



# Florida-Caribbean Cruise Association

17th Annual Cruise Conference & Trade Show



## Dominican Republic

October 25-29, 2010



### 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 • 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 17th Annual FCCA Cruise Conference & Trade Show taking place in Santo Domingo, Dominican Republic, October 25-29, 2010.

In 2010, 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 the Dominican Republic.... 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 \$900 U.S.

## CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Tuesday, October 26, 2010. The keynote address will be given by Kevin Sheehan, Chairman of the FCCA and CEO, Norwegian Cruise Line.

## 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" in the Family Market - Product Experience and Marketing
- Q & A – An Interactive Approach to Everything You Want and Need to Know About Working with the Cruise Lines
- Keeping Up With New Trends – New and Innovative Tour Options
- Sales and Marketing Strategies for Managing Through the Recession

## 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 Monday, October 25th. 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.

# Trade Show

## FCCA Trade Show Hours

### Tuesday:

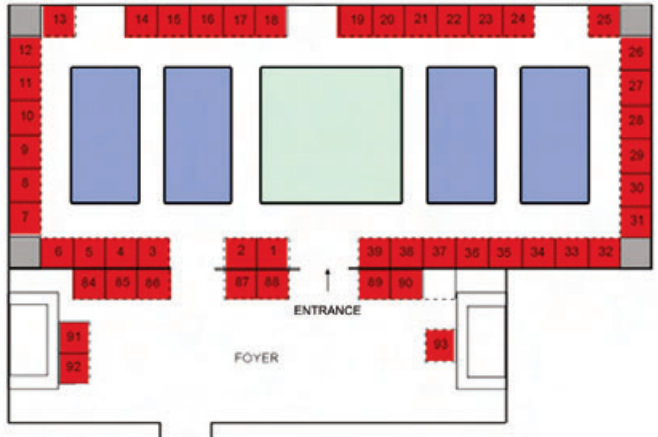
Grand Opening  
4:00 pm - 6:30 pm

### Wednesday:

10:30 am - 12:00 pm  
1:30 pm - 5:30 pm

### Thursday:

8:30 am - 12:00pm



-  Premier Partner Pavilion  
8m X 8m (26.25' X 26.25' feet)
-  Partner Destination Pavilions  
4m X 8m (13.12' X 26.25' feet)
-  Industry Partners  
2m X 2m (6.74' X 6.74' feet)

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 25, 8:00 am to 12:00 pm and 1:00 pm - 9:00 pm

### TEAR-DOWN (Move-Out)

Thursday, October 28, 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 28, 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 28th 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.

## HOTEL INFORMATION

Please contact the Renaissance Jaragua Hotel and Casino, or the Melia Santo Domingo Hotel, 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 \$120 for the Renaissance Jaragua Hotel and \$130 for Melia Santo Domingo Hotel, single or double occupancy, plus applicable taxes.

**R**  
**RENAISSANCE®**

SANTO DOMINGO JARAGUA HOTEL & CASINO

Contact: Rocio Fernandez  
Tel: (800)-331-3542 • (809)-221-1481  
E-mail: [rhi.sdqgw.reservations@renaissancehotels.com](mailto:rhi.sdqgw.reservations@renaissancehotels.com)  
<http://cwp.marriott.com/sdqgw/fcca>



**MELIÀ**  
SANTO DOMINGO

Contact: Sonia Vargas, Reservations Manager  
Tel: (809)-730-6641  
E-mail: [reservas1@meliasd.com](mailto:reservas1@meliasd.com)



For a complete listing of additional participating hotels please view [www.f-cca.com/conference](http://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 (ticketing fee will apply) or online at [www.aa.com](http://www.aa.com) (no ticketing fee) and refer to promotional code: 12HOAV.

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



# Preliminary Agenda

## MONDAY ~ October 25th

7:00 AM - 8:00 AM	Breakfast ( <i>Jaragua and Melia Hotels</i> )
8:00 AM - 2:00 PM	<b>FCCA Golf Tournament &amp; Awards Luncheon</b> ( <i>Metro Golf Club Los Marlins</i> ) * <b>New date</b>
8:00 AM - 12:00 PM	Trade Show, Exhibitor Move-in ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
10:00 AM - 1:00 PM	Conference & Trade Show Registration ( <i>Foyer - Jaragua Hotel</i> )
1:00 PM - 9:00 PM	Trade Show, Exhibitor Move-in ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
3:00 PM - 7:00 PM	Conference & Trade Show Registration ( <i>Foyer - Jaragua Hotel</i> )
4:00 PM - 6:00 PM	One-on-One Meetings ( <i>Meeting Rooms - Melia Hotel</i> ) <b>Cruise Executives &amp; Platinum Members ONLY</b>
6:00 PM - 9:00 PM	Dinner - Pool Party BBQ ( <i>Melia Hotel</i> )

## TUESDAY ~ October 26th

7:00 AM - 8:00 AM	Breakfast ( <i>Jaragua and Melia Hotels</i> )
8:00 AM - 12:00 PM	Trade Show, Exhibitor Move-in ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
9:00 AM - 12:00 PM	Conference & Trade Show Registration ( <i>Foyer - Jaragua Hotel</i> )
9:00 AM - 12:00 PM	One-on-One Meetings - ( <i>Meeting Rooms - Melia Hotel</i> ) <b>Cruise Executives &amp; Delegates ONLY</b>
9:00 AM - 1:30 PM	Complimentary Tours
12:00 PM - 2:00 PM	Lunch ( <i>Jaragua and Melia Hotels</i> )
1:30 PM - 2:15 PM	Press Conference
2:00 PM - 3:30 PM	Workshops - Session 1 ( <i>Solon Bonanza - Melia Hotel</i> )
2:00 PM - 6:00 PM	Conference & Trade Show Registration ( <i>Foyer - Jaragua Hotel</i> )
4:00 PM	Trade Show Grand Opening ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
4:30 PM - 6:30 PM	Cocktail Reception @ Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
7:00 PM - 8:00 PM	Conference Opening Ceremony ( <i>La Fiesta Theatre - Jaragua Hotel</i> )
8:30 PM - 11:00 PM	Welcome Party ( <i>San Souci Cruise Terminal</i> )

## WEDNESDAY ~ October 27th

7:00 AM - 8:00 AM	Breakfast ( <i>Jaragua and Melia Hotels</i> )
8:00 AM - 11:00 AM	Conference & Trade Show Registration ( <i>Foyer - Jaragua Hotel</i> )
9:00 AM - 12:00 PM	One-on-One Meetings - ( <i>Meeting Rooms - Melia Hotel</i> ) <b>Cruise Executives &amp; Delegates ONLY</b>
10:00 AM - 10:30 AM	CEO/Presidents & Minister Reception ( <i>Larosa Meeting Room - Melia Hotel</i> )
10:00 AM - 12:00 PM	CEO/Presidents & Minister Meeting ( <i>Larosa Meeting Room - Melia Hotel</i> )
10:30 AM - 11:30 AM	Coffee Break @ Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
10:30 AM - 12:00 PM	Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
12:00 PM - 2:00 PM	Lunch ( <i>Jaragua and Melia Hotels</i> )
2:00 PM - 4:00 PM	Late Registration ( <i>Foyer - Jaragua Hotel</i> )
1:30 PM - 5:30 PM	Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
2:30 PM - 4:00 PM	Workshops - Session 2 ( <i>Solon Bonanza - Melia Hotel</i> )
4:30 PM - 5:30 PM	Coffee Break @ Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
4:30 PM - 6:00 PM	One-on-One Meetings ( <i>Meeting Rooms - Melia Hotel</i> ) <b>Cruise Executives &amp; Platinum Members ONLY</b>
7:00 PM - 8:00 PM	Exclusive Cocktail Reception ( <i>Plaza de Espanal</i> ) <b>Cruise Executives &amp; Platinum Members ONLY</b>
8:00 PM - 11:30 PM	Dominican Republic Night Extravaganza - "White Hot Party" ( <i>Plaza de Espanal</i> )

## THURSDAY ~ October 28th

7:00 AM - 8:00 AM	Breakfast ( <i>Jaragua and Melia Hotels</i> )
8:30 AM - 12:00 PM	Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
10:00 AM - 11:00 AM	Coffee Break @ Trade Show ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
10:00 AM - 11:00 AM	Coffee Break @ Workshops ( <i>Solon Bonanza - Melia Hotel</i> )
10:00 AM - 11:30 AM	Workshops - Session 3 ( <i>Solon Bonanza - Melia Hotel</i> )
12:00 PM - 2:00 PM	Lunch ( <i>Jaragua and Melia Hotels</i> )
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 ( <i>Anacaona Ballroom - Jaragua Hotel</i> )
4:00 PM - 6:00 PM	One-on-One Meetings - ( <i>Meeting Rooms - Melia Hotel</i> ) <b>Cruise Executives &amp; Delegates ONLY</b>
7:00 PM - 8:00 PM	Exclusive Cocktail Reception ( <i>Jaragua Hotel</i> ) <b>Cruise Executives &amp; Platinum Members ONLY</b>
8:00 PM - 11:30 PM	Conference Closing Party ( <i>Jaragua Hotel</i> )

## FRIDAY ~ October 29th

9:00 AM - 12:00 PM	Complimentary Tours
9:00 AM - 3:00 PM	Exclusive Tour - <b>Associate &amp; Platinum Members ONLY</b>

# 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 = \_\_\_\_\_

Standard Hard Wall Booth: 2m x 2m (6.74' feet X 6.74' feet) # \_\_\_\_\_ x \$ 2,550.00 = \_\_\_\_\_

Destination Pavillion: 4m X 8m (13.12' feet X 26.25' feet) # \_\_\_\_\_ x \$ 22,550.00 = \_\_\_\_\_

**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 \$ 900.00 = \_\_\_\_\_

**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 30, 2010*.

\* FCCA, in its sole discretion, determines whether a prospective exhibitor/attendee is eligible to participate in the Event. Detailed terms and conditions are available at [www.f-cca.com](http://www.f-cca.com).

## FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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

Tel: (954) 441-8881 • Fax: (954) 441-3171 • E-mail: [tcannici@f-cca.com](mailto:tcannici@f-cca.com) • Website: [www.f-cca.com](http://www.f-cca.com)

# Become Part of Team FCCA, REGISTER TODAY!

[www.f-cca.com/conference](http://www.f-cca.com/conference)

