



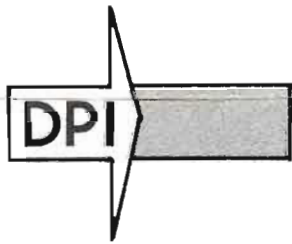
NEWSLETTER

Number 16

May 10, 1963

HEADQUARTERS -- The Transportation & Travel Pavilion will be more than a center of attraction at the New York World's Fair. For its 16 million visitors, the T&T Pavilion will become the tour headquarters for all of New York City and the U.S.A. Here's why:

INSTANT TOURS -- Data Patterns, Incorporated, pioneer in the real-time application of digital computers to consumer use, has leased 1,000 square feet in the pavilion to offer a unique service, "Tour-Master". Each visitor will have the opportunity to secure an Itinerary Kit listing some 300 of New York City's and the nation's major tourist attractions. From this list he will select those he is most anxious to see in either area. At that point, a massive computer system will take over. Within seconds, it will process the requests and return a full, detailed Itinerary Report to the visitor, containing his name and address in a personal salutation. (Over two million visitors are expected to be processed at the DPI Computer Center.) This document will contain all the information he needs, including the following:



- * Location of each attraction
- * Routes and public transportation to each attraction
- * Time required for travel between attractions
- * Description of points of interest at each attraction
- * Time required to see each attraction
- * Price of admission for each attraction
- * Logical order in which to see various attractions
- * Totals of time and cost for entire tour

COMPUTER TAKE-OVER? -- Does this dazzling performance suggest that the travel agent must inevitably give way to automation? "To the contrary," says Stephen P. Sims, DPI Director of Sales Development. "We view the DPI system as a new resource that will add tremendous strength to travel agencies by heightening public interest. By using "Tour-Master", they will be able to devote more time than ever to providing their most important, and ultimately their most profitable, service -- personalizing travel information for their clients and utilizing their vast experience to manage each tour. No computer system can displace this creative function."

"LEAD-MASTER" -- Another proprietary service of Data Patterns promises to revolutionize sales and marketing techniques at conventions, trade expositions and fairs. It will be available to all Fair exhibitors, including those at T&T. Called "Lead-Master", it is a system that provides exhibitors with organized sales leads and consumer research data uniquely fast, eliminates ineffective give-aways of literature, cuts down on booth personnel.... and provides visitors with a much appreciated convenience. The DPI Computer Center in T&T will process visitor data each night for distribution to exhibitors the next day. Over 50,000 mailing labels per Fair Day are expected to be processed for DPI's client-exhibitors.

- O V E R -

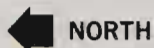
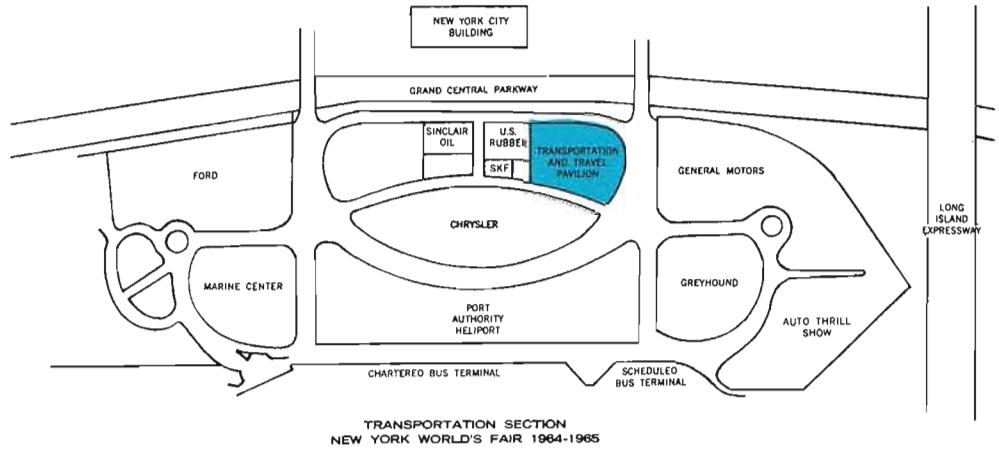
THESE CAN BE YOUR NEIGHBORS IN THE TRANSPORTATION SECTION



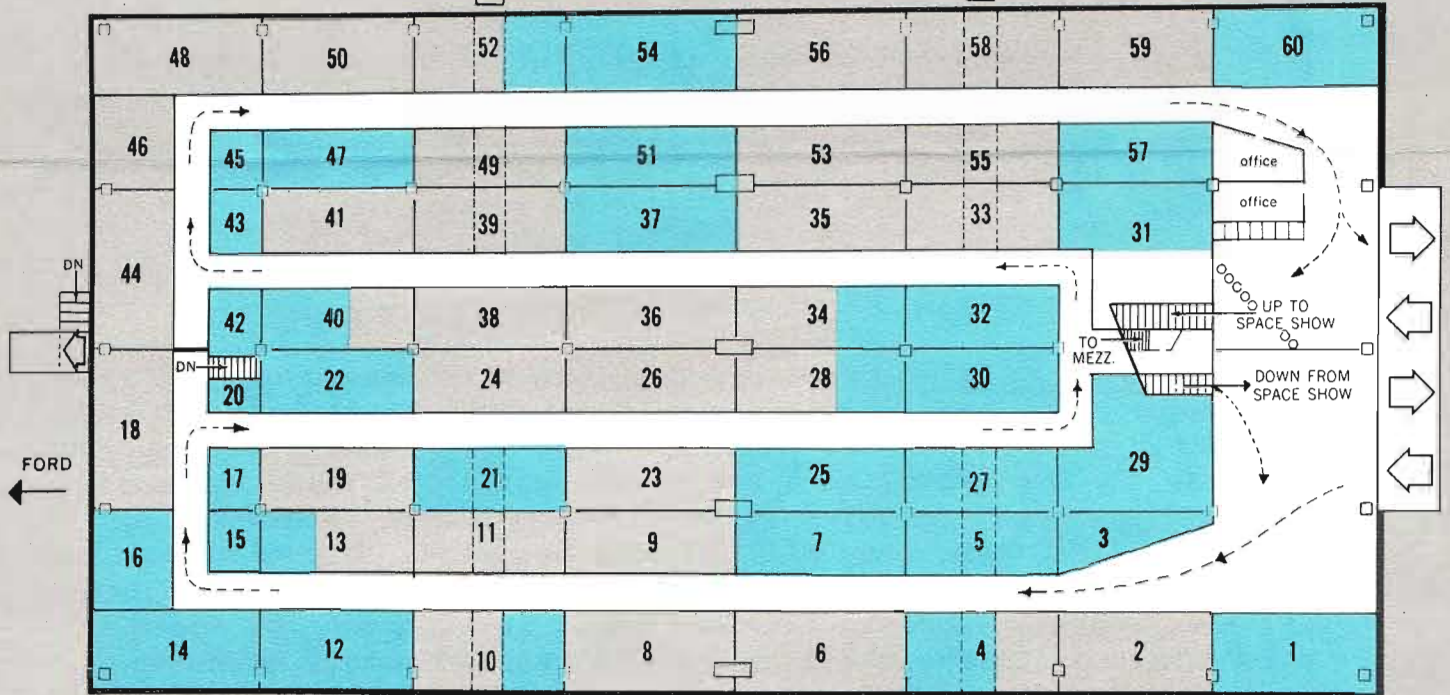
TRANSPORTATION & TRAVEL PAVILION INC. NEW YORK WORLD'S FAIR - 1964-1965



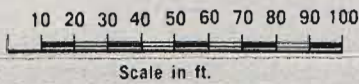
TIME & LIFE BUILDING
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GRAND CENTRAL PARKWAY



Blue shaded areas are not available.



MAIN FLOOR PLAN

THE RIGHT PLACE

Hailed by Presidents Hoover, Truman, Eisenhower and Kennedy, the New York World's Fair 1964-1965 will be a national and world-wide attraction, drawing more than 70 million people. It is sited on 646 acres in Flushing Meadow Park, New York City - at the center of the world's greatest metropolitan area.

The Fair will open April 22, 1964 and will remain open through October. A similar schedule will be followed in 1965. Exhibits will be operated 10 a.m. to at least 10 p.m. seven days a week, including holidays.

The position of the T & T Pavilion as one of the major attractions of the Fair will be reinforced by a national promotion campaign prior to and throughout the period of the Fair.

HALL OF FAME

The T & T Pavilion will be the home of a Transportation Hall of Fame, honoring this century's leaders and pioneers in every aspect of the industry. Members will be selected from hundreds of nominations which have been received from every section of the U. S. and from abroad.

Many of the greatest and most popular heroes of the 20th century are men and women who have achieved milestones in the field of transportation. Announcement of their selection is certain to make national and international news. Their presence in the Hall of Fame is certain to attract crowds ... and to reflect their personal prestige on the entire T & T Pavilion.

THE RIGHT PRICE

The cost of your exhibit at the Fair, in the T & T Pavilion, is competitive with that of exposure in many media that are far less memorable and effective. Units of 250 square feet are available at a rental cost of \$25,000 each for the two-year period of the fair. An exhibitor may lease a minimum of two units.

The rental cost covers such normal services as air conditioning, general lighting, general maintenance and access to all utilities. Payments schedule is as follows:

- 50% upon signing of lease
- 20% October 12, 1963
- 20% April 22, 1964
- 10% April 1, 1965