



Florida-Caribbean Cruise Association

# Cozumel

MEXICO

14th Annual FCCA Caribbean  
Cruise Conference & Trade Show  
October 8-12, 2007

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 14th annual FCCA Caribbean Cruise Conference & Trade Show taking place in Cozumel, Mexico October 8-12, 2007.

In 2007, 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 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 Cozumel.... 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

## SUNDAY ~ October 7th

2:00 PM - 6:00 PM  
5:00 PM - 9:00 PM

Conference & Trade Show Registration (Wyndham Resort & Spa)  
Trade Show, Exhibitor Move-in (Wyndham Resort & Spa)

## MONDAY ~ October 8th

9:00 AM - 2:00 PM  
10:00 AM - 3:00 PM  
1:00 PM - 2:30 PM  
4:00 PM - 5:00 PM  
4:00 PM - 6:00 PM  
4:00 PM - 6:00 PM  
  
5:00 PM - 8:00 PM  
8:00 PM - 11:00 PM

Conference & Trade Show Registration (Wyndham Resort & Spa)  
Trade Show, Exhibitor Move-in (Wyndham Resort & Spa)  
Workshop - Session 1 (New Tour Operator Orientation) (Wyndham Resort & Spa)  
Cocktail Reception @ Trade Show  
Conference & Trade Show Registration (Wyndham Resort & Spa)  
Informal Breakouts, One-on-One Meetings - Session 1 (Occidental Grand)  
**Shore Excursion Executives (New Tour Operators Only)**  
Trade Show Grand Opening (Wyndham Resort & Spa)  
Golf Pairing Party (Jimmy Buffett's Margaritaville) *Open to all*

## TUESDAY ~ October 9th

7:00 AM - 1:00 PM  
9:00 AM - 12:00 PM  
9:00 AM - 12:00 PM  
12:00 PM - 1:30 PM  
2:00 PM - 6:00 PM  
2:30 PM - 4:00 PM  
  
3:00 PM - 6:00 PM  
5:00 PM - 6:30 PM  
7:30 PM - 8:30 PM  
8:30 PM - 11:00 PM

FCCA Golf Tournament & Awards Luncheon  
Tours (T.B.A.)  
Conference & Trade Show Registration (Wyndham Resort & Spa)  
Lunch (Wyndham Resort & Spa & Occidental Grand)  
Conference & Trade Show Registration (Wyndham Resort & Spa)  
Informal Breakouts, One-on-One Meetings - Session 2 (Occidental Grand)  
**Cruise Executives & Delegates ONLY**  
Trade Show (Wyndham Resort & Spa)  
Workshops - Session 2 (Wyndham Resort & Spa)  
Opening Ceremony - (Playa Mia) *Business Casual*  
Welcome Party - (Playa Mia Beach)

## WEDNESDAY ~ October 10th

7:00 AM - 8:00 AM  
9:00 AM - 11:00 AM  
8:30 AM - 11:30 AM  
  
10:00 AM - 12:00 PM  
10:30 AM - 11:30 AM  
10:30 AM - 12:00 PM  
12:00 PM - 1:30 PM  
1:30 PM - 5:00 PM  
1:30 PM - 5:30 PM  
2:30 PM - 4:00 PM  
3:00 PM - 4:00 PM  
6:00 PM - 7:00 PM  
8:00 PM - 11:30 PM

Breakfast (Wyndham Resort & Spa & Occidental Grand)  
Conference & Trade Show Registration (Wyndham Resort & Spa)  
Informal Breakouts, One-on-One Meetings - Session 3 (Occidental Grand)  
**Cruise Executives & Delegates ONLY**  
CEO/Presidents & Minister Reception/Meeting (Wyndham Resort & Spa)  
Coffee Break @ Trade Show (Wyndham Resort & Spa)  
Trade Show (Wyndham Resort & Spa)  
Lunch (Wyndham Resort & Spa & Occidental Grand)  
Late Registration (Wyndham Resort & Spa)  
Trade Show (Wyndham Resort & Spa)  
Workshops - Session 3 (Wyndham Resort & Spa)  
Coffee Break @ Trade Show (Wyndham Resort & Spa)  
Press Conference (Wyndham Resort & Spa)  
Cozumel's Night Extravaganza - (Downtown @ Main Square)

## THURSDAY ~ October 11th

7:00 AM - 8:00 AM  
8:00 AM - 10:00 AM  
8:00 AM - 10:00 AM  
  
9:00 AM - 12:00 PM  
10:00 AM - 11:00 AM  
12:00 PM - 2:00 PM  
  
12:00 PM - 1:30 PM  
1:30 PM - 7:00 PM  
3:00 PM - 4:30 PM  
4:30 PM - 5:00 PM  
7:00 PM - 8:00 PM  
  
8:00 PM - 11:30 PM

Breakfast (Wyndham Resort & Spa & Occidental Grand)  
Coffee Break @ Informal Breakouts (Occidental Grand)  
Informal Breakouts, One-on-One Meetings - Session 4 (Occidental Grand)  
**Cruise Executives & Delegates ONLY**  
Trade Show (Wyndham Resort & Spa)  
Coffee Break @ Trade Show (Wyndham Resort & Spa)  
Exclusive Platinum Luncheon (Dolphinaris)  
**Cruise Executives & Platinum Members ONLY**  
Lunch (Wyndham Resort & Spa & Occidental Grand)  
Trade Show, Exhibitor Tear-down  
Workshops - Session 4 (Wyndham Resort & Spa)  
Coffee Break @ Workshops (Wyndham Resort & Spa)  
Exclusive Cocktail Party  
**Cruise Executives & Ministers ONLY**  
Conference Closing Party (Chankanaub Park/Dolphin Discovery)

## FRIDAY ~ October 12th

9:00 AM - 12:30 PM  
9:00 AM - 3:30 PM

Tours (T.B.A.)  
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

## 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. dollars.

## CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Tuesday, October 9, 2007. 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:

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

## 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 9th. 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).

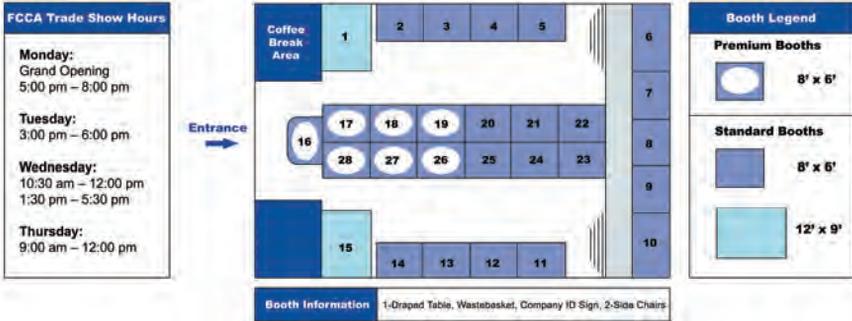
## CRUISE AUCTION

The FCCA Member Lines will be providing cruise vacations for a Silent Auction, where cruises will go to the highest bidder at a fraction (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 @ Tel: 954-441-8881, Fax: 954-441-3171 or E-mail: tcannici@f-cca.com.

# 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 8, 10:00 am to 4:00 pm.

### TEAR-DOWN (Move-Out)

Thursday, October 11, 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. 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, October 11, 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 11th 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.

# 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.



Wyndham Cozumel Resort & Spa - (formerly Reef Club Cozumel)



Occidental Grand Cozumel

Please contact the Wyndham Cozumel Resort & Spa and Occidental Grand Cozumel, 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. Rates start at US \$140. Rates are per room per night and include all meals, drinks, gratuity and taxes.

Wyndham Cozumel Resort & Spa :

- Tel: 011-52-987-872-9300 ext. 8103
- E-mail: [lruiz@wyndham.com](mailto:lruiz@wyndham.com)

Occidental Grand Cozumel:

- Tel: 011-52-987-872-9740
- E-mail: [eeguia@mx.occidentalthotels.com](mailto:eeguia@mx.occidentalthotels.com)

For Airline reservations please contact American Airlines directly at:

- English - 1-800-433-7300
- Spanish - 1-800-633-3711

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.

# 2007 - Registration Form

## Contact Information

AM-07

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) # \_\_\_\_\_ x \$ 2400.00 = \_\_\_\_\_

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

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

\_\_\_\_\_

## Onsite Registration

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

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 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 may be offered after *September 26, 2007*.

## FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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

Tel: (954) 441-8881 • Fax: (954) 441-3171 • E-mail: registration@f-cca.com • Website: www.f-cca.com



Become Part of the FCCA Team,  
**REGISTER TODAY!**