

Tour de Fair

The Newsletter of the Tour and Convention Department,
1984 Louisiana World Exposition

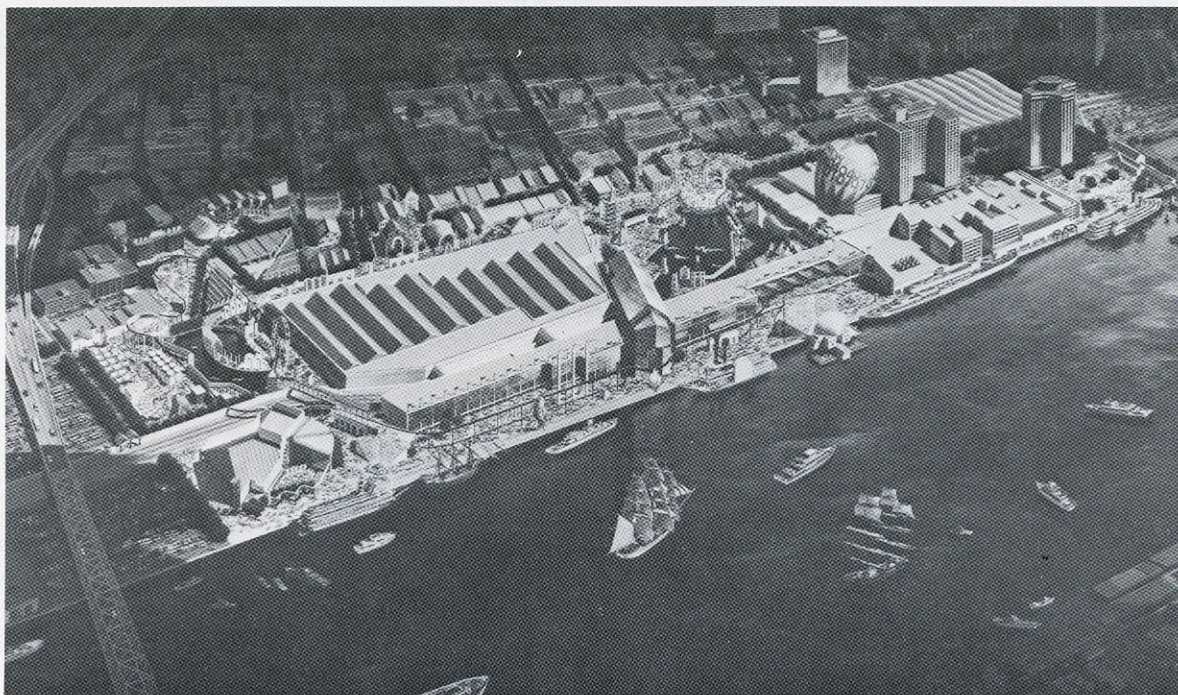
March/April, 1984



Seymore finds a friend!

On March 13, 1984, the 1984 World's Fair introduced the newest member of their staff to the world. The dapper new alligator mascot will join Seymore D. Fair in promoting the 1984 World's Fair throughout the state and the nation as May 12, 1984 approaches.

A snappy dresser, he is sure to be a favorite as he makes personal appearances across the country.



World's Fair Participants

(Through March 1, 1984)

International Participants

Australia
Canada
Egypt
El Salvador
Japan
Liberia
Mexico
People's Republic of China
Peru
Republic of Korea
The United States
The Vatican

European Community

Belgium
Denmark
France
Federal Republic of Germany
Greece Luxembourg
Ireland The Netherlands
Italy The United Kingdom

State Participants

Arkansas
City of Portland, Oregon
Illinois
Iowa Missouri
Kentucky Province of Ontario
Louisiana Tennessee
Mississippi Wisconsin

Corporate Participants

A.E.E.E.
AMOCO
ARCO
American Rent All, Inc.
Brighton Carpets
Chevron, U.S.A.
The Chrysler Corporation
The Coca Cola Company
Conergy
CONOCO
The Cousteau Society
Delta Air Lines
Delta Queen Steamboat Company
Evans Creole Candy Company
EXXON Corporation
Fiesta International Festivals
Franklyn Pest Control
General Binding Corporation
Getty Oil Company
The Gilman Company
Gulf Oil Company
Gulf South Broadcasters
Hines Wholesale Nurseries
Hunter Products
I.B.M. Corporation
International 84, Inc.
I've Known Rivers (Afro-American Exhibit)
Junior League of New Orleans
Kerr-McGee
Kimball Office Furniture
Kimball Piano and Organ Co.

Kingtron Corporation
Kodak
L. A. Frey and Sons, Inc.
Liggett and Myers
London Livery, Ltd.
Loony B'loons
Marathon Oil Company
McDermott
MDS/Qantel Computer Systems
Miller Brewing Company
Mobil Oil Company
Motorola Communications and Electronics, Inc.
N.A.S.A.
National Park Service
ODECO
Orleans Transportation Company
Pageantry World, Inc.
Palmer Paper Company
Phillips Petroleum Company
Picayune Publishing Company
Rapides Symphony Guild
Schlumberger Offshore Services
Security Van Lines, Inc.
Shell Oil Company
Sunn Musical Equipment Co.
Sweetheart Cups, Inc.
Texaco Philanthropic Foundation
Trailways, Inc.
Union Pacific
WDSU-TV
Wenger Corporation
Women in the Mainstream

Delta Air Lines

Official Airline of the 1984 World's Fair

Delta Air Lines has always maintained a reputation for top quality service to the traveling public. Boarding a Delta flight anywhere in the world has always meant convenience, comfort and peace of mind. But now, Delta has added a new feature to a number of their flights—Seymore D. Fair, the 6-foot pelican mascot of the 1984 World's Fair.

You can never tell where Seymore will pop up next. It could be on your next flight to Dallas, or maybe somewhere over the Grand Canyon enroute to Los Angeles. He appears in the most unexpected places.

Seymore's surprise visits aboard Delta flights and in cities all across the country are the result of efforts by Delta's Headquarters in Atlanta and the New Orleans District Sales Office. The New Orleans Delta staff in particular is truly an integral part of the hectic and exciting World's Fair life. They are responsible for seeing that Delta Air Lines and



LWE coordinate effectively the joint marketing promotions inviting the world to New Orleans in 1984.

Delta Air Lines has supported the World's Fair promotion by providing extensive "third party advertising" in trade and consumer magazines. Their ads, cocktail napkins, brochures and timetables all prominently display the LWE logo.

Delta is also coordinating with the De Bartolo Corporation in producing shopping mall promotions in over 40 cities around the U.S. A World's Fair Grand Prize drawing is only a part of the festive activities planned to help generate consumer awareness and excitement.

Also underway is the extensive "Media Blitz" throughout the U.S.

through the efforts of Delta Air Lines. Working with the LWE Public Relations Department, and top LWE management, Delta and Seymore D. Fair are presenting personal invitations to attend the 1984 World's Fair to mayors of key U.S. cities.

The 1984 Louisiana World Exposition is proud to have Delta Air Lines as the Official Airline of the World's Fair.



Delta Air Lines, as the Official Airline of the 1984 World's Fair, has launched major media and promotional programs throughout the U.S. Seen here at a recent New York City media event are (from left to right) Arthur Frommer and Kathleen Wilson of Arthur Frommer Holidays, Seymore D. Fair, LWE Pelican mascot, Ray Budraitis of Delta Air Lines, New York and Barbara Lachenmaier of LWE.

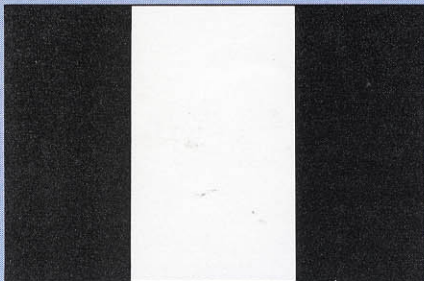
New York Mayor Edward Koch was presented with a commemorative poster and an official invitation to the 1984 World's Fair during a Delta Air Lines promotional event in New York last month. New Orleans Mayor Dutch Morial and LWE Vice President of Marketing, Jeff Stack, presented the invitation to Mayor Koch in ceremonies at New York's City Hall.

International Exhibits

SHOWCASE FAIR'S THEME

The World of Rivers: Fresh Water As A Source of Life

PERU



The Republic of Peru, origin of the Amazon River, officially joined the select group of internationals participating in the 1984 Louisiana World Exposition.

The 4,000 square foot Peruvian exhibit will showcase the country's historical relationship to water. The exhibit itself will be divided into three sections, reflecting the country's natural regions and distinctive cultures: the coast, the Andean Region and the Amazon Basin.

The coastal region has over 50 rivers, and on one of these is built the capital city of Lima with its extensive subterranean and canal systems.

The jungle portion of the exhibit will feature the Amazon River, which traces its origin high in Peru's Andes Mountains. The Amazon, which has over 200 tributaries and is so wide at some points that the opposite shore cannot be seen, is almost 4,000 miles long making it one of the three greatest river systems in the world.

That section of the pavilion devoted to Peru's mountainous regions will explore the Andes and its important land forms—Lake Titicaca, the highest navigable lake in the world, and Machu-Picchu, an ancient city with a unique irrigation system.

Also, featured in this exhibit will be a dazzling display of gold, pottery, and a mummy from the Paracus culture which illustrates an ancient knowledge of humidity and its effects on the human body.

Peru joins Japan, Australia, Liberia, South Korea, Mexico, Israel, United States, Vatican, Canada, El Salvador, Italy, France, Greece, People's Republic of China, The United Kingdom, Belgium, Ireland,

Luxembourg, Denmark, The Netherlands, Federal Republic of Germany, and Egypt as a participant in the 1984 World's Fair.

Jorge L. Boza, Jr., Commissioner General of the Peruvian Pavilion, pointed out that it is his country's wish to show through this exhibit that while Peru is an ancient country, it is also a highly developed nation.

Peru had a university in 1551, railways in 1850, oil wells in 1863, and telegraphic communications in 1872. Peru today boasts a thriving urban area where futuristic office buildings and industrial complexes contrast comfortably with ancient archaeological treasures and colonial Spanish plazas.



LWE President and Chief Executive Officer, Petr Spurney and U.S. Commissioner General John G. Weinmann observe as Jorge L. Boza, Jr., Commissioner General of the Peruvian Pavilion formally adds Peru to the list of nations participating at the 1984 Louisiana World Exposition.

JAPAN



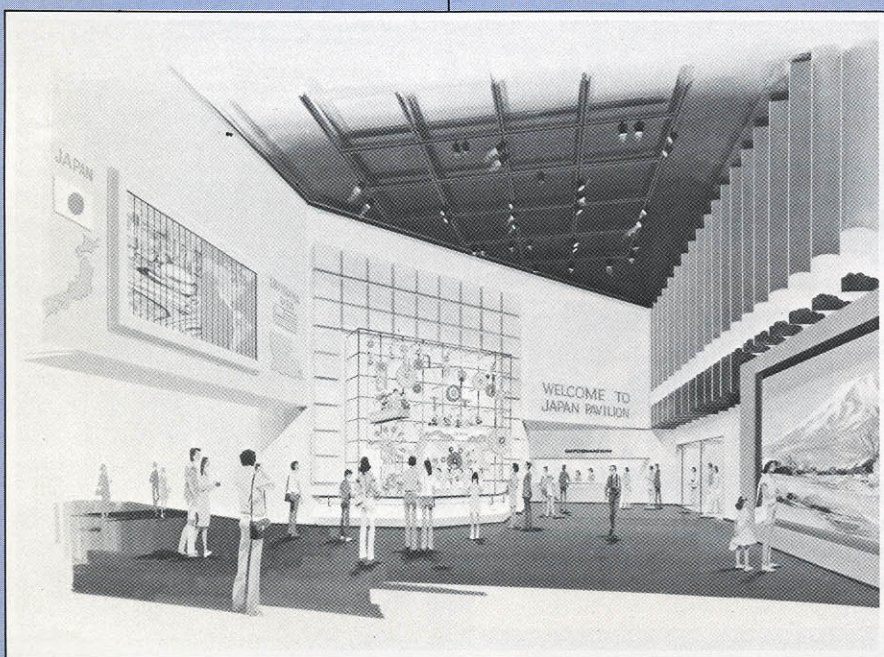
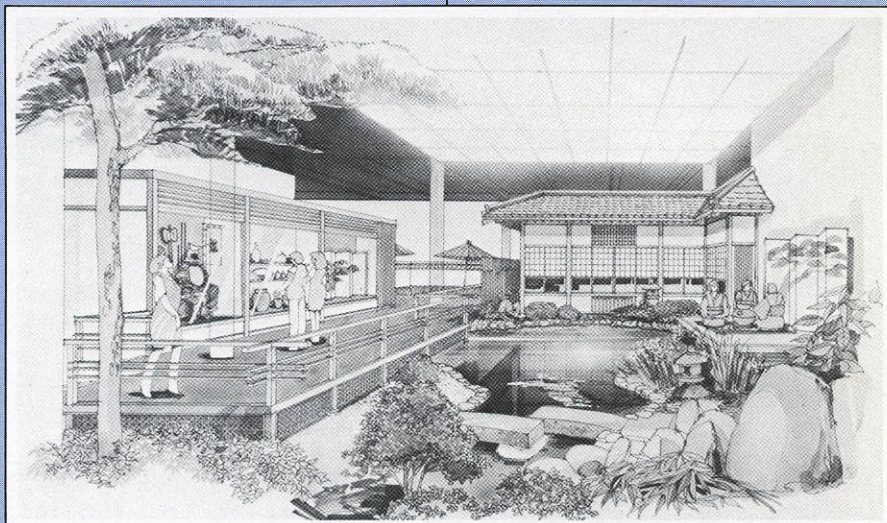
Japan, the first international country to officially announce its participation at the 1984 World's Fair, has planned a series of celebrations in June to acquaint Fairgoers with Japan's marvelous historic legacy.

"Japan Days" include performances of traditional Japanese folk songs, dances and drum playing, modern jazz performances and other exciting events. In addition, special events like the Opening Ceremony (May), Tanabata Festival (July) and Sayonara Event (September) will be held at the Japanese Pavilion.

Once inside the Pavilion, visitors will see a water wheel monument which symbolizes the cultural

ties between New Orleans and Japan. As the wheel rotates, colorful American and Japanese mechanized dolls playing musical instruments captivate visitors. In the theatre area, visitors may watch a three-dimensional, multi-screen film about Japan. From there, the Image Tunnel is a kaleidoscope of images which creates an orientation among visitors who pass through it into the Theme Corner. The tunnel enables visitors to glimpse the immense variety

offered by Japan's four seasons through slides of cherry blossoms, greenery, vivid autumn leaves and snowy landscapes. At the Theme Corner, visitors will learn about the insightful methods for water utilization developed by the Japanese people throughout their history. A Japanese Garden, Information area, Festival exhibits and Japanese Restaurant comprise the remainder of the Pavilion space.



The Japan Pavilion at the 1984 World's Fair will offer visitors a unique blend of both modern and ancient Japan. The Pavilion entrance (left) sets the stage for the exhibits showcasing the contributions of Japanese industry in the development of modern high technology. The traditions of ancient Japan are illustrated in the Pavilion's water garden and tea room (above) which will offer Fair-goers a taste of the culture and cuisine of Japan.

LWE Signs agreement for fair parking

The City of New Orleans and LWE recently signed a cooperative endeavor agreement that will provide \$3 million for the construction and preparation of parking facilities for the 1984 World's Fair.

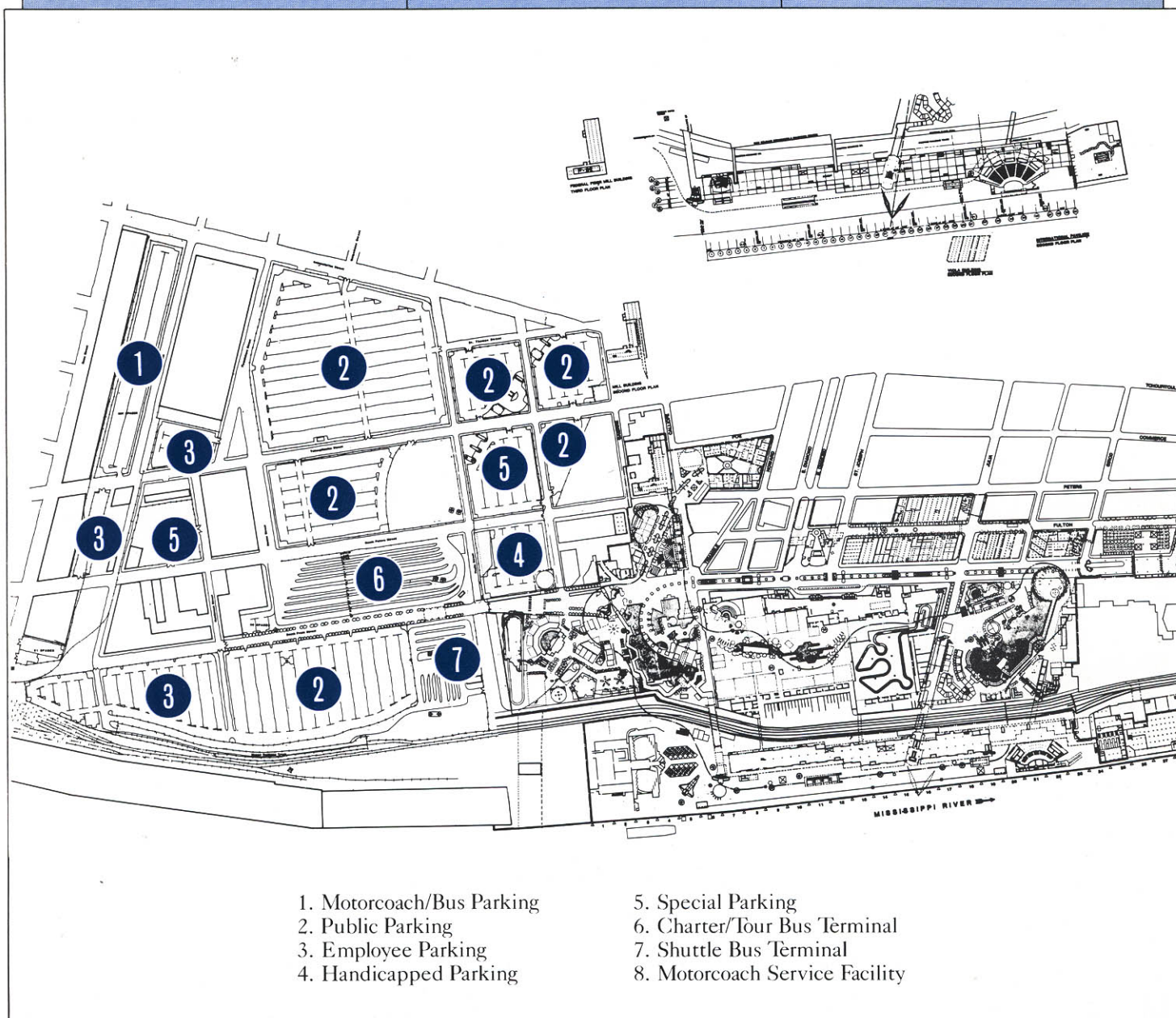
This agreement, signed by New Orleans Mayor Dutch Morial and LWE president and Chief Executive Officer, Petr Spurney, is part of the \$15 million loan commitment from the State of Louisiana to the City of

New Orleans for street and sidewalk improvements.

The \$3 million will be spent to prepare fifty acres of land previously used as a railyard for use as the primary parking facility for the World's Fair. This will provide approximately 6,500 parking spaces, representing the first time ever that a World's Fair has been able to handle all its parking needs with a facility directly adjacent to the site.

The area being improved will contain parking for private automobiles, with specific areas for the handicapped, fair employees and VIPs. Also included in this area will be tour and charter bus staging areas, a shuttle bus terminal and parking and service facilities for motorcoaches.

The development of these facilities insures comfortable, easy access to the 1984 World's Fair to all visitors.



Official Service Facility on-site at 1984 World's Fair

In our effort to provide the best possible service to the motorcoach industry, LWE has contracted with *Motor Coach Services, Inc.* to operate an on-site facility for motorcoach parking and service.

Motor Coach Services will provide motorcoaches with day or overnight parking adjacent to the Charter and Tour Bus Staging Area at the 1984 World's Fair site. Their lot will provide 24-hour guard service as well as fully qualified diesel drivers in case buses must be moved.

In addition to parking facilities, Motor Coach Services will provide a full service facility offering:

- Exterior Washing
- Interior Cleaning
- Lavatory Sanitation Service
- Fuel refilling and topping
- Tire Service
- Pest Control Service
- Minor Mechanical Repairs
- Radio Dispatched Emergency Service
- Driver Shuttle Service

Motor Coach Services offers motorcoach drivers/operators a professional full service facility in an easily accessible location.

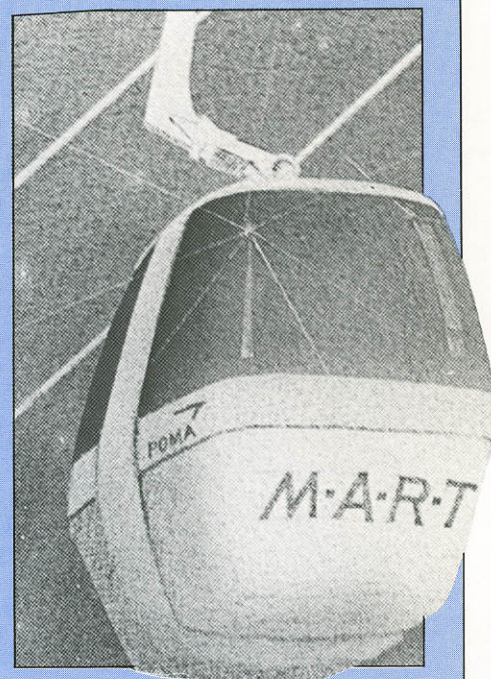
For further information on services offered, price and terms, contact:
Ms. Sandy Huff
Motor Coach Services, Inc.
3615 D'Hemecourt St.
New Orleans, LA 70119
(504) 486-6053

Eastman Kodak named Official Supplier

Eastman Kodak Company has been named official supplier of photographic products, film, paper, and cameras to the 1984 World's Fair in New Orleans. Kodak has also been designated official photographic consultant to the six month celebration of the Mississippi River opening on May 12.

Kodak will also sponsor a float in the Fair's two daily parades throughout the Exposition grounds as well as feature three Kodak 16mm motion picture films which tie into the Fair's theme, "The World of Rivers: Fresh Water As A Source of Life." Also, winning photos from the 1983 Kodak International Newspaper Snapshot Awards (KINSA) will be on display at the Fair.

According to Roger C. Sharp, Vice President and General Manager of Kodak's Consumer/Professional Markets Division, Kodak first participated in the 1893 Columbia Exposition in Chicago and has exhibited at each of the 20 world's fairs since, because "A world's fair is a communication device, a way of telling our story."



Mississippi Aerial River Transit

Mississippi Aerial River Transit (MART) provides transportation across the river back and forth between the East Bank and the West Bank. Passengers can board at either terminal, on the East Bank on site at the World's Fair or across the river in Algiers.

The 55-gondola cars, holding six passengers each, will transport 3,600 riders per hour, traversing the 2,200-foot span across the mighty Mississippi River.

For ticket information, including group rates, contact Mississippi Aerial River Transit (MART), 237 Lafayette Street, New Orleans, Louisiana 70130. (504) 522-8575.

A World of Entertainment Waits for You

50,000 hours of constantly changing entertainment waits for you at the 1984 World's Fair. There's something for everyone as you can see from the following calendar of spectacular events. In May, for example the World's Fair plays host to Bob Hope, Isaac Stern, Johnny Cash and the International Jazz Festival. In June, George Burns, the World Festival of Theatre for Young Audiences and the Osmond Brothers will delight Fairgoers. The Montreal Symphony, Yehudi Menuhin, Sykve Vartan and the Captain and Tennille will appear in July. And, the list goes on and on.

See for yourself and make plans now.

may

Opening Day of World's Fair
Opening Night Gala/Showtime TV Show
Mother's Day
Country Music Awards Show/TV Show
pick up from AMPHITHEATRE
Special Show-AQUACADE-Hcubelein Corp.
U.S. Olympic Soccer Team vs. Honduras-
SUPERDOME
YMCA Day
Oakridge Boys-AMPHITHEATRE
LWE 5-mile Night Road Race-START/END ON-
SITE
Oak Ridge Boys-AMPHITHEATRE
Bob Hope-AMPHITHEATRE
LWE "Darts Across the Waters" Tournament
N.O. Symphony, Isaac Stern-AMPHITHEATRE
(All Day)
Coca Cola
LWE "Darts Across the Waters" Tournament
South Korea-National Days
Special Show-Bob Hope-Smith, Kline & French
Laboratories-AMPHITHEATRE
LWE "Darts Across the Waters" Tournament
South Korea-National Days
Bob Hope tapes NBC-TV Special
South Korea-National Days
Bob Hope tapes NBC-TV Special
South Korea-National Days
Johnny Cash-AMPHITHEATRE
South Korea-National Days
International Jazz Festival-AMPHITHEATRE
(Night Performance)
Camp Fire Girls Day
South Korea-National Days
International Jazz Festival-AMPHITHEATRE
(Afternoon & Night Performance)
Operation Ship
LWE Sailboat Regatta-LAKE PONTCHARTRAIN
Masters Track Meet-KENNER
Operation Ship
International Jazz Festival-AMPHITHEATRE
(Afternoon-Night Performance)

LWE Sailboat Regatta-LAKE PONTCHARTRAIN
Breakers vs. Birmingham USFL-SUPERDOME
Operation Ship
7-9 p.m. NBC airs Hope Special
LWE Sailboat Regatta-LAKE PONTCHARTRAIN
Mississippi

june

Japan-National Days
World Festival of Theatre for Young Audiences
Major League Old Timers Baseball Game
Japan-National Days
World Festival of Theatre for Young Audiences
LWE-Popeyes Offshore Grand Prix-LAKE
PONTCHARTRAIN
Corporate Cup Relays-KENNER
Major League Old Timers Baseball Game-
SUPERDOME
Japan-National Days-AMPHITHEATRE (All Day)
World Festival of Theatre for Young Audiences
World Festival of Theatre for Young Audiences
Tokyo Ballet-AMPHITHEATRE
Center for the Study of Southern Culture Week
(Mississippi)-FEDERAL FIBRE MILLS
World Festival of Theatre for Young Audiences
Tokyo Ballet-AMPHITHEATRE
Center for the Study of Southern Culture Week
(Mississippi)-FEDERAL FIBRE MILLS
Olympic Salute (Olympic Torch at LWE)
World Festival of Theatre for Young Audiences
Center for the Study of Southern Culture Week
(Mississippi) FEDERAL FIBRE MILLS
Chrysler Day
Roy Clark and Tammy Wynette-AMPHITHEATRE
World Festival of Theatre for Young Audiences
Center for the Study of Southern Culture Week
(Mississippi)-FEDERAL FIBRE MILLS
World Festival of Theatre for Young Audiences
Center for the Study of Southern Culture Week
(Mississippi)-FEDERAL FIBRE MILLS
World Festival of Theatre for Young Audiences
McDermott Corporate Salute
Paul Masson Pro Tennis Tournament-HILTON
RIVERCENTER

Center for the Study of Southern Culture Week
(Mississippi)-FEDERAL FIBRE MILLS
Universal Children's Day
World Festival of Theatre for Young Audiences
Arkansas State Day
Paul Masson Tennis Tournament-HILTON
RIVERCENTER
Center for the Study of Southern Culture Week
(Mississippi)-FEDERAL FIBRE MILLS
World Festival of Theatre for Young Audiences
European Community (II-AMPHITHEATRE)
Paul Masson Tennis Tournament-HILTON
RIVERCENTER
World Festival of Theatre for Young Audiences
European Community (II-AMPHITHEATRE)
Air Supply-AMPHITHEATRE
Paul Masson Tennis Tournament-HILTON
RIVERCENTER
European Community (II-AMPHITHEATRE)
World Festival of Theatre for Young Audiences
Lee Greenwood/Frizzell & West-
AMPHITHEATRE
Flag Day
LWE Open Swim Championship-UNO POOL
Paul Masson Tennis Tournament-HILTON
RIVERCENTER
LWE Open Bass Fishing Tournament-HAMMOND
World Festival of Theatre for Young Audiences
LWE Open Swim Championship-UNO POOL
LWE Open Bass Fishing Tournament-HAMMOND
Paul Masson Tennis Tournament-HILTON
RIVERCENTER
World Festival of Theatre for Young Audiences
LWE Open Swim Championship-UNO POOL
LWE Open Bass Fishing Tournament-HAMMOND
Paul Masson Tennis Tournament-HILTON
RIVERCENTER
World Festival of Theatre for Young Audiences
LWE Open Swim Championship-UNO POOL

LWE Open Bass Fishing Tournament—HAMMOND
 Paul Masson Tennis Tournament—HILTON
 RIVERCENTER
 Sports Car Autocross
 Father's Day
 World Festival of Theatre for Young Audiences
 China—AMPHITHEATRE
 World Festival of Theatre for Young Audiences
 China—AMPHITHEATRE
 World Festival of Theatre for Young Audiences
 China—AMPHITHEATRE
 National Drill Team Competition
 World Festival of Theatre for Young Audiences
 Don Williams/Osmond Brothers—AMPHITHEATRE
 National Drill Team Competition
 People's Republic of China
 World Festival of Theatre for Young Audiences
 National Drill Team Competition
 People's Republic of China
 World Festival of Theatre for Young Audiences
 George Burns—AMPHITHEATRE
 National Drill Team Competition
 World Festival of Theatre for Young Audiences
 National Drill Team Competition Finals—
 AMPHITHEATRE
 City of Quebec Salute
 American Nurses Association
 World Festival of Theatre for Young Audiences
 Beethoven Foundation "Discovery Series"
 World Festival of Theatre for Young Audiences
 World Festival of Theatre for Young Audiences
 Salute to Ciudad De Inca and Marques
 World Festival of Theatre for Young Audiences
 Texas
 World Festival of Theatre for Young Audiences
 U.S. National Week
 World Festival of Theatre for Young Audiences
 U.S. National Week
 The Original American Chocolate Chip Cookie
 Company Salute

july

U.S. National Week
 Montreal Symphony—AMPHITHEATRE
 U.S. National Week
 Montreal Symphony—AMPHITHEATRE
 Beethoven Foundation
 U.S. National Week
 U.S. National Week
 Independence Day
 LWE Masters Swim Championship—UNO POOL
 LWE Masters Swim Championship—UNO POOL
 LWE Masters Swim Championship—UNO POOL
 Beethoven Foundation "Discovery Series"
 Yehudi Menuhin—AMPHITHEATRE
 Bastille Day
 Sylvie Vartan—AMPHITHEATRE
 French International Festival Weekend
 French International Festival Weekend
 Beethoven Foundation "Discovery Series"
 Iowa (Tentative)
 "Adopt a Musician" Dinner for World Orchestra—
 PLIMSOLL CLUB
 Junior Olympics at LSU—BATON ROUGE
 Junior Olympics at LSU—BATON ROUGE
 Junior Olympics at LSU—BATON ROUGE
 Jammers Frisbee Exhibitions—ON SITE

Junior Olympics at LSU—BATON ROUGE
 Jammers Frisbee Exhibitions—ON SITE
 Tanabata (Japan)
 Junior Olympics at LSU—BATON ROUGE
 Jammers Frisbee Exhibitions—ON SITE
 Tanabata (Japan)
 Girls Scouts Day
 Junior Olympics at LSU—BATON ROUGE
 Jammers Frisbee Exhibitions—ON SITE
 Picnic for World Orchestra—SARALIN FARM
 Beethoven Foundation "Discovery Series"
 Peru National Week
 Jammers Frisbee Exhibitions—ON SITE
 Peru National Week
 Jammers Frisbee Exhibitions—ON SITE
 Peru National Week
 National Symphony—AMPHITHEATRE (All Day)
 Jammers Frisbee Exhibitions—ON SITE
 Peru National Week
 National Symphony—AMPHITHEATRE (All Day)
 Jammers Frisbee Exhibitions—ON SITE
 Peru National Week
 Captain & Tennille—AMPHITHEATRE
 Jammers Frisbee Exhibitions—ON SITE
 Jammers Frisbee Exhibitions—ON SITE
 Peru National Week
 Nikolais Dance Co.—AMPHITHEATRE
 Peru National Week
 Jammers Frisbee Exhibitions—ON SITE
 Beethoven Foundation "Discovery Series"
 Nikolais Dance Co.—AMPHITHEATRE
 Jammers Frisbee Exhibitions—ON SITE
 Jeunesses Musicales World Orchestra—
 AMPHITHEATRE (All Day)

august

Jeunesses Musicales World Orchestra—
 AMPHITHEATRE (All Day)
 LWE 5K Night Road Race—START/END ON-SITE
 Hunter Fan Day
 Beethoven Foundation "Discovery Series"
 Australia National Days
 Australia National Days
 Australia National Days
 Australia National Days
 Australia National Days
 Australia National Days
 Beethoven Foundation "Discovery Series"
 Great River Road Day
 Wisconsin State Day
 Baton Twirling Spectacular
 Baton Twirling Spectacular
 Beethoven Foundation "Discovery Series"
 Illinois State Day
 Asian/Pacific Society Day
 World's Fair NFL Classic—Saints vs Washington—
 SUPERDOME
 International Choral Festival
 Boy Scouts Day
 International Choral Festival—AMPHITHEATRE
 (All Day)
 Beethoven Foundation "Discovery Series"
 Minnesota Day
 Louisiana World's Fair Horse Classic—COVINGTON
 American Legion World Series Day
 Louisiana World's Fair Horse Classic—COVINGTON
 American Legion Little World Baseball Series—UNO
 Larry Gatlin—AMPHITHEATRE
 Louisiana World's Fair Horse Classic—COVINGTON
 American Legion Little World Baseball Series—UNO
 Louisiana World's Fair Horse Classic—COVINGTON

september

Labor Day Weekend
 World's Fair College Football Classic—Tulane vs.
 Mississippi—SUPERDOME
 American Legion Little World Baseball Series—UNO
 Louisiana World's Fair Horse Classic—COVINGTON
 Labor Day Weekend
 American Legion Little World Baseball Series—UNO
 Louisiana World's Fair Horse Classic—COVINGTON
 Labor Day Weekend
 American Legion Little World Baseball Series—UNO
 Louisiana World's Fair Horse Classic—COVINGTON
 N.O. Symphony/Entremont, Mintz, Rose—
 AMPHITHEATRE (All Day)
 Grandparent's Day/Senior Citizens Day
 Georgia
 Mel Tillis—AMPHITHEATRE
 Red Skelton—AMPHITHEATRE
 Itzhak Perlman—AMPHITHEATRE
 American Indian Day
 Oktoberfest Weekend
 Oktoberfest Weekend

october

London Livery Day
 Canada (5—AMPHITHEATRE)
 Columbus Day
 Canada
 Eliot Feld Ballet—AMPHITHEATRE
 Canada
 Boise Cascade Day
 Eliot Feld Ballet—AMPHITHEATRE
 Canada
 Italian International Festival Weekend
 Italian International Festival Weekend
 LWE 10 Mile Road Race—START/END ON-SITE
 London Philharmonic—AMPHITHEATRE
 Missouri State Day
 Liberia National Week
 Liberia National Week
 Women's Chamber of Commerce (U.S. Day)
 American Rent All
 United Nations Day
 Liberia National Week
 Liberia National Week
 United Nations Day
 Liberia National Week
 Navy Day
 Vienna Choir Boys—AMPHITHEATRE
 UNICEF Day
 Halloween

november

Hines Nursery Day
 LWE Triathlon—FINISH ON SITE
 Election Day
 Veteran's Day
 Closing Day of World's Fair

CHRYSLER

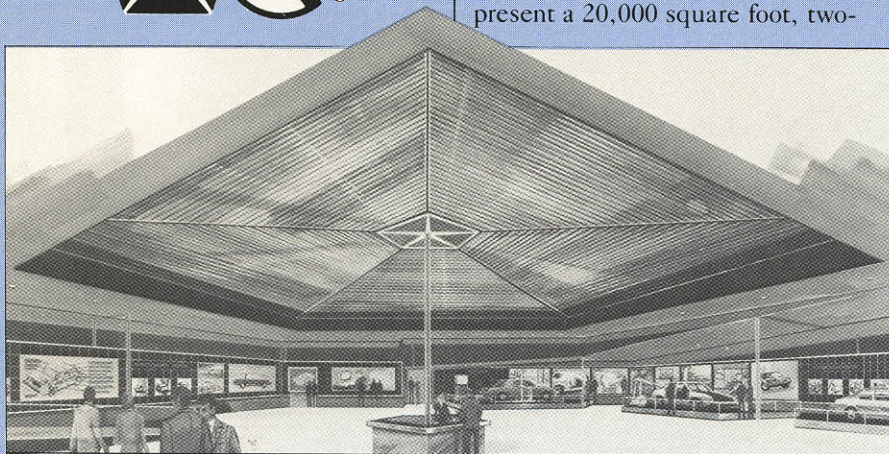


Corporate participation at the 1984 Louisiana World Exposition continues to present new and different experiences of U.S. commerce and industry.

The Chrysler Corporation will present a 20,000 square foot, two-

level pavilion, designed in the shape of their Pentastar logo. Incorporated in this exhibit will be a 500 seat theatre featuring a specially created motion picture showcasing the American industry's use of modern technology to efficiently build quality products. Additional exhibits will include the latest in high technology including industrial robotics, computer aided design and manufacturing and electronics in automobiles, offices and homes.

The Chrysler Pavilion will allow Fair visitors to glimpse the future of transportation, and the many innovative contributions made to the automobile industry by the Chrysler Corporation.



The Chrysler Corporation will offer visitors to the 1984 World's Fair an inside look at the American automobile industry and it's technological advances.

Corporate Participants present a unique view of **Industrial America** *at the 1984 World's Fair*

AEEE

Also adding a new and unique presence to the 1984 Fair will be the U.S. Electric Industry. Through an extension of the charter which allowed America's Electrical Energy Exhibit at the 1982 Knoxville World's Fair, the electrical industry will provide a 15,000 square foot, double domed exhibit at the 1984 World's Fair. The pavilion will provide live entertainment, as well as a multimedia display which utilizes 18 computer controlled projectors and underscores the importance of electrical energy in everyday life. Exhibits will also highlight the importance of water in the production of electrical energy.

Also exhibiting at the New Orleans fair will be Conergy Marketing, Inc. which will host a 5,400 square foot exhibit, The Energy Saving House. This two-level house is designed to answer homeowners' questions on making their own home more energy efficient. The house will present "state of the art" solutions to Energy conservation in the home. Each room of the Energy Saving House will contain appropriate conservation devices for that space, allowing visitors to locate trouble spots in their homes and familiarize themselves with techniques to solve these problems.

Everywhere you turn, the industries of the world will provide a new experience in the world around us.

International Business Center

Truly unique to the 1984 World's Fair will be the International Business Center. The 28,000 square foot center, located in the main Exhibition Hall, will encourage U.S. and foreign businessmen to explore new trading opportunities and provide them with the latest international marketing information and services. The International Business Center will offer a wide spectrum of services including tourism assistance, foreign currency exchange, a state-of-the-art computer system to link buyers and sellers in world commerce, workshops and seminars focusing on special products and services and a regular series of product exhibitions.

LWE

on the move



On January 29, 1984, LWE kicked off their national consumer advertising campaign. Two-page, 4-color ads appeared in Sunday magazines in selected markets across the country, bringing the sparkle of the 1984 World's Fair in New Orleans to the American public.

The LWE advertising campaign will continue to grow in scope. March will begin our national magazine campaign with prominent full color ads in major national magazines such as *Time*, *Life*, *People* and *Better Homes and Gardens*. Then watch us sizzle as we begin our national TV advertising campaign using a series of dazzling new TV ads which will bring the magic of New Orleans and the World's Fair into living rooms across the nation.

There is also an extensive promotional appearance campaign to bring the 1984 Fair to your door. Headlining with Seymour D. Fair, the 6-foot pelican mascot of the 1984 World's Fair, and our World's Fair Musical Ambassadors, LWE has gone "on-the-road" to bring a taste of the excitement and spectacle of the Fair to cities across the U.S. and around the world.

For the past month, the Musical Ambassadors have been touring

Europe with shows in Copenhagen, Paris, and 11 cities across Germany. During the next six months, they will be touring the country with performances in Dallas, Houston, Los Angeles, Anaheim, Salt Lake City, Denver, Beverly Hills and much more.

Seymore D. Fair has been on the road, too, making appearances in Miami, Tampa, Detroit, Memphis, Chicago, Pittsburgh, and Dallas. He's been seen skiing in Utah with Olympic hopefuls, chatting with Mayor Marion Barry in Washington, D.C. and even attending a national homebuilder's convention in Houston, all in the same week!

LWE's promotional appearance schedule continues to grow, so watch for us as we bring the "Celebration of the 20th Century" to the world.
March 1—National Media Tour, New York, N.Y.



While in Washington, D.C. to attend the tourism "Unity Dinner" for the U.S. Congress, Louisiana tourism officials paid a call on the new Undersecretary for the U.S. Travel and Tourism Administration, Donna Tuttle (second from right). Keeping Ms. Tuttle up-to-date on developments in Louisiana were Robert Rintz, Will Mangham and Mrs. Lawrence Fox of the Louisiana State Office of Tourism, Barbara Lachenmaier of LWE, Ron Kuhlman of the New Orleans Tourist and Convention Commission and Jeffrey Stack, Vice President of Marketing for LWE.



- March 1-4—Denver Post Travel Festival, Denver, CO.**
 - March 2-10—ITB International Travel Show, Berlin, Germany
 - March 9-15—Union Pacific Train Tour of the U.S.
 - March 12-15—Eastern Airlines Vacation Destinations Show, Atlanta, GA.**
 - March 19-22—Delta Southern California Tour: Irvine, Anaheim, Los Angeles**
 - March 23-25—Houston Travel Festival, Houston, TX.**
 - March 27-29—Delta Southern California Tour: Beverly Hills, West Lake Village, Universal City**
 - March 30-April 1—Salt Lake City Travel Festival, Salt Lake City, UT.**
 - April 2-4—Delta Southern California Tour: Ontario, Fresno, San Bernardino**
 - April 5-8—San Antonio Travel Festival, San Antonio, TX.**
 - April 9-12—Delta San Francisco Tour, San Francisco, CA.**
 - April 25-29—Plaza of the Americas/ Dallas Travel Festival, Dallas, TX.**
- **World's Fair Educational Seminars and presentations will be available in these cities.

WATER

Symposia

Committed to improving the international understanding about our world's most precious resource among leaders in government, business, academia and the non-profit sector, the World's Fair organization will host five international water symposia during the six-month period to address several specific, well-defined aspects of the water issue. Experts and authorities from all concerned nations will convene during these sessions to share the world's knowledge and aspirations for the future of our fresh water resources.

July 10-11, 1984 *Rivers and River Management*: Internationally respected experts address the following topics in seven sessions during two days: river basin development around the world; multiple uses of water in the world's rivers; viability of interbasin/international transfers of water; the role of rivers and canals in transporting goods and people; harnessing rivers for flood control, power, irrigation, and other purposes; river development and management—flooding, pollution, health and ecosystems; and great river plains and deltas of the world and their unique contributions.

Symposium I

July 11-13, 1984 *Water to Sustain Agriculture and Industry*: Recognized authorities address the following topics in a second, two-day session: allocation of available water for competing agricultural, industrial and other needs; effects of agricultural and industrial uses on water quality and the water table; conservation, purification and re-use of water used in agriculture and industry; irrigation—key to food production; water-side site requirements for industry and commerce; use of water to transport agricultural, industrial and energy products; and the effects of urbanization, industrialization and large-scale agriculture on water needs.

Off-site field trips are offered to participants on the Monday preceding and the Saturday following these symposia. An additional charge for the field trips includes transportation, orientation briefings and a luncheon.

Symposium II

September 11-12, 1984 *Water For Human Consumption*: This two-day session presents internationally acclaimed experts on the following topics: water supply systems in urbanizing nations of the developing world; health, hygiene and sanitation in the provision of clean water; access to distant water—the burden on women and children; local participation in developing and maintaining water and sanitation systems; inadequate drinking water—twelve million Americans without tap water; ground and surface water development to meet third world needs; and paying the cost of “water for all.”



September 13-14, 1984 *New and Innovative Concepts for Meeting Our Water Needs*: Renowned experts examine the following topics in this second, two-day session: satellite and other remote technology in developing the world's water resources; rainwater harvesting, recycling and other techniques for extending a limited resource; appropriate technology to meet third world water needs; saline environment for fresh water needs; aquaculture and hydroponics; icebergs, oil tankers and other innovative approaches to water transportation; and energy potential from variations in water temperature, density or chemical composition.

Off site field trips are offered to participants on the Monday preceding and the Saturday following these symposia. An additional charge for the field trips include transportation, orientation briefings and a luncheon. On Saturday, September 15, 1984, there will be a one day “World Water Forum of Participating Nations: Water related topics consistent with the September symposia will be addressed by authorities nominated by nations participating in the 1984 Louisiana World Exposition.



October 10-13, 1984: *World Water Watch* This three-day program examines the economic, political and cultural aspects of the following water-related issues: water for food production; multiple uses of water; water and energy; water for commerce and economic development; water quality and the environment; water for future life; and access to water.

Cosponsored by Atlantic Richfield Company, the U.S. Conference of Mayors, The Louisiana World Exposition, Inc. and the City of New Orleans, these symposia will undoubtedly provide unique and innovative perspectives on the role of water in today's world.

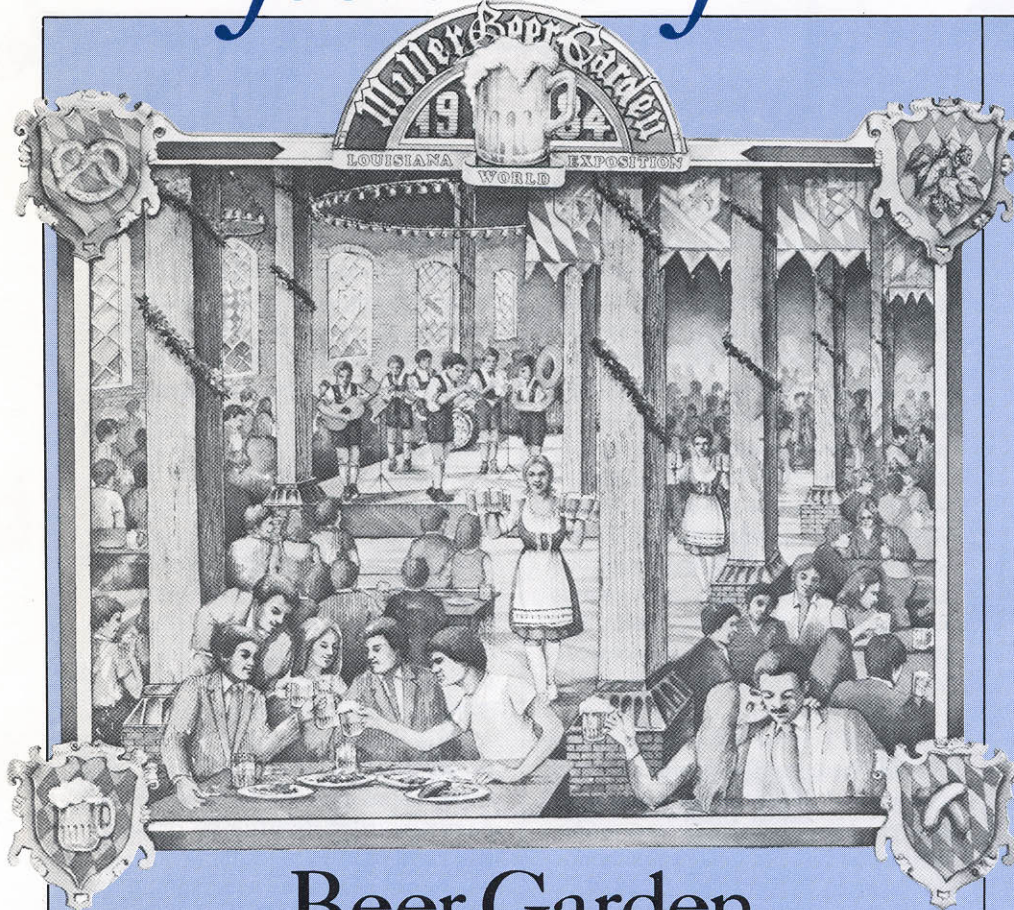
Who Should Attend? The International Water Symposium Series is expected to attract a broad range of participants with different perspectives and interests—academicians, engineers, scientists, elected and appointed officials, industry leaders, representatives from nonprofit organizations and concerned citizens.

For further information, contact: Alesia Devenish, Louisiana World Exposition, Inc., P.O. Box 1984, New Orleans, LA 70158-1984 (504) 566-2246.



SOMETHING FOR EVERYONE

federal fibre mill



Beer Garden

Located on the first floor of the historic Federal Fibre Mills Pavilion, the Beer Garden will seat 1,000 curious and thirsty Fair visitors. Operated by the Rack Family, this distinguished German-Canadian family of restaurateurs has a reputation that dates back to the late sixties from their beer garden at LaRhonde, on the site of Expo 67 in Montreal, Canada.

Direct from Germany, joyous Oom-Pah-Pah Bands will splash the sound and spirit of good cheer throughout the lively Garden halls, spilling into the Federal Fibre Mills' open courtyard, where fair-goers can sit or stroll.

"Our menu," says John Rack, Jr., "will feature a complete selection of true German delicacies: our

special recipe for spicy, smoked and German veal sausages, Sauerkraut, Bavarian Chicken, pig nuckles and pretzels will be among the daily specials." A breakfast menu has also been designed. Black Forest Cake is sure to be one of the Fair's culinary masterpieces.

Miller High Life, the Official Beer for the 1984 World's Fair, will be featured "on tap." In addition, cocktails, specialty drinks and non-alcoholic beverages will be available for the entire family.

Non-stop music and entertainment are key in creating the Oktoberfest ambiance. Beer steins will be raised and clicked celebrating toasts as only the Germans do: "EIN PROSIT!"

Mills Hospitality Suites

But there's even more to the Federal Fibre Mills building! A lush 5-story atrium will be the focal point of the Mills lobby. High speed electronic elevators will serve the second and third floors. Jed's Look-out Lounge, an elegant New Orleans nightclub with a balcony overlooking the Fair, is available for small, catered parties. And, the Mills Hospitality Suites are available on daily, monthly or six-month leasing terms. Tailored for exhibits, cocktail parties and receptions, a Mills Hospitality Suite is perfect for executives who wish to entertain clients or delegates at the Fair. A private entrance to a staffed VIP reception area will separate the Hospitality Suites from Jed's Look-out Lounge.

For further information, contact Bonnie Skaer, at (504) 566-0206.

World's Fair Admission Tickets

Louisiana World Exposition, Inc. has developed a full range of ticket options to meet the needs of individuals, companies and the travel industry. On March 1, 1984, the LWE ticketing system went into full operation offering a complete system of ticketing systems and consumer ticket outlets.

INDIVIDUAL TICKETS

Individual tickets for one-day or two-consecutive-day admission to the 1984 World's Fair will be available at the entrance gates on the Fair site or through the LWE licensed ticket outlets. Ticket outlets will include participating Trailways Ticket Offices, D. H. Holmes Co., Ltd. Ticket Centers, all New Orleans area TimeSaver Stores and all Orleans Transportation Co. Tour Desks.

SEASON PASSPORTS

Personalized, non-transferable season passports may be purchased either through D. H. Holmes Co., Ltd. Ticket Centers or through the Ticket Sales Department at LWE. Season Passports entitle the purchaser to unlimited access to the Fair, a special express entrance and advance ticket buying for Amphitheatre events.

BUSINESS PASS

The Business Pass allows companies the convenience of a Season Passport access to the Fair site, but this is a transferable pass. The LWE Business Pass allows anyone from your organi-

zation to bring up to three guests to the Fair to a total of 60 admissions. The Business Pass is valid Monday through Friday only. Weekends and holidays are excluded.

VIP PASSPORT CLUB

Membership in the VIP Passport Club is a must for the discriminating businessman. This Passport includes membership in the "Rivers Club" located in the International Pavilion, a Gold VIP Passport providing unlimited access for you and three guests, twenty-five single day admission tickets, special reserved VIP parking, use of the VIP entrance gate and much more. Contact Lisa LeBlanc-Berry, Ticket Sales Department, for further information.

GROUP TICKETS

A discounted rate is available for one-day and two-consecutive-day admission tickets for private groups such as churches, civic organizations and businesses. A special rate for school groups is also available from May 12, 1984 to June 1, 1984. For further information on special rates and features for school groups contact

the Ticket Sales Department at (504) 566-2060.

CONVENTION GROUP TICKETS

Special discounted tickets are available for conventions scheduled in New Orleans during the 1984 World's Fair. This world-class event offers many unique opportunities for enhancing your convention activities. Full information on programs and opportunities for convention groups is available from the Tour and Convention Sales Department.

TRAVEL INDUSTRY NET RATE

A special net rate is available to the travel industry for bulk purchase of tickets to be used in conjunction with tour packages. The travel industry rate requires a minimum purchase of 25 tickets, purchased at least 30 days prior to use. Orders for tickets and requests for additional information on the travel industry ticket rates should be sent to: Ms. Sue Wall-Kinney, Tour and Convention Sales Department.

Please send me information on the following

_____ Travel Industry Net Rates

_____ Convention Programs And Tickets

_____ Business Passport

_____ VIP Passport Club

_____ Group Tickets

_____ Season Passports

()

Name of Company

Telephone

Name of Representative

Title

Address

City/State

Zip Code

Please detach and mail this form to:

Tour and Convention Sales Department Louisiana World Exposition, Inc.
P.O. Box 1984 New Orleans, LA. 70158-1984

Where:

The 1984 World's Fair occupies 82 acres on the Mississippi River immediately adjacent to the New Orleans Central Business District. General boundaries for the Fair are the Mississippi River on the East, Erato Street on the south, South Peters on the West and Canal Street on the North. Main entrances for the Fair are the Canal Gate at Girod and South Front Streets and the Bridge Gate at Erato and South Front Streets.

When:

May 12th-November 11th, 1984

Hours of Operations:

Exhibitors' Pavilions 10:00 a.m.-10:00 p.m.

Fair Grounds, Concessions and Attractions 10:00 a.m.-2:00 a.m.

Theme:

"The World of Rivers: Fresh Water as a Source of Life." The fair will spotlight the rivers and ports of the world through a variety of spectacular exhibits, demonstrations and wondrous aquatic performances.

Admission Costs:

| | One Day | Two Consecutive Days |
|----------------------------------|------------|----------------------------|
| Adults (12-54) | \$15.00 | \$28.00 |
| Child/Senior (4-11 & 55 over) | \$14.00 | \$26.00 |
| Infants (0 to 3) | FREE | FREE |

Each ticket entitles the visitor to unlimited monorail ridership, around the site and entry to pavilions, exhibits and regularly scheduled entertainment. Price does not include entrance to the "Treasures of the Vatican" exhibit. Season passes and discounts for groups and conventions are available as well as travel industry pricing. Contact: Ticket Sales Department, Louisiana

fair facts

World Exposition, P.O. Box 1984, New Orleans, LA 70158-1984

Parking:

LWE has finalized arrangements with Missouri Pacific Railroad (MOPAC) to lease 47 acres of land directly adjacent to the Fair site for parking. This area will contain parking for 6,612 automobiles, 300 buses, charter and shuttle bus terminals and a motorcoach service facility. Two peripheral parking facilities will also be available with shuttle service to the Fair site.

Exhibits:

LWE exhibits will represent the variety of mankind's cultural, scientific and economic breakthroughs. An international exhibition hall on the river front will house pavilions of foreign countries.

International participants announced to date (1/1/84) are: Australia, Canada, Egypt, El Salvador, France, Israel, Italy, Japan, Liberia, Mexico, the People's Republic of China, the Republic of Korea, The United States, the Vatican and the European Economic Community (Belgium, Denmark, Greece, West Germany, Ireland, Luxembourg, the Netherlands and the United Kingdom.

To date (1/1/84) a total of more than 60 companies have announced their participation in the 1984 World's Fair as sponsors and exhibitors. Among the many corporate exhibits will be the Petroleum Industries Pavilion, the Chrysler

Transportation Pavilion, Women in the Mainstream, Union Pacific's "Rivers of Steel" Pavilion, the Church of Christ, and "I've Known Rivers" an Afro-American Pavilion.

Entertainment:

LWE has planned more than 50,000 hours of on-going entertainment designed for Fairgoers of all ages. The premiere facility, the International Amphitheatre with a 5,500 seat showplace will headline international performers. The fabulous Aquacade, with a seating capacity of 3,500 will feature synchronized swimming performance, championship diving and live music. The Circus International, with a seating capacity of 2,700 will have shows daily and drawn from its famous European predecessors. The Jazz and Gospel Tent seats 1,500 featuring regional and international jazz and dixieland music. There will be an amusement area with some of the most imaginative rides ever designed. The Wonderwall will come alive with mimes, puppet shows, magic acts and more.

Food/Beverage:

Native Louisiana cuisine will be featured along with national and international fare at LWE's *Restaurants and Theme Bars*. There will be nearly 75 concessions and restaurants on the Fair site, which will give visitors a taste of the world's cultures. Reunion Hall, resembling an old-fashioned dance hall will offer creole dishes and fine music until 2:00 AM. The Italian Village will offer visitors a chance to shop, dine and enjoy the atmosphere of old Italy. The Seafood Warehouse will allow Fair-goers to taste the seafood dishes that made New Orleans famous. Other concessionaires will include Cajun Cuisine, the Gumbo Shop, Louisiana Specialty Foods to name just a few.

Tour and Convention Department
Louisiana World Exposition
Post Office Box 1984
New Orleans, La. 70158-1984 U.S.A.
Telex: TRT 161775 LA WORLD



Director: Barbara Lachenmaier
Editorial Director: Joan Deretchin Jacob
Art Director: Robert Whitney
Graphic Design: Pam December
Coordination: Susan A. Smith

© 1984 Louisiana World Exposition

NON-PROFIT
ORGANIZATION
BULK RATE
U.S. POSTAGE
PAID
New Orleans, La.
PERMIT NO. 1313