FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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

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# Just think, only the finest rums come from Puerto Rico



Flamenco Beach, Culebra Island

Imagine yourself relaxing on a beautiful, tropical beach while sipping a refreshing Piña Colada. Better yet, imagine you are drinking it on the island where it was invented back in 1954, Puerto Rico, the Rum Capital of the World. A place where all rums are aged by law for true excellence. A paradise just a few hours away from you.

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DOES IT BETTER

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