



FLORIDA-  
CARIBBEAN  
CRUISE  
ASSOCIATION

Meeting the Challenges of Today...

Ninth Annual  
FCCA Caribbean  
Cruise Conference & Trade Show

September 24-27, 2002  
Cancun, Mexico

Don't Miss This Opportunity...  
Register Today!

**FCCA MEMBER LINES**

Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines • Cunard Line  
Disney Cruise Line • Holland America Line • Norwegian Cruise Line  
Princess Cruises • Regal Cruises • Royal Caribbean International  
Seabourn Cruise Line • Sun Cruises • Topaz International Cruises



# Preliminary Agenda

## MONDAY, SEPTEMBER 23RD

1:00 PM - 5:30 PM Conference Registration Open  
7:00 PM - 8:30 PM Conference Registration Open  
3:00 PM - 9:00 PM Trade Show Exhibitor move-in

## TUESDAY, SEPTEMBER 24TH

6:30 AM - 1:00 PM FCCA Golf Tournament & Luncheon  
*SEPARATE REGISTRATION REQUIRED*  
8:00 AM - 12:00 PM Trade Show Exhibitor move-in  
9:00 AM - 12:30 PM Tours  
9:00 AM - 1:00 PM Conference Registration Open  
1:30 PM - 2:30 PM Cocktail Reception @ Trade Show  
2:00 PM - 5:00 PM Trade Show Grand Opening  
2:00 PM - 5:00 PM Conference Registration Open  
6:00 PM - 7:00 PM Business Card Exchange Cocktail Party -  
*CRUISE EXECUTIVES & DELEGATES ONLY*  
7:30 PM - 11:00 PM Welcome Party @ The Fiesta Americana

## WEDNESDAY, SEPTEMBER 25TH

7:00 AM - 8:15 AM Breakfast (TBD)  
7:00 AM - 8:15 AM Exclusive Breakfast & Meeting -  
*CRUISE EXECUTIVES ONLY*  
7:30 AM - 12:30 PM Conference Registration Open  
8:45 AM - 9:45 AM Conference Grand Opening  
10:00 AM - 11:00 AM Coffee Break @ Trade Show  
10:00 AM - 12:00 PM Trade Show Open  
10:00 AM - 12:00 PM CEO/Presidents & Ministers Meeting -  
*BY INVITATION ONLY*  
12:00 PM - 1:30 PM Lunch @ Trade Show  
1:30 PM - 3:00 PM Informal Breakouts, one-on-one meetings  
1:30 PM - 5:00 PM Trade Show Open  
3:00 PM - 4:00 PM Coffee Break @ Trade Show  
3:30 PM - 5:00 PM Workshops ~ Session I  
7:00 PM - 10:30 PM Mexico Night Extravaganza @ XCARET\*

## THURSDAY, SEPTEMBER 26TH

7:30 AM - 9:00 AM Breakfast @ Trade Show  
8:30 AM - 12:00 PM Trade Show Open  
9:00 AM - 11:30 AM Informal Breakouts, one-on-one meetings  
10:00 AM - 11:00 AM Coffee Break @ Trade Show  
12:00 PM - 7:00 PM Trade Show tear-down  
11:30 PM - 1:30 PM Exclusive Lunch & Meeting -  
*CRUISE EXECUTIVES & PLATINUM MEMBERS ONLY*  
12:00 PM - 1:30 PM Lunch (TBD)  
1:30 PM - 3:00 PM Workshops ~ Session II  
3:00 PM - 3:30 PM Coffee Break @ Workshops  
3:30 PM - 5:00 PM Workshops ~ Session III  
7:30 PM - 11:00 PM Conference Closing Party (TBD)

## FRIDAY, SEPTEMBER 27TH

7:30 AM - 9:00 AM Breakfast (TBD)  
8:30 AM - 12:00 PM Tours  
8:30 AM - 3:00 PM Exclusive Tour & Lunch @ XCARET -  
*CRUISE EXECUTIVES & ASSOCIATE MEMBERS ONLY*

\* Background photo of XCARET Eco-Archaeological Park.



# 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, to create a win-win situation for all.

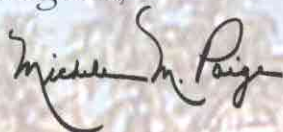
The FCCA Conference has become the forum to establish cooperative linkages between the cruise industry and our partners. The time is now to further your efforts and ensure that cooperation, communication and partnership continue to be the watchwords that characterize your relationship with the cruise industry to maximize the benefits you receive from cruise tourism.

The Annual FCCA Caribbean Cruise Conference and Trade Show represents a culmination of the cruise industry's efforts and this year's Conference theme reflects the focus of the industry to address current as well as future challenges.

Don't miss this opportunity to meet with and develop business/social relationships with some of the industry's top executives. If you are doing business with the cruise industry, or would like to, you will benefit from this event!

I look forward to seeing all our good partners in Cancun, Mexico... and "Meeting the Challenges of Today."

Regards,



Michele M Paige





# General Information

## CONFERENCE OVERVIEW

For many cruise executives, Caribbean 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 players, analyze industry trends and discuss current issues. It is because of the unique forum provided by the Conference that over 800 cruise industry partners and nearly 100 cruise executives attend each year.

This forum is an information and idea exchange and most importantly the place to develop and improve relationships between cruise-related entities and the cruise industry. The Conference continues to play the invaluable role of educating our Caribbean partners on the intricacies of the cruise industry.

In 2002, the Conference's business sessions, social functions and trade show, will again provide a superb forum for the exchange of information, sharing of ideas and cultivation of valuable business relationships.

## BENEFITS

- ✦ You will increase your cruise industry contact base; dozens of cruise executives from the Operations, Purchasing, Marketing and Shore Excursions areas will be in attendance.
- ✦ You will gain insights on what the cruise industry is looking for.
- ✦ You will establish a clear vision on how to proceed on the road to success.
- ✦ You will save time, effort and money - this is the only time and place where the decision makers from the FCCA Member Lines come together.

## CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Tuesday, September 24, 2002. The keynote address will be given by Mr. Micky Arison, Chairman & CEO, Carnival Corporation and Chairman of the FCCA.

## WORKSHOPS

The Conference offers a number of roundtable discussions led by an impressive roster of industry experts and guest speakers who are specialists in marketing, sourcing (purchasing) and shore excursions. The Conference represents the spirit of mutual understanding and joint problem solving in an effort to increase the revenue Caribbean partners receive from cruise tourism. Each workshop topic will be facilitated by cruise executives from the FCCA Member Lines with expertise in that specific area. The workshops will each be limited to approximately 100 delegates to provide for an intimate setting, allowing intimate discussions, group participation, feedback and relationship building with everyone in attendance.

## INFORMAL BREAKOUT SESSIONS (ONE-ON-ONE MEETINGS)

Throughout the FCCA Conference, delegates will have the opportunity to meet with cruise executives from the FCCA Member Lines. To further the relationship and offer detailed information to your new contacts, designated times have been set aside for all delegates to meet with cruise executives on a "one-on-one" basis (meetings limited to 10 minutes each). Requests for meetings are the responsibility of the delegates and should be made directly to the cruise executives throughout the FCCA Conference or at the break-out sessions. *Appointments will be made at the discretion and availability of each cruise executive.*

## TRADE SHOW

The exhibition, business sessions and social functions have been integrated to provide exhibitors with a better opportunity to showcase their destinations, goods and services to the 13 FCCA Member Lines who are committed to work with you. *Exhibition floorplan will be available by June 1, 2002.*

## PROGRAM ADVERTISING

Reach all FCCA Conference attendees and Member Lines' cruise executives with your advertisement in the 2002 FCCA Caribbean Cruise Conference & Trade Show Program. All Member Lines will receive additional copies of the Program, to be distributed to cruise executives not in attendance.

## FCCA GOLF CLASSIC (BENEFITING THE FCCA FOUNDATION FOR THE CARIBBEAN)

This is your chance to tee-off with some of the industry's top cruise executives. FCCA's 6th Annual Golf Tournament is a fun-filled shotgun style (teams of four, where only the best shot is played) event slated for Tuesday, September 24th. *Play in a foursome hosted by a cruise executive and raise funds for a worthy cause.*

## SILENT 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 and will be held throughout the Conference.

## TRANSPORTATION

Complimentary transportation to and from the airport and all Conference events will be provided to all registered attendees staying at the FCCA Conference Hotels. Specific times and details for event shuttles will be available at the participating hotels. **You must wear your Conference badge for shuttle service.**

## QUESTIONS AND REGISTRATIONS

If you have any questions regarding the Conference, Trade Show or any information in this brochure, please contact the FCCA office by telephone: 954-441-8881, fax: 954-441-3171 or by E-mail: [mexico@fcca.com](mailto:mexico@fcca.com).

# Registration Form

## CONTACT INFORMATION

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

AREA OF INTEREST: ☐ Shore Excursions ☐ Purchasing ☐ Marketing ☐ Operations  
☐ Other \_\_\_\_\_

## REGISTRATION OPTIONS

Conference Delegate(s) \_\_\_\_\_ x \$ 545.00 = \_\_\_\_\_

**FCCA Associate Members** - Conference Delegate(s) \_\_\_\_\_ x \$ 495.00 = \_\_\_\_\_  
(Up-to-date membership required)

Trade Show Booth(s) ~ (8' X 10' Booth)\* \_\_\_\_\_ x \$ 1,700.00 = \_\_\_\_\_

Trade Show Booth(s) ~ Premium Location \_\_\_\_\_ x \$ 400.00 = \_\_\_\_\_

Additional Exhibitor(s)\* \_\_\_\_\_ x \$ 345.00 = \_\_\_\_\_

*\*Fee entitles one (1) company to display their products or services and/or one (1) exhibitor to attend the social functions, but NOT the Conference sessions or workshops.*

**Exhibitors:** Please indicate how you wish your company name to read on your booth:

Guest (To attend social functions ONLY) \_\_\_\_\_ x \$ 295.00 = \_\_\_\_\_

FCCA Golf Classic Tournament \_\_\_\_\_ x \$ 195.00 = \_\_\_\_\_

*Please submit your team preferences and handicap, if any, on a separate sheet of paper.*

NAME OF ATTENDEE	TITLE	Delegate	Exhibitor	Guest	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"/>
_____	_____	<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/money order must be in **U.S. dollars drawn on a U.S. bank** and made payable to the Florida-Caribbean Cruise Association.

☐ Credit card (Signature of cardholder and completed registration required for processing)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print Name of Cardholder: \_\_\_\_\_

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 1, 2002. By submission of this registration form, delegate / exhibitor agrees to the terms and conditions as stated in the 2002 Conference Brochure.

### FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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# Hotel & Travel Information

We are pleased to offer you the following special travel rates. In order to assure that you are able to stay in the hotel of your choice with the most convenient flight schedule, we strongly recommend you make all travel arrangements as early as possible.



*HOTEL RATE: US \$115 PLUS APPLICABLE TAXES.*

**Tel: 011-52-998-881-3200 • Fax: 011-52-998-881-3226**

Please contact the hotel directly with any questions regarding your stay and to make reservations. Discounted rates shown above are available if booked by September 1, 2002. Be sure to identify yourself as an FCCA Conference participant to guarantee rate.

**American Airlines®**  
COACH HAS MORE CLASS™

**AMERICAN AIRLINES** is the official airline of the 2002 FCCA Caribbean Cruise Conference & Trade Show and offers Conference attendees the following rates:

- ✈ For passengers originating from the U.S. - group fares waiving rules and restrictions.
- ✈ For passengers originating from the Caribbean, Mexico, South and Central America and anywhere else, the lowest published fares waiving rules and restrictions.

To make your reservations please call American Airlines at 1-800-433-7300 and refer to **Starfile FCCA02**. Tickets can be issued at any American Airlines' travel center or at any airport. Fares are applicable from September 21 through September 30, 2002 (*last day for travel*). Allotted tickets must be used during this validity period.

***Please make your reservations today!***

