

Vienna Expo '95 Feasibility Study Kick-Off Meeting

***IBM Corporate Headquarters, New York
February 29 – March 1, 1988***

***The Association for The Promotion
of an International Exposition
in Vienna, Austria***



***Prepared By
Bechtel Civil, Inc. / G.P. Plan International***

VIENNA EXPO '95

Feasibility Study

-Kick-Off Meeting-

**IBM Corporate Offices
Executive Committee Room - 40th Floor
590 Madison Ave.
New York, New York**

February 29 and March 1, 1988

Prepared for:

**THE ASSOCIATION FOR THE PROMOTION OF AN INTERNATIONAL
EXPOSITION IN VIENNA - 1995**

Participants:

- **Mr. Ernst Stock**
- **Dr. Gerhard Feltl**

Conducted by:

GP PLAN INTERNATIONAL AND BECHTEL CIVIL, INC.

Participants:

- **Dr. Peter J. Piazza, Senior Executive GP Planning Consultants - International.**
- **Mr. Gordon L. Linden, Bechtel Project Study Manager**
- **Mr. Paul Creighton, Events Specialist**
- **Mr. Harold Palmer, Marketing/Organization Specialist**

AGENDA

Monday 29 Feburary, 1988

9:30 AM Introductions

9:45 AM Review of Study and Project Schedules

- Exhibit 1: Study Schedule
- Exhibit 2: Project Schedule

10:15 AM Project Status

- Vienna Committee
- Report on Data Collection Efforts

10:45 AM B.I.E. Submission Process

- Examples: Montreal, Canada
- Chicago, Illinois
- Oklahoma City, Oklahoma
- Others

12 noon Break

**1:15 PM Review of Experience of Other Expositions
1958-1992**

- Exhibit 3: Expo Locations
- Exhibit 4: Themes
- Exhibit 5: Attendance
- Exhibit 6: Site Areas

3:00 PM Discussion of Vienna Exposition:

- Goals and Objectives
- Themes and Concepts
- Exhibit 7: B.I.E. Theme/Concept Criteria

AGENDA

Tuesday 1 March 1988

9:30 AM Vienna Expo '95

-Sites and Facilities Concepts

- The Single Venue
- Two Venues [simultaneous operations,
 phased operations]
- A Border Site

**-Recent Trends in Expo Site and Facilities
Development: location, size, reuse, costs,
etc.**

12 noon Break

**1:15 PM Recent Trends in Exposition Organization,
Marketing, Finance, and Management**

**-Exhibit 8: The Vienna '95 Expo Organization:
structure, size, and functions.**

-Marketing

-Country and Corporate Participation

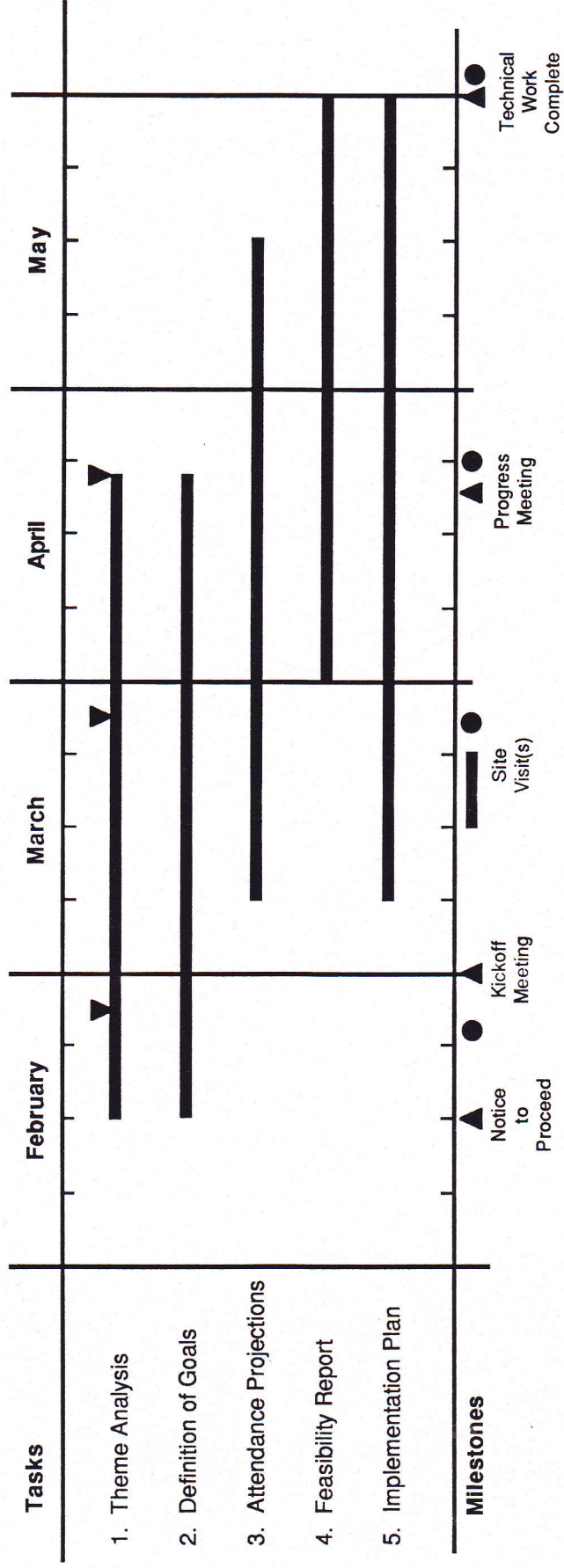
-Finance: Public and Private Sector Roles

-The Increasing Role of Sponsorship

-The Economics of Reuse

2:30 PM Concluding Remarks

3:00 PM Conclusion



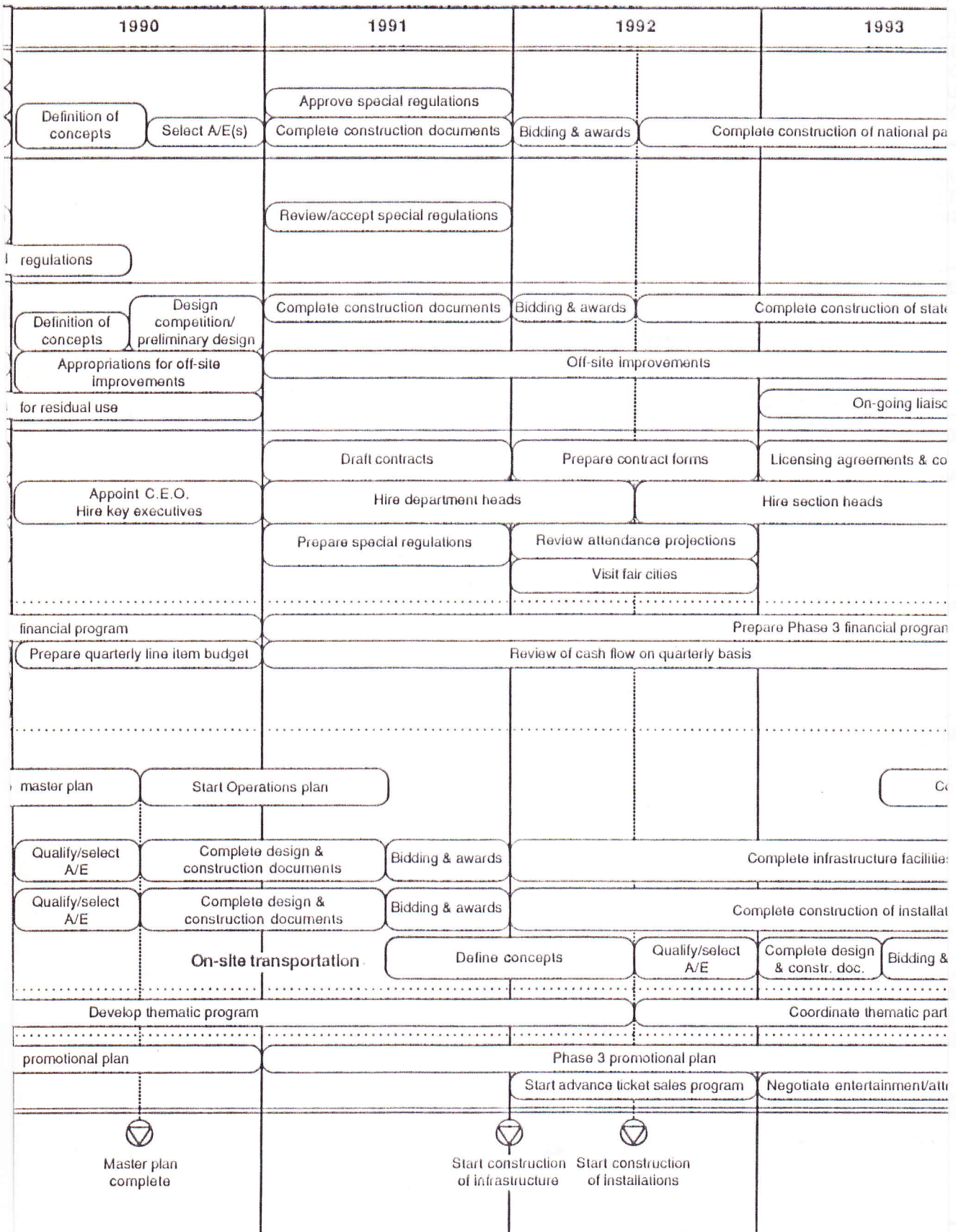
● Informal Contacts with B.I.E.

1995 Vienna Exposition Feasibility Study - Preliminary Schedule -1988 -

Exhibit 1

ENTITY \ YEAR	1987	1988	1989
AUSTRIAN GOVERNMENT [HUNGARIAN GOVERNMENT]	Notice to Government(s)	Parliament support resolution Approve general regulations Government approval(s)	Plan of participation Prepare legislation Design invitations
BUREAU OF INTERNATIONAL EXPOSITIONS		1st Informal session	Reserve date for 1995 2nd Informal session B.I.E. registration process International inquiry General
VIENNA	First Informal session	Resolution of support Definition of state participation Required approvals for site development	Definition of off-site improvements Prepare plan
ORGANIZER	Organize committee	Gather local & regional support Engage GP/Bechtel feasibility team Conduct feasibility study Visit fair cities	Receive B.I.E. registration Coordination of fair functions Appoint management committee Prepare detailed workplan
1. Administration			
2. Finance	Prepare Phase 1 financial program	Cash flow & impact projections	Prepare Phase 2 Identify funding sources Prepare annual budgets Prepare financing & participation plan
3. Site Development	Site selection surveys/feasibility study	Site(s) selected Site concepts Capital cost estimates	Program development Complete Infrastructure Installations
4. Theme	Theme concepts	Select and develop theme	
5. Marketing		Phase 1 promotional plan Preliminary marketing & PR program	Phase 2
MILESTONES		 Application to Austrian Govt. B.I.E. date reservation B.I.E. site visit B.I.E. registration	

THE 1995 VIENNA EXPOSITION: PRELIMINARY DEVELOPMENT SCHEDULE



	1994	1995	POST FAIR
	Hire & appoint operating staff		
	Approve special regulations		
vilion(s)	Install interiors and exhibits		
	Review/accept special regulations		
a pavilion	Install interiors and exhibits		
	Complete off-site improvements		
n & host	city activity planning	Host city activities	Implement residual use plan
ntracts	Protocol, participation manual, etc.		Prepare post-fair report
	Hire staff	Operations	Demobilize
	Prepare special regulations		
	Review of cash flow on monthly basis		
	Cash collection procedures	Cash management	Accounting report
complete	operations plan	Implement operations	
3			
ion	Install interiors & exhibits	Fair opens	Residual use plan
awards	Complete & start-up systems	Fair opens	Residual use plan
icipation	for member nations & corporations		
	Phase 4 promotional plan	Phase 5 promotional plan	
actions	Implement attendance promotion plan		
		Exposition opens	Exposition closes

Expo Locations 1958 - 1992

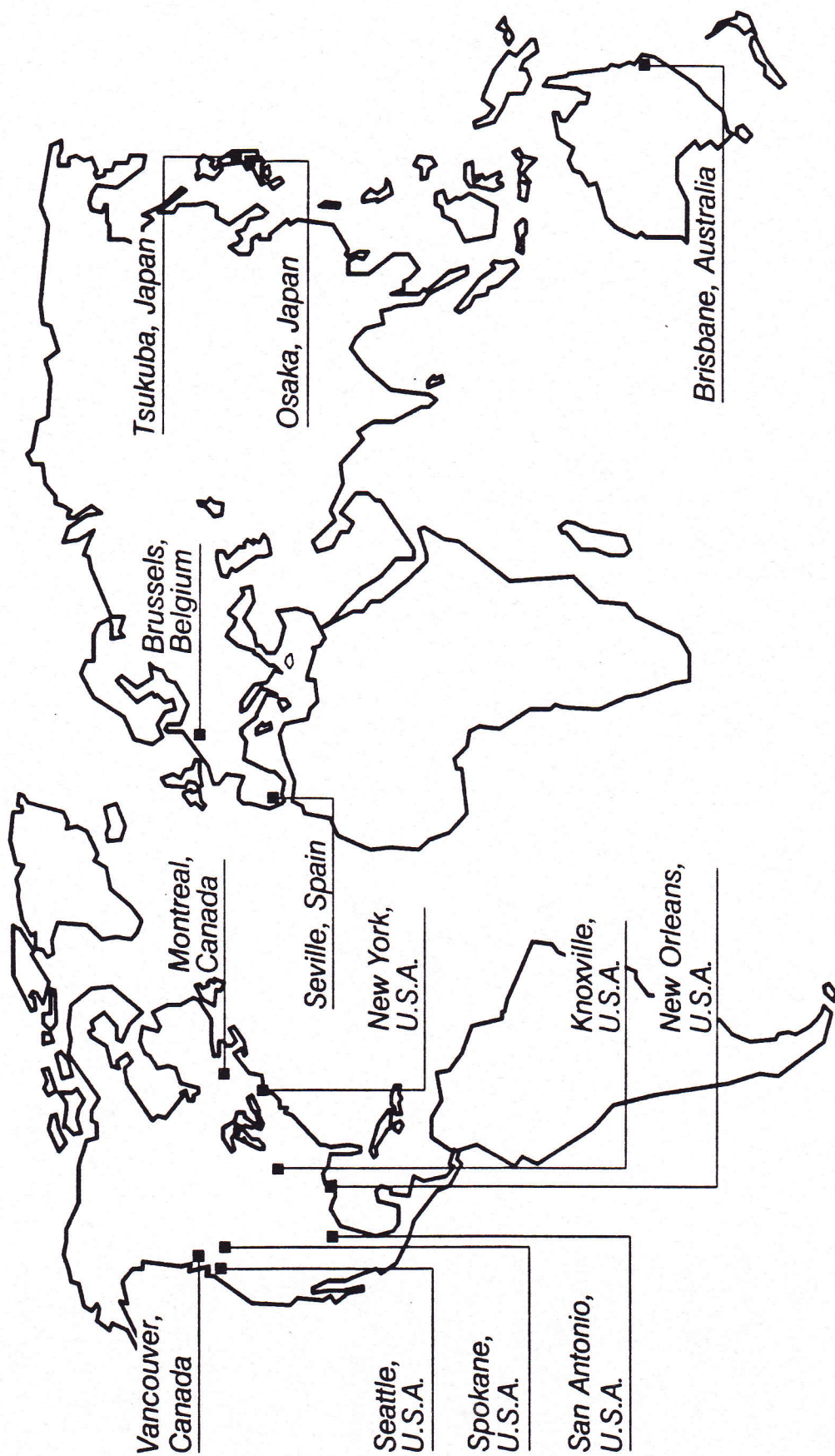
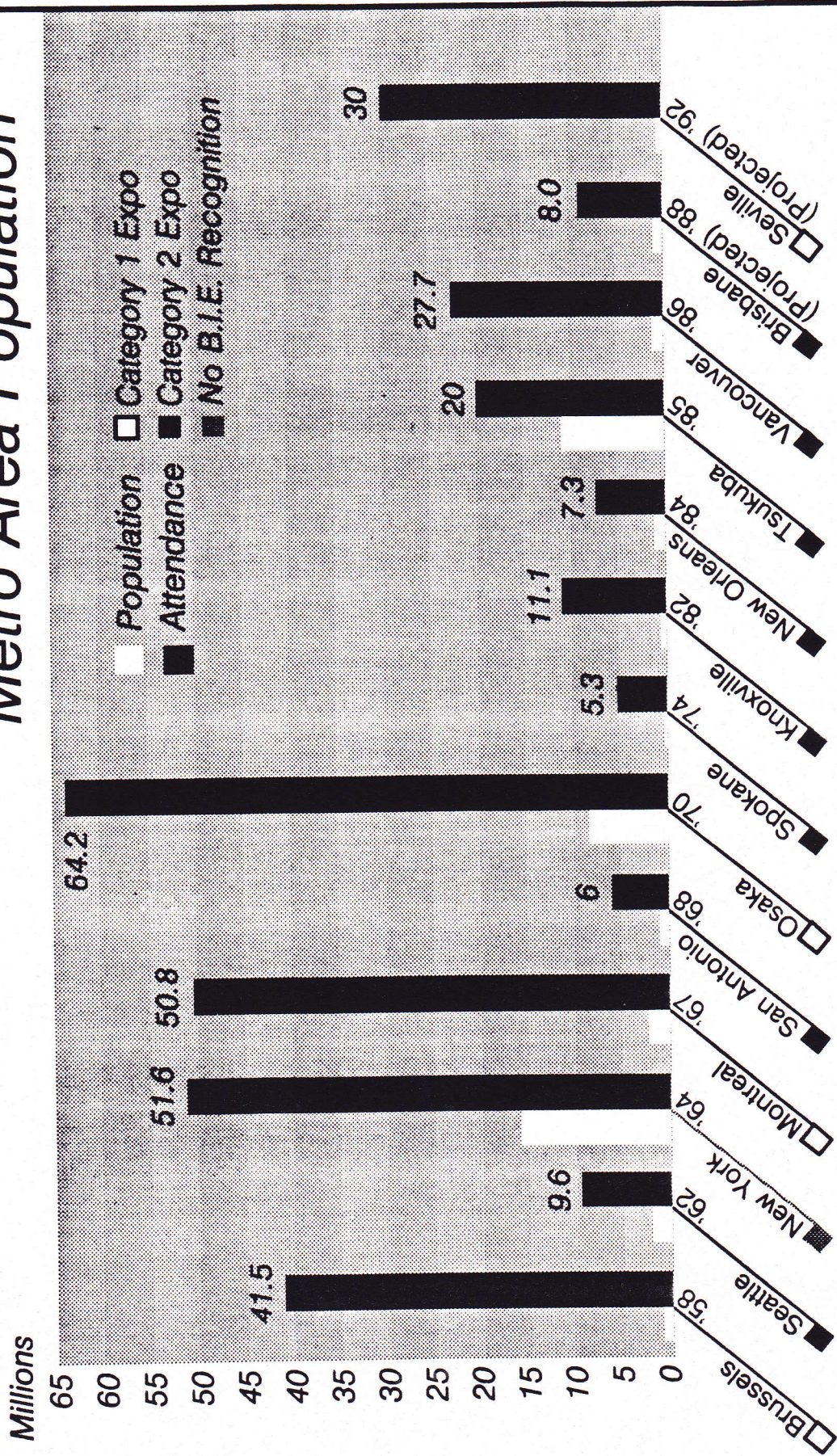


EXHIBIT 4

EXPO THEMES: 1958 - 1992

- Brussels, Belgium [1958]: "The New Humanism"
- Seattle, Washington [1962]: "Century 21 - Man and Space"
- New York, New York [1964]: "Olympics of Civilization"
- Montreal, Canada [1967]: "Man and His World"
- San Antonio, Texas [1968]: "The HemisFair - The Confluence of Civilizations in the Americas"
- Osaka, Japan [1970]: (Universal Theme)
- Spokane, Washington [1974]: "Celebrating Tomorrow's Fresh New Environment"
- Knoxville, Tennessee [1982]: "The International Energy Exposition"
- New Orleans, Louisiana [1984]: "Rivers of the World"
- Tsukuba, Japan [1985]: "Dwellings and Surroundings - Science and Technology for Man at Home"
- Vancouver, Canada [1986]: "World in Motion, World in Touch" (Transportation)"
- Brisbane, Australia [1988]: "Leisure in the Age of Technology"
- Seville, Spain [1992]: "The Era of Discovery"

Comparative Attendance/ Metro Area Population

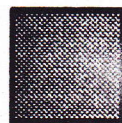


AC/HC — Hectares
 ↑ — Acres

AC/HC ← Hectares

Acres

Site Areas



New Orleans
'84 49/20

Knoxville
'82 72/30

San Antonio
'68 92/36

Spokane
74100/40

Tsukuba '85
247/100

Seville '92

Osaka '70

New York '64 646/260

Brussels '58 500/202

Vancouver '86 224/90

Brisbane '88 100/40

Seattle '62 74/30

Montreal '67 1,000/405

824/334

815/300

Exhibit 6

EXHIBIT 7

B.I.E. THEME/CONCEPT CRITERIA

-The full and short descriptive titles of the exposition:

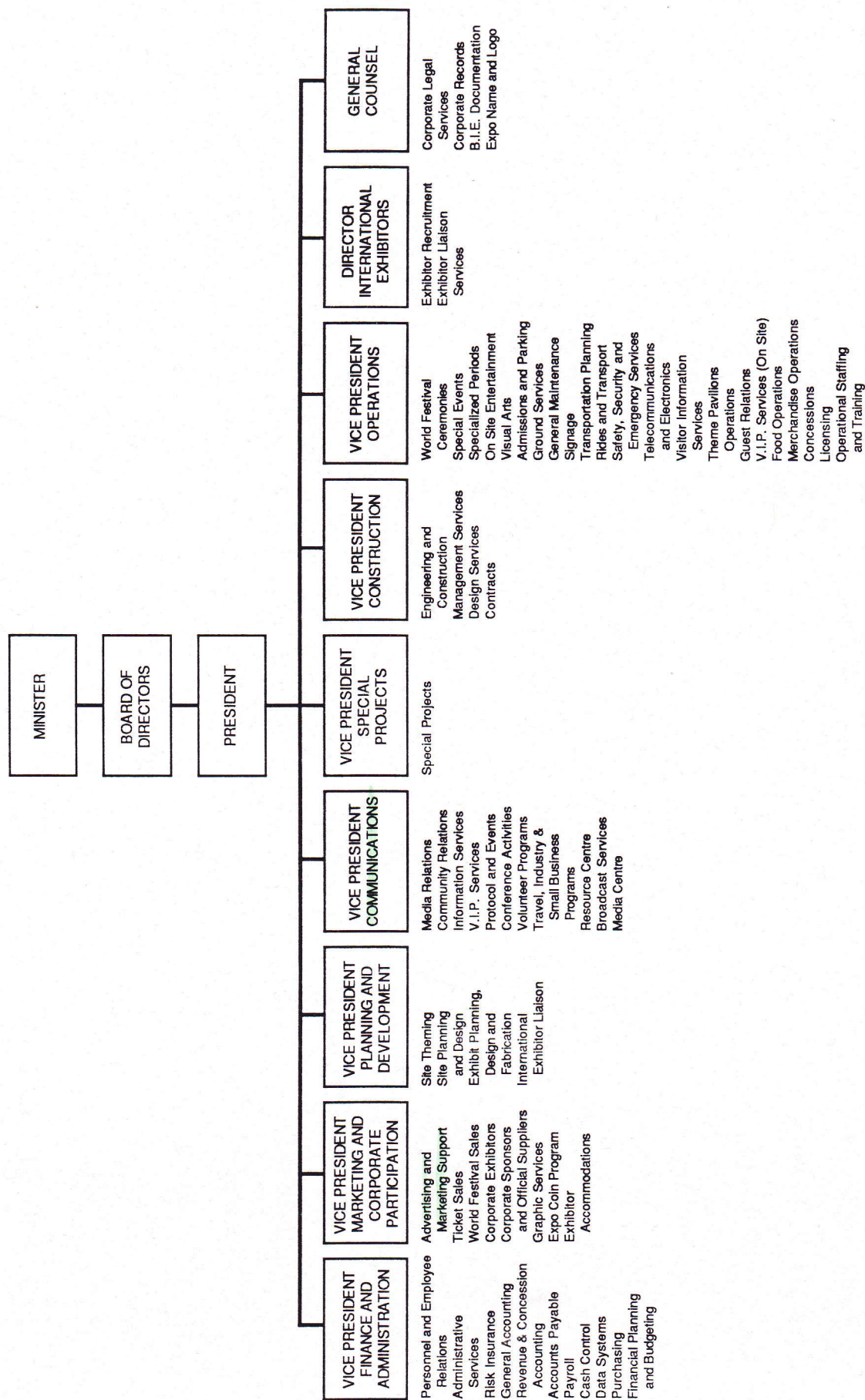
- Are they understandable ?
- Are they translatable ?
- Do they properly reflect the nature of the exhibition being requested ? [specialized]

-The local, national, or international reasons that have prompted the proposal to mount the exposition, and the noteworthy results that might be anticipated:

- Why the exposition is desirable, and the benefits that are likely to result.

- The rationale, theme and objectives of the exposition:

- Is the content relevant, meaningful, and manageable ?
- Is the theme a bona fide attempt to improve man's knowledge ?
- As a specialized theme, does it confine itself properly to "a single branch of human endeavour" ?
- Is it relevant to the locality of the exposition ?
- Will it have any bearing on current or anticipated national or international problems ?
- Has the theme been developed by experts in the field, at academic centers or with learned bodies ?
- Has the theme been used before at an international exposition ? With what result ? Does it conflict with, or duplicate in any way, the theme of any other exposition currently registered by the B.I.E. ?
- What is the interest likely to be in the theme, internationally, nationally and locally ?
- Is there a comprehensive list of objectives for the exposition, arising from the theme ?



**1995 Vienna Exposition
– Organization –
(For Illustrative Purposes)**

Exhibit 8