

HORIZONS



Expand your HORIZONS.

The future. A frontier. A world of exciting choices and possibilities for improving our quality of life.

This is the promise portrayed by HORIZONS, the General Electric-presented pavilion at Walt Disney World EPCOT Center.

Since HORIZONS opened on October 1, 1983, millions of visitors have passed through its doors. Inside, they're whisked off on a remarkable journey into the future, exploring four totally achievable communities: cities beneath the sea, desert farmlands, colonies among the stars—even "high living" in a futuristic Earth city that reaches for the sky.

The message implicit in HORIZONS is this: by using the sciences and technologies we *already* have, we can make these dreams reality. And as a world-class technology leader, GE is ready to help make it happen...to bring HORIZONS' better, future world to life.

HORIZONS is more than an exciting glimpse into the future; it's a major General Electric Company resource located at EPCOT Center, the Experimental Prototype Community of Tomorrow. The pavilion's comfortable Customer Center plus the many business-oriented hotels throughout the area offer a great place to get down to business...to host meetings and seminars aimed at shaping tomorrow's markets.

What's more, it's the perfect place to entertain special GE guests. To leave lasting impressions with customers. And to reward employees for the contributions they're making in helping build a better world.

The enclosed information is designed to help you expand your business horizons by tapping this important company resource in some very unique ways.

Two GE offices in Walt Disney World are ready to help put the HORIZONS programs to work for you.

**The GE Marketing Center
(305) 824-3838**

**The GE Customer Center
(305) 827-5650**



GE Executive Club Sponsorship Form

Mail To:

General Electric Company
HORIZONS-EPCOT Center
P.O. Box 40
Lake Buena Vista, FL 32830

Rapicom or Panatex No:
(305) 827-5649

Walt Disney World (FLORIDA) ☐ (please check one)
Disneyland (CALIFORNIA) ☐

I. HORIZONS Customer Center Invitation

Invitations to the Customer Center are complimentary and will be sent to your customers automatically regardless if any other Executive Club privileges are

requested or not. The Customer Center is open Monday through Friday, 9:00 a.m. to 5:00 p.m. Florida location only.

A. GE Customer Information

Arrival Date: _____	Number in Party: _____
Dates at EPCOT Center: _____	Adult: _____
Guest Name: _____	Junior (13-18): _____
Home Address: _____	Child (3-12): _____
_____	Title: _____
_____	Company: _____
	& _____
	Address: _____

B. GE Sponsor Information

Name: _____	Title: _____
Address: _____	
Division: _____	Outside Phone: _____
	Dial Comm: _____

C. Materials to be Sent to (please check one)

Sponsor: _____	Guest's Home: _____	Guest's Office: _____
Guest Relations: Magic Kingdom: _____	EPCOT Center: _____	

Note: To sponsor prepaid entertainment, use reverse side. You will incur "no show" charges for any unkept reservations such as dinner shows.

II. Pre-Paid Entertainment Certificates

These certificates will be charged to your component via second class billing. Please fill out all above sections as well as provide complete billing instructions.

Bill to Code _____

Component# _____

Account# _____

1. Tickets

	Adult	Child (Ages 3-12)	
1-Day Magic Kingdom	_____	_____	Used <i>only</i> at Magic Kingdom
1-Day EPCOT Center	_____	_____	Used <i>only</i> at EPCOT Center
3-Day World Passport	_____	_____	For both Magic Kingdom and EPCOT Center
4-Day World Passport	_____	_____	For both Magic Kingdom and EPCOT Center
1-Day Disneyland	_____	_____	Used <i>only</i> in CALIFORNIA

2. Dining Certificates

Lunch: 1 Day _____ 2 Days _____ 3 Days _____ 4 Days _____ (please check)

Dinner: 1 Day _____ 2 Days _____ 3 Days _____ 4 Days _____

*Deluxe Lunch: 1 Day _____ 2 Days _____ 3 Days _____ 4 Days _____

*Deluxe Dinner: 1 Day _____ 2 Days _____ 3 Days _____ 4 Days _____

*The Deluxe lunch and dinner certificates include wine and/or cocktails.

All dining certificates can be used in California and Florida locations.

3. Dinner Shows

(Florida only—Reservations required)

	Adult	Junior (Ages 13-18)	Child (Ages 3-12)
Polynesian Revue	_____	_____	_____
Pioneer Hall	_____	_____	_____
Top of the World (jackets required)	_____	_____	_____

4. Recreation

Golf:

Number of Players _____	River Country & Discovery Island	Adult _____	Child (Ages 3-12) _____
Date Requested _____	Watercraft (1 hour mini speed boat	_____	_____
Tee Time _____	or 2 hours sail boat)	_____	_____
Course Requested _____			
Club Rental yes <input type="checkbox"/>			

Tennis: Date and Time Requested _____

5. VIP Tour and Lunch

Date _____
 Starting Time _____
 Length (4.5, or 6 hours) _____

Tour includes a Walt Disney World host or hostess, tickets for one day (unless otherwise arranged) and lunch for the guide and party. **FLORIDA LOCATION ONLY**

Start of Tour:

- ☐ Magic Kingdom Guest Relations
☐ EPCOT Center Guest Relations

Note: For additional copies of form write:

General Electric Company
 GE Publications Warehouse
 705 Corporations Park
 Scotia, New York 12302

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These certificates will be charged to your component via second class billing. Please fill out all above sections as well as provide complete billing instructions.

Bill to Code _____
Component# _____
Account# _____

1. Tickets

	Adult	Child (Ages 3-12)	
1-Day Magic Kingdom	_____	_____	Used <i>only</i> at Magic Kingdom
1-Day EPCOT Center	_____	_____	Used <i>only</i> at EPCOT Center
3-Day World Passport	_____	_____	For both Magic Kingdom and EPCOT Center
4-Day World Passport	_____	_____	For both Magic Kingdom and EPCOT Center
1-Day Disneyland	_____	_____	Used <i>only</i> in CALIFORNIA

2. Dining Certificates

Lunch:	1 Day _____	2 Days _____	3 Days _____	4 Days _____	(please check)
Dinner:	1 Day _____	2 Days _____	3 Days _____	4 Days _____	
*Deluxe Lunch:	1 Day _____	2 Days _____	3 Days _____	4 Days _____	
*Deluxe Dinner:	1 Day _____	2 Days _____	3 Days _____	4 Days _____	

*The Deluxe lunch and dinner certificates include wine and/or cocktails.

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3. Dinner Shows

(Florida only—Reservations required)	Adult	Junior (Ages 13-18)	Child (Ages 3-12)
Polynesian Revue	_____	_____	_____
Pioneer Hall	_____	_____	_____
Top of the World (jackets required)	_____	_____	_____

4. Recreation

Golf:		Adult	Child (Ages 3-12)
Number of Players _____	River Country & Discovery Island	_____	_____
Date Requested _____	Watercraft (1 hour mini speed boat	_____	_____
Tee Time _____	or 2 hours sail boat)		
Course Requested _____			
Club Rental yes <input type="checkbox"/>			

Tennis: Date and Time Requested _____

5. VIP Tour and Lunch

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Starting Time _____
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Tour includes a Walt Disney World host or hostess, tickets for one day (unless otherwise arranged) and lunch for the guide and party. **FLORIDA LOCATION ONLY**

Start of Tour:

- ☐ Magic Kingdom Guest Relations
☐ EPCOT Center Guest Relations

Note: For additional copies of form write:

General Electric Company
GE Publications Warehouse
705 Corporations Park
Scotia, New York 12302



GE Customer Executive Club Planner

Treat your special customers and guests to a journey they won't forget.

Here's your chance to give your GE customers and other special guests magical memories. V.I.P. privileges. First-Class treatment that *only* you can provide throughout the Walt Disney World Resort in Florida or Disneyland in California.

Simply fill out the GE Customer Executive Club Sponsorship Form (or, use a photocopy if you'd like to keep the original for future use), making sure to include all the necessary billing information (if requesting prepaid certificates). Then, simply mail your Sponsorship Form to the address printed on the front of the form. *Please*

allow two weeks for processing.

We'll take it from there! Your guests will receive an automatic invitation to the HORIZONS Customer Center (except in California) whether or not you are requesting prepaid certificates. Your guests' certificates will be billed to your GE component (via second class billing) only *after* they've been redeemed.

For special service, Rapicom or Panafax the Sponsorship Form to the HORIZONS Customer Center: (305) 827-5649. Or, for additional information, contact the GE HORIZONS staff at (305) 827-5650.

The Walt Disney World Vacation Kingdom in Florida is comprised of six areas:



Magic Kingdom, six lands of fun, fantasy and entertainment to delight people of all ages, home of Mickey Mouse and his friends

EPCOT Center, opened in 1982, discover the technologies of tomorrow in Future World, and the cultures of nine nations in World Showcase

Fort Wilderness, a 650-acre secluded retreat featuring 825 campsites and 175 furnished trailers

River Country, Disney's swimming hole, complete with flume and raft rides

Discovery Island, a 10-acre island which houses exotic plants and animals from around the world

Walt Disney World Village, a collection of shops offering a variety of quality items, clothing and gifts

Invitations to the HORIZONS Customer Center in EPCOT Center are complimentary and will be sent for your customers automatically when you arrange for Executive Club privileges (unless they will be visiting on a weekend). The Customer Center is open Monday through Friday, 9:00 a.m. to 5:00 p.m.

GE Customer Executive Club Prices (4/85)

ADMISSION TICKETS	ADULT	CHILD (Ages 3-12)
One-Day Ticket—Magic Kingdom	\$14.40	\$12.00
One-Day Ticket—EPCOT Center	\$14.40	\$12.00
Three-Day Passport— Magic Kingdom and EPCOT Center	\$36.00	\$29.60
Four-Day Passport— Magic Kingdom and EPCOT Center	\$44.00	\$36.00
One-Day Ticket— Disneyland (California)	\$12.00	\$ 8.00
MEALS (non-alcoholic beverages)		
Walt Disney World/EPCOT Center	Lunch: \$13.00 per person*	Dinner: \$23.00 per person*
Disneyland (California)	Lunch: \$10.00 per person*	Dinner: \$18.00 per person*
DELUXE LUNCH & DINNER (wine and/or cocktails included)		
Walt Disney World/EPCOT Center	Lunch: \$20.00 per person*	Dinner: \$31.00 per person*
Disneyland (California)	Lunch: \$18.00 per person*	Dinner: \$42.00 per person*
DINNER SHOWS (Florida Only)	ADULT	Ages (13-18) Ages (3-12)
Polynesian Revue (Luau)	\$24.00	\$19.20
Pioneer Hall (Hoop-dee-doo)	\$24.00	\$19.20
Top of the World	\$30.00	\$30.00
RECREATION (Florida Only)	ADULT	CHILD (Ages 3-12)
River Country & Discovery Island	\$12.25	\$ 8.25
Watercraft (1 hour mini speed boat or 2 hours sail boat)	\$14.00—\$18.00	
Golf Play	\$35.00	
Golf Club Rental Set	\$12.00	
Golf Studio	\$37.00	
Tennis Clinic	\$20.00	
Tennis Play	\$24.00	
VIP TOUR (Florida Only)		
Host or Hostess Time:	\$20.00 per hour for tour service	
Magic Kingdom or EPCOT Center	\$14.40 for each adult	
Admissions	\$12.00 for each child (Ages 3-12)	
Meals	Expenses for lunch, if requested are approximately \$10.50 per person and will in- clude lunch for the tour guide.	

*Meal certificate prices are average, and actual redemption value may be higher or lower due to the wide variety of dining locations and choices of menu items. All prices are subject to change without prior notice.

No-Show Charge

Tours are generally arranged for 4, 5, or 6 hours. A two-day notice is appreciated for VIP tour arrangements. NOTE: There are no tours at either the Magic Kingdom or EPCOT Center during the two weeks of Christmas or Easter vacation.





SEVEN SEAS SHORELINE LOCATION provides romantic settings for diners at "Narcoosee Nick's," a 150-seat seafood bar restaurant at the Grand Floridian Beach Resort. The 900-room hotel will open in 1988. (Copyright THE WALT DISNEY COMPANY, 1986) 386 APC 995

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MAIN STREET, U.S.A., SEPTEMBER 1986 -- Walt Disney World Magic Kingdom guests board one of several horse-drawn trolleys for an old-fashioned ride up Main Street, U.S.A. They can board these or other turn-of-the-century-style vehicles at Town Square at the top of Main Street and ride to the hub in front of Cinderella Castle. Copyright 1986, THE WALT DISNEY COMPANY. (986-G-563)

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TURN-OF-THE-CENTURY FLORIDA RESORT GRANDEUR is recalled in the Walt Disney World Grand Floridian Beach Resort now under construction near the Magic Kingdom on the 28,000-acre Disney property in Central Florida. The Grand Floridian, targeted for an early-summer 1988 opening, is the first hotel to be built on the Walt Disney World Monorail System since the opening of the Contemporary and Polynesian Village resorts in 1971. (Copyright THE WALT DISNEY COMPANY, 1986) 486-800



AS CONTEMPORARY IN 1986 AS IT WAS IN 1971 -- The spacious Grand Canyon Concourse at Walt Disney World's Contemporary Resort celebrates breakfast time with visits by many of the famous Disney characters. The festive morning party takes place at Terrace Cafe daily throughout the Vacation Kingdom's 15th Anniversary year. (Copyright THE WALT DISNEY COMAPNY, 1986) 886-250

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POPULAR ROBOT -- His name is SMRT-1 and he plays guessing games with guests in the Walt Disney World Epcot Computer Central (presented by Sperry). The robot is able to differentiate between "Yes" and "No" answers and record the results. It's one of many attractions in the Future World section of Epcot Center. (Copyright THE WALT DISNEY COMPANY, 1983) 783-854

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MAIN STREET, U.S.A. -- Millions of visitors to Walt Disney World Magic Kingdom have traveled the familiar route up Main Street, U.S.A., since the famous park opened Oct. 1, 1971. The street stretches from the train station at the Magic Kingdom entrance to Cinderella Castle, where guests can enter any of the five other lands. Shops, restaurants, a theater, City Hall, a fire house and other turn-of-the-century-style buildings line both sides of the street. Horse-drawn trolleys, jitneys, a fire engine, horseless carriages and double-deck buses travel Main Street taking passengers in both directions. Copyright 1986, THE WALT DISNEY COMPANY. 886-1389(H)/90(V)



A GRAND NEW HOTEL -- Rising up southwest of the Magic Kingdom, the 900-room Grand Floridian Beach Resort will recall the luxury hotels that pampered vacationers in Florida at the turn of the century. It is scheduled for completion in 1988. Copyright 1986, The Walt Disney Company. 886-1456

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