

"...With any new concept, there must first be a need, then a right time, then a right place...For the World Showcase, the time is now, the place is Walt Disney World...and the need was never greater."



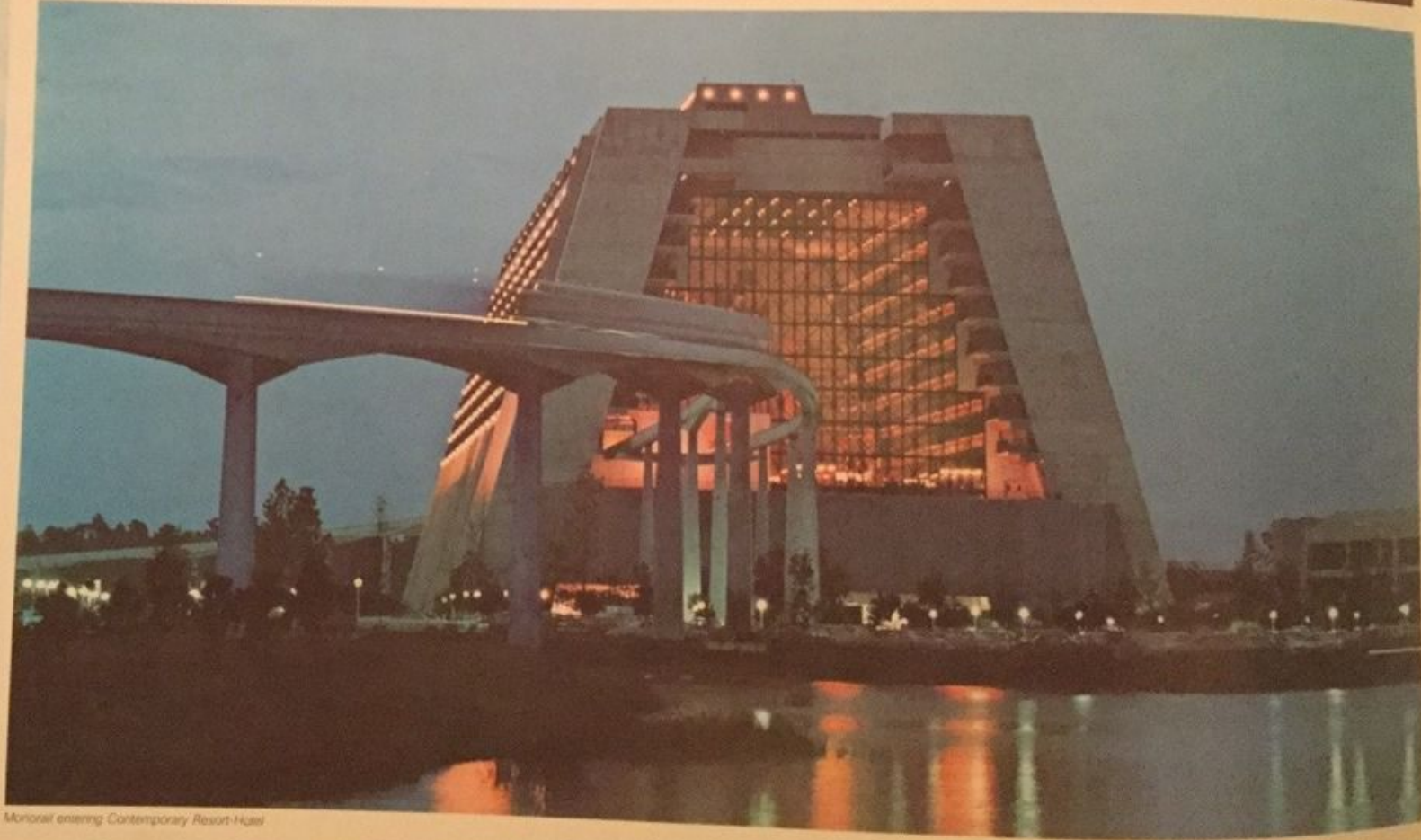
Walt  **Disney** **World**
Showcase



Cinderella Castle, entrance to Fantasyland - Magic Kingdom



The Hall of Presidents at Liberty Square - Magic Kingdom



Monorail entering Contemporary Resort Hotel



With the popular success of a new concept he called "Disneyland" (now the world's most famous theme park, which in 20 years has welcomed more than 140 million visitors to its magic lands in California, U.S.A.), Walt Disney and his staff began work across America on a project so vast that from the beginning it was destined to be a whole new Disney world. On 27,000 acres of land in central Florida—on a site twice the size of Manhattan Island and about the same size as the city of San Francisco—Walt Disney World opened its gates for the first time in October, 1971. Already it has become an American tradition...creating new concepts and achieving new standards in destination resorts, where people go not only for entertainment—which abounds Disney-style in the Magic Kingdom theme park—but also for entire family vacations. Indeed, Walt Disney World has become *The Vacation Kingdom of the World*...attracting more than 10 million people each year...and in its fourth year of operation alone, entertaining more than 12 million visitors from almost every nation around the world.

WALT DISNEY WORLD

EPCOT

WORLD SHOWCASE



Castle, entrance to Fantasyland - Magic Kingdom

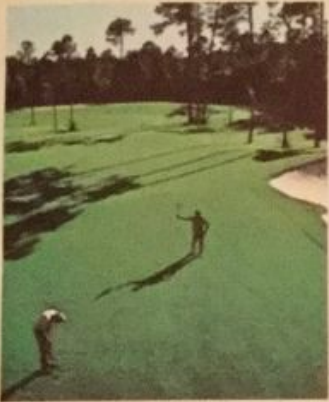
Today a visit to Walt Disney World is a visit to many lands and times and places. Stroll through the *Magic Kingdom* theme park, where the worlds of fantasy, yesterday and tomorrow "come to life" in six theme lands: Fantasyland, Adventureland, Frontierland, Tomorrowland, Liberty Square and Main Street, U.S.A. Here Mickey Mouse and other famous Disney film characters are as large as life, and parades and fireworks happen everyday. And many adventures are known around the world: *Pirates of the Caribbean*, *Jungle River Cruise*, *Haunted Mansion*, *It's A Small World*... But Walt Disney World is much more than the Magic Kingdom alone. There are miles of water to sail and cruise and swim...three of the finest golf courses in America...tennis courts, and waterways to fish in...nature paths for people to explore, and trails for horses to follow into the wilderness...and perhaps the most popular transportation network of boats and trams and monorails and "people-movers" in the whole world. In Walt Disney World, you can ride a swift monorail train right into the 1,000 room *Contemporary Resort-Hotel*...sail to the South Seas style *Polynesian Village Resort-Hotel*, where you can join the luau under the palms...follow the trails to the *Fort Wilderness Campgrounds*, nestled among the tall cypress and pine...watch the world's leading golfers play in their annual tournament just a few steps from your room in the *Golf Resort-Hotel*...discover the unique Shopping Village at Lake Buena Vista, the "Host Community".

Wherever you turn, Walt Disney World is a new kind of family destination resort - The Vacation Kingdom of the World.



Entrance to Tomorrowland - Magic Kingdom





Championship Golf Courses



Sailing over lake and lagoon



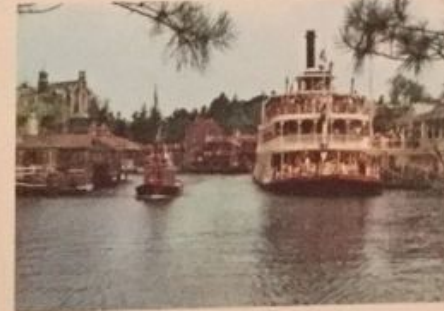
Aerial view looking over Polynesian Village toward Magic Kingdom (left) and Contemporary Resort-Hotel (center)



Jungle River Cruise in Adventureland - Magic Kingdom



Mosaic inside Contemporary Resort-Hotel



Paddle wheel riverboat in Frontierland - Magic Kingdom



Disney characters "come to life" in Magic Kingdom



Space Mountain in Tomorrowland - Magic Kingdom

EPCOT
WORLD SHOWCASE



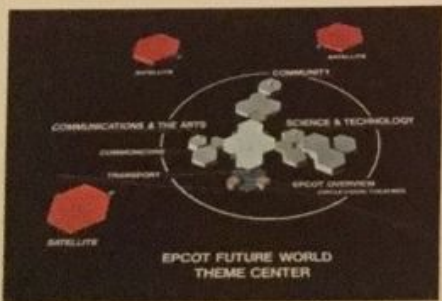
Artist's concept—EPCOT Future World Theme Center



EPCOT—Experimental Prototype Community of Tomorrow—was Walt Disney's "greatest dream". With the passing of time, clearly, the need for an Experimental Prototype Community of Tomorrow is even greater than when Walt Disney first began talking about it in 1965. Now, more than ever, our world needs a focal point—a *forum*—where creative men and women of science, industry, government and the arts *from around the world* can present new ideas and technologies...stimulating *new concepts* that will enable both the leaders of the world and the general citizenry to better understand the great challenges facing people around the world...and the possible *solutions* to these great challenges.



EPCOT WORLD SHOWCASE



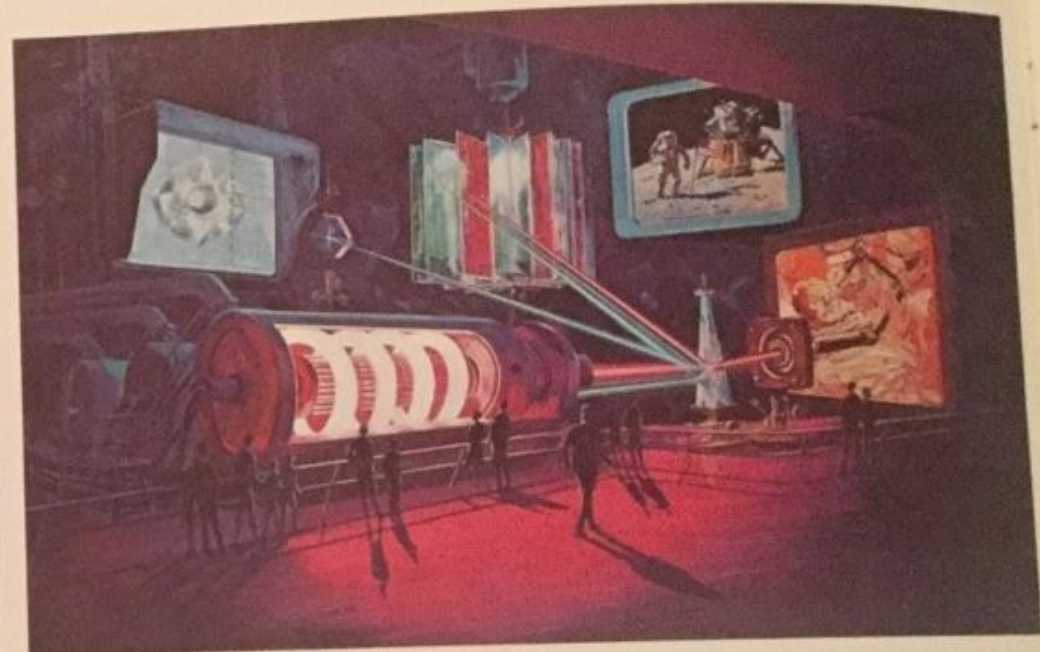
EPCOT will be composed of a "theme center" and a series of "satellite" activity centers. In EPCOT's *Future World Theme Center*, new concepts and systems representing alternative solutions to the challenges facing all mankind around the world—challenges in energy, transportation, agriculture and many other concepts so vital to our "future world"—will be brought together and presented to the public in informative and stimulating ways. Here visitors to Walt Disney World will come to see EPCOT present *what is being done today...and what can be done in the future*. In the pavilions of this theme center, EPCOT will bring together "the best thinking" from the creative centers of industry, government, universities...from creative people the world over. There will be opportunity for guests to react and comment, and to take home to your community—to *your country*—the ideas and information presented in EPCOT.

Perhaps EPCOT's greatest opportunity is this potential for information transfer in a new and unique way.



Information retrieval, reference and processing in the "Communicore"—EPCOT Theme Center

EPCOT will serve as the catalyst in bringing together ideas and innovations from the creative centers of science, government, industry and the arts. In the Future World Theme Center, the EPCOT team will work with leaders and noted authorities in many fields to develop imaginative ways to simulate, demonstrate and communicate far-ranging concepts grouped into three major "pavilions": The *Science and Technology Pavilion* will present the future world of energy, transportation, agriculture-food production, oceanography and outer space. The *Community Pavilion* will present future world concepts in education, health and medicine and the various and vital components of a community—economics, planning and design, and government services for people. The *Communications and the Arts Pavilion* will simulate and demonstrate the future world of information and communications...and the role of all the arts—performing, visual, design—in our global environment.



Demonstration of laser technology—EPCOT Theme Center

The EPCOT Theme Center will also be the starting point for visits to the various satellites in EPCOT. Each satellite center will carry out research, testing, and the introduction and demonstration of experimental and prototype products and systems, for review and discussion by leading professionals and students from around the world. For example, an EPCOT satellite could be a prototype facility demonstrating a new method to recycle waste materials...another facility would showcase the collection and storing of solar energy...and a third invites you into a real classroom where new learning systems are being tested for potential use in schools. These satellites—and specifically the EPCOT Seminar, Conference and Training Satellite concept illustrated at the right—will create an ongoing "meeting place" for creative people of science, industry, government and the arts. Leading theorists and practitioners will gather here for days or weeks or months for in-depth discussions of issues affecting the entire world. The Disney skill in communications will be called upon to expose the results of these demonstrations and discussions...for only by communication to the broadest public and professional audiences can EPCOT truly achieve its objectives.



Among the EPCOT Satellites will be Centers for Seminars, World Conferences and Training facilities.

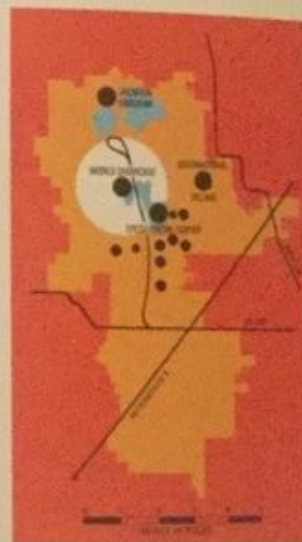
WORLD SHOWCASE

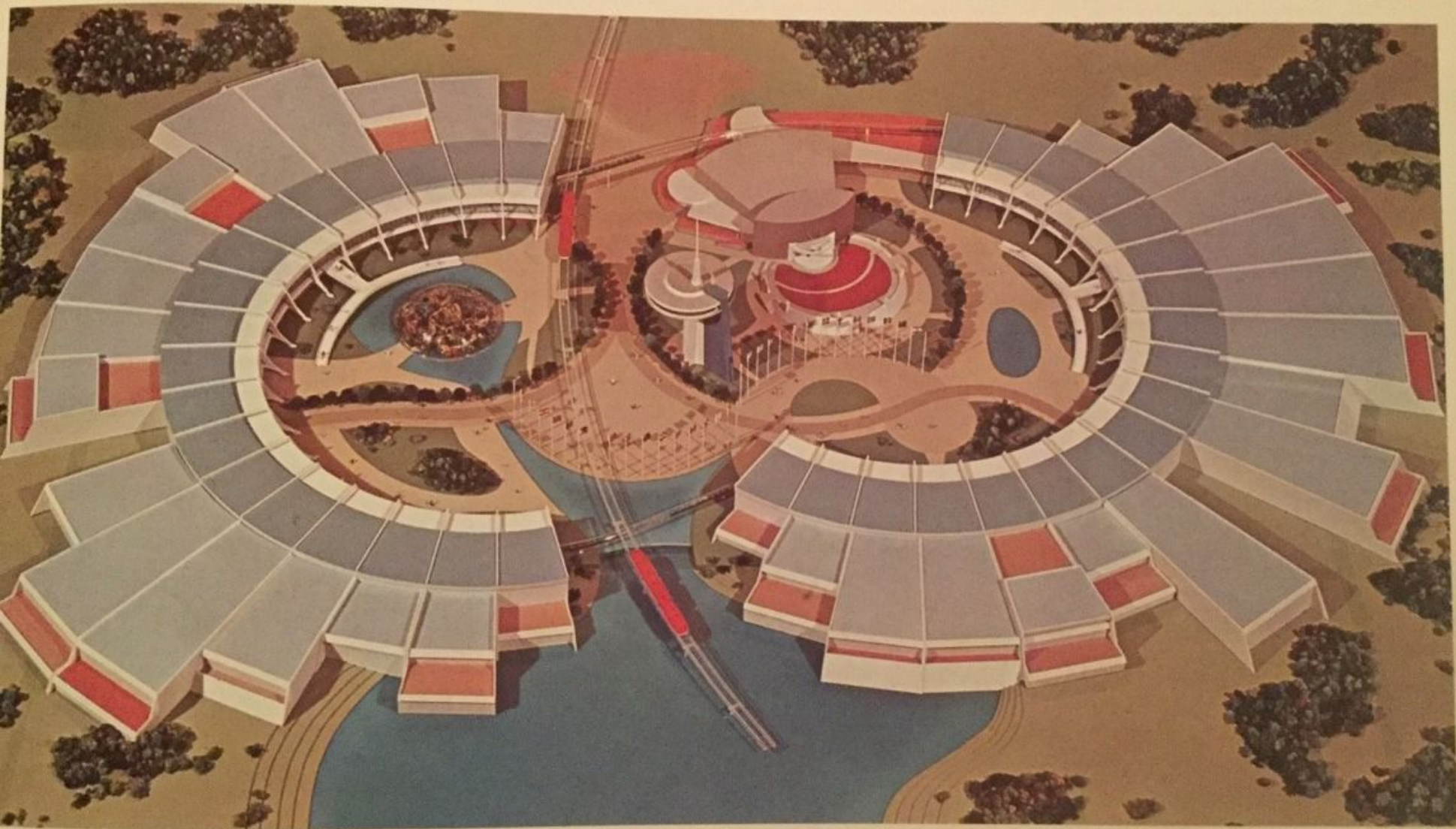
Walt Disney World Showcase

As a major EPCOT Satellite, the Disney staff has created an *international* concept designed to bring together the people of the world in the true "family of man" spirit...and to provide a unique opportunity for the nations of the world to communicate their culture and heritage, their tourism and trade opportunities, their past history and future hopes and dreams.

The WORLD SHOWCASE will be a showcase of the world...and a showcase to the world. Here the nations of the world will meet on a coequal basis to communicate on a "people to people" exchange with the more than 12 million visitors to Walt Disney World. Here young people from all over the earth will come to operate the attractions of their native lands...to serve the distinctive foods and to demonstrate and sell the unique merchandise of their home countries.

Unlike a world's fair, EPCOT's World Showcase will be a *permanent* international exhibition. No nation's exhibit or restaurant or product displays will be "torn down" after one year or less—the standard requirement at world's fairs. Instead the one-time construction costs will go on working for a country *for many years* at Walt Disney World. Here the nations of the world will stand side by side in two semicircular buildings. This semicircular design not only will offer equal exposure and public access for each nation...but will also function as an interrelated series of *experiences* for every guest...for the entire complex of attractions and exhibits will be tied together by a Disney people-moving system that will also offer visitors a "preview look" into each country's pavilion.



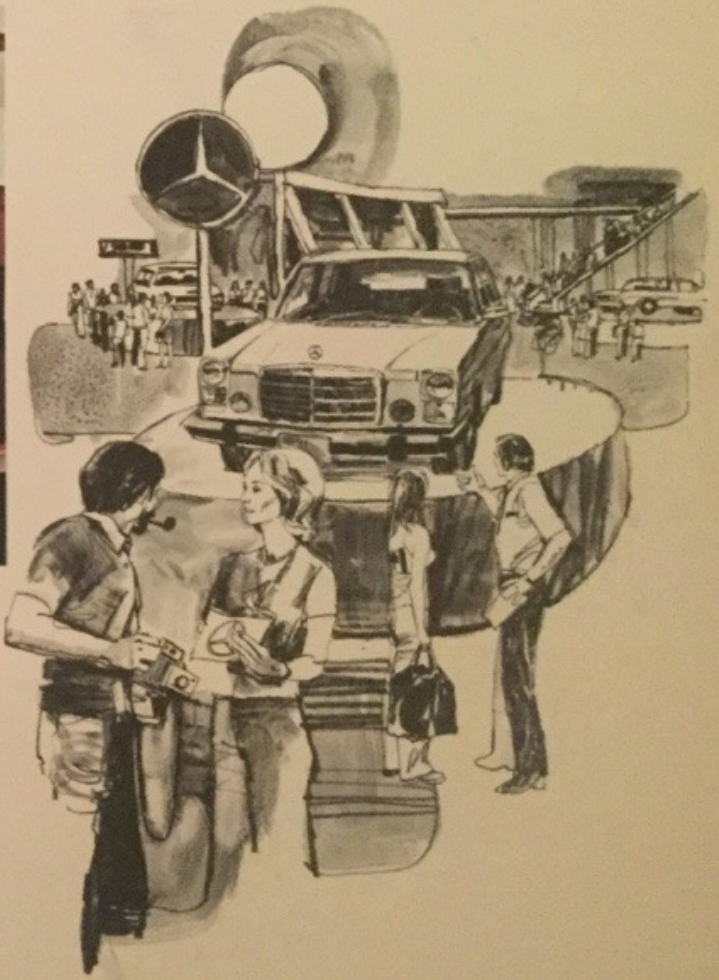


THE UNIQUE WORLD SHOWCASE CONCEPT. The semicircular design will create equal exposure and public access for every participating nation...but every nation will be able to lease as much space as it desires (note the varied Pavilion sizes on the model pictured above). Designed by the same Disney staff who created Walt Disney World and its Magic Kingdom, and Disneyland before it, the World Showcase will include a central "Courtyard of Nations" and a major theatre for performances by international celebrities and entertainment groups.

WORLD SHOWCASE

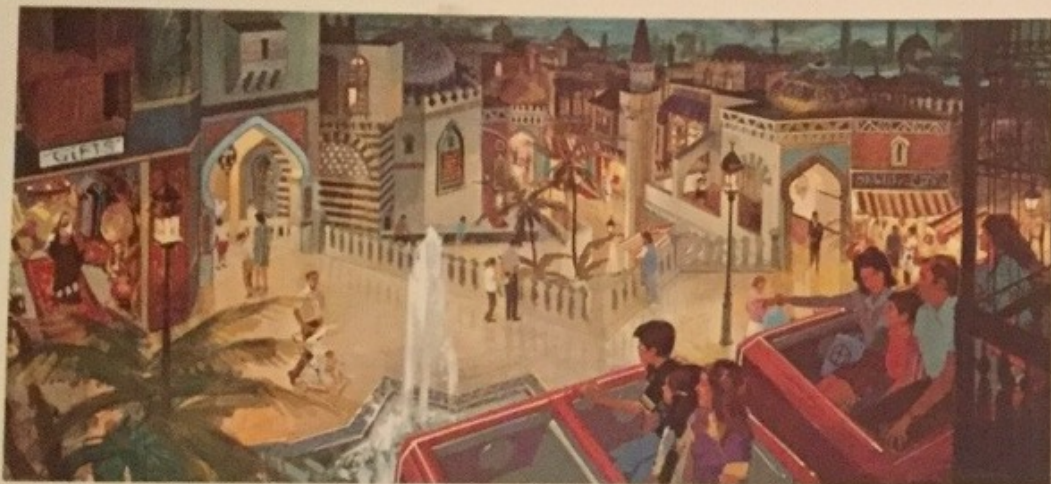


"COURTYARD OF NATIONS": In the center of the World Showcase will be the "Courtyard of Nations," where parades and pageants and special events will be staged by dancers, musicians and entertainers from participating nations. Monorail trains will carry guests from other areas of Walt Disney World, traveling right through the Courtyard to the World Showcase Station. Another Disney people-moving system will operate within the World Showcase complex itself, so that visitors may enjoy a preview of every nation's pavilion.



No matter how large the interior area of a nation's pavilion (each will vary in size according to the desires of the participating countries), the outside exposure and access will be equal for all. Inside, each participating nation will be allowed to lease as much space as it requires...and provision has been made so that a nation's pavilion can "grow" in the future. The Disney staff will not only offer its design services to create attractions and exhibits for each nation...but all participating countries will also enjoy the total services and amenities of Walt Disney World, including utilities, maintenance, security, wardrobe and costuming, laundry and cleaning, operating supervision, and the advantages of Walt Disney World's central purchasing and warehousing capacity.

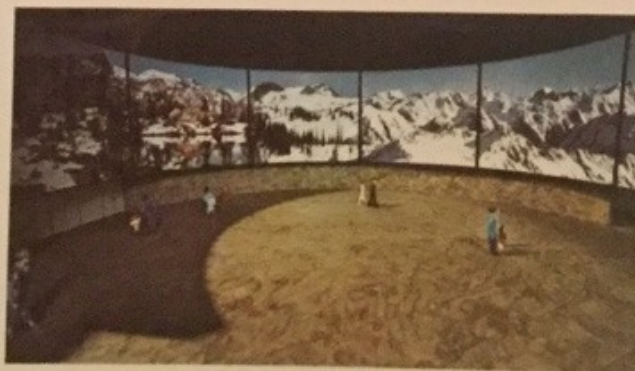
No other world exhibition or fair in history has begun with an established audience, a professional design and operating staff, and the ability to offer participants "one contract" to cover every backstage service.



Beginning Concept for discussion with Arab nations... a shopping bazaar and "magic carpet" to carry visitors on a trip through the wonders of ancient lands.



Beginning Concept for discussion with Canada... a panoramic visit to "Canada the Beautiful"--all around you, through the magic eye of the Disney Circle-Vision 360 film.



Beginning Concept for discussion with Japan. "you are there" as you experience the high-speed train ride through the Japanese countryside, through the magic of Disney film techniques and special effects.



Beginning Concept for discussion with Mexico...where you join the excursion by boat to Lake Xochimilco, and along the waterway, see the sunny magic of this ancient and modern land.

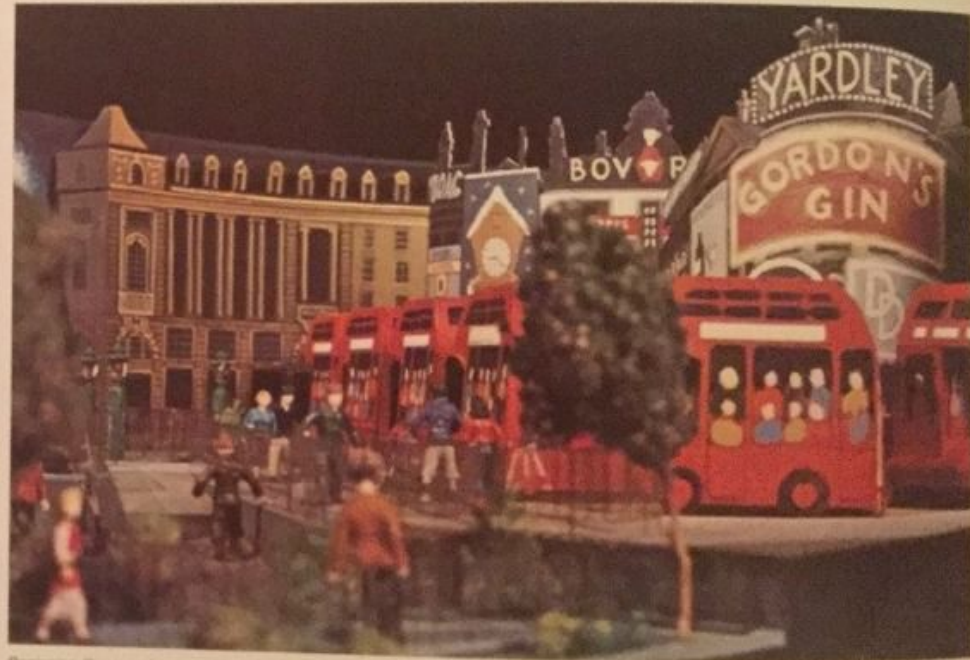


Beginning Concept for discussion with France...a village square and a sidewalk cafe that not only serves the traditional spirit...but also serves as your "front row seat" as you ride through Paris and the French countryside.



The sketches and models shown on these pages are preliminary concepts created by the Disney staff...a starting point for discussions with each nation...ideas that will grow and change when Disney designers have the opportunity to sit down and work with participating countries. These preliminary sketches and models illustrate the central concept that each pavilion will present the "fun and flavor" of a visit to the nation itself...a feeling of "being there" achieved through Disney show, ride and film techniques. Each nation may also wish to present a restaurant or specialty food operation...and offer for display and sale the products and services of its industry. Each pavilion can also serve as an international trade center...and space will be provided for cultural displays, and places for businessmen and women to meet and promote the products and services of their country.

Beginning Concept for discussion with Federal Republic of Germany...in the trade and display area of the pavilion, the products and services of German companies would be showcased, and Walt Disney World visitors could actually make future reservations for airline and other travel services. Other nations' pavilions would include similar areas.



Beginning Concept for discussion with Great Britain...climb aboard a London double-decker, departing Piccadilly Circus every few moments for castles, cottages and cobblestone streets.



INTERNATIONAL VILLAGE

If the communities of tomorrow are to serve the people of tomorrow, the ideas and aspirations of today's young people must be known and considered. A key concept in planning the World Showcase has been an emphasis on "people to people" contact between the youth of the world. Each participating nation will be invited to send young adults to operate the attractions, shows, restaurants and exhibits of their own pavilion. These young people will not only work together at the World Showcase...they will also live and play and learn together in EPCOT's *International Village*.

These young adults - many of them destined to be the future leaders of their nations - will be sent to Walt Disney World for a specified period of time... perhaps one year. Many will continue their educations as part of the broader EPCOT experience...but most important, all will associate in the true family of man spirit by participating in the daily life of the International Village. The hope and dream is a simple one: to develop a greater understanding and appreciation between the people of the Earth through its youth...the future leaders of the nations of the world.

The ideals of EPCOT's World Showcase and International Village serve the hopes, dreams and aspirations of a better tomorrow for all mankind. With any new concept, there must first be a need...then a right time... then a right place to make it happen. For the World Showcase, the time is now, the place is Walt Disney World...and the need was never greater.





While the ideals of EPCOT'S WORLD SHOWCASE serve the hopes, dreams and aspirations of a better tomorrow for all mankind...there is also a sound practical business side to World Showcase which can provide direct economic benefits to participating nations today and tomorrow.

First, let us look at our current audience of over 12 million guests annually at Walt Disney World. Of this total, almost 8½ million per year visit from outside the state of Florida. The top 10 states from which Walt Disney World guests originate are: Ohio...New York...Illinois...Michigan...New Jersey...Indiana...Georgia...Maryland...Wisconsin...North Carolina. These 10 states alone represent 39% of the total population of the United States.

The 10 major metropolitan marketing areas providing Walt Disney World guests are: New York...Chicago...Detroit...Atlanta...Washington, D.C./Maryland/Virginia Area...Cincinnati...Cleveland...St. Louis...Philadelphia...Indianapolis. 17.8% of the total U.S. population live in these 10 marketing areas.

Also, nearly ½ million foreign guests visit Walt Disney World each year, and this number is increasing rapidly.

This tremendous audience of affluent travel-oriented people offers an unlimited potential for the tourism and trade objectives of countries participating in World Showcase.

In 1975 Walt Disney World will host over 250 major convention, meeting and business seminar groups. The professional delegates attending these congresses provide a vast on-site market for nations that "showcase" their special and specific products, goods and services through the medium of this EPCOT satellite. And, of course, as this EPCOT concept itself develops to its full potential, this market will increase dramatically both in numbers and importance.

Walt Disney World Showcase is a truly unique international marketing/sales laboratory that will serve the immediate and long-range goals of participating nations in developing meaningful contact and relations in the areas of trade, technological development, import-export balance, distribution networks, trade relations, and tourism, just to mention a few.

Each World Showcase pavilion can, and will, in effect become...in addition to an outstanding attraction of the very best, the very latest that is representative of its national culture, heritage, people, products, food and services...a very important trade center unto itself. Coupled with the activities of EPCOT and the EPCOT seminar conference center, your pavilion in World Showcase will provide a facility where you will meet on a face-to-face basis with leaders in the government and private sector from not only the United States, but from the four corners of the globe.

Your pavilion also can, and should, provide space for all product lines of goods and services your country desires to expose on the broadest terms possible to the markets of the world.

Your latest techniques in the area of research and development can be dramatically demonstrated within your pavilion.

World Showcase, as an EPCOT satellite, provides you an opportunity to present the very best and latest of your national output in fields that correspond directly with all the other EPCOT satellites. Thus, World Showcase complements and serves all of EPCOT...while all of EPCOT complements and serves World Showcase.

Because, as with a Disneyland and a Walt Disney World, a World Showcase has never happened before it is at times difficult to find a proper point of reference. World Showcase is certainly not a Worlds Fair. A Worlds Fair has no permanency. World Showcase is certainly not a Trade Fair. Trade Fairs, too, lack permanency and also do not have the capability of reaching diverse publics with a broad spectrum of messages presented in an entertaining, understandable format. World Showcase is certainly not a trade center. No, a trade center is too restrictive. World Showcase is certainly not a Disneyland or a Magic Kingdom Theme Park. World Showcase is a little bit of all of these...and more.

World Showcase is a totally new concept from Walt Disney Productions. We believe in the need for World Showcase and we welcome the challenge that making it become a reality presents. We look forward to working with you, with the government you represent, with those groups within your countries, both governmental and private, whose interest World Showcase can serve, to find the key to making this dream come true and to truly achieve our mutual and individual goals. We can honestly, and with humility, say that our expertise in creating, designing, operating and marketing concepts of this scope is unexcelled. This expertise and knowledge stands ready to join with you to make your pavilion in World Showcase serve your business and economic goals, and also to serve as a source of national pride for your country and your people.



What are the steps necessary to provide you and your government the proper information to make an intelligent decision regarding your pavilion in WALT DISNEY WORLD SHOWCASE?

1. We need your assistance in directing us and, hopefully, introducing us to the proper officials on the highest level possible in your government whom you believe should be aware of EPCOT and Walt Disney World Showcase.
2. We need your assistance again, in directing and introducing us to those leaders in the industrial and business community of your country whom you feel should be aware of EPCOT and Walt Disney World Showcase.
3. When, with your counsel, the counsel of the United States Ambassador in your country, and the input of our Walt Disney representative in your country, we have developed a list of those parties, both governmental and private sector, whose interests might best be served through the concept of a World Showcase, we will invite this group to Walt Disney World to see, as you did, what has already been accomplished and what lies ahead in EPCOT and World Showcase. If a meeting of this type at Walt Disney World is not possible, we will take our presentation to your country. In either case, the presentation, and all printed materials, will be translated into your language.
4. From these meetings we hope a task force representing your country would evolve. This task force would work in conjunction with our W.E.D. Imagineers in developing preliminary concepts for your pavilion. What is the story you want to tell? Is the focal point tourism? Heritage? Culture? How much space must be committed to restaurants and merchandise? Product display? Conference and meeting facilities? Only by meeting and working with your official task force can we begin to intelligently create a pavilion that reflects your desires and needs, and is designed to your personal requirements. Members of your task force would also meet, concurrent with the above, with our business and finance staffs to draft a preliminary business-operating plan. Time would also be devoted to developing a preliminary marketing objective plan. To accomplish the above we would ask for a minimal research and design commitment. It would be our objective to accomplish the above within a 90-day period, at which time the joint task force would make a presentation to the full group.
5. If this preliminary presentation of the joint task force is acceptable to the parties concerned we would request a budget commitment to proceed with the finalization of plans for your pavilion. This would include: visualizations and models, architect renderings, detailed drawings on floor plans, a comprehensive business-operating plan, detailed marketing plan. It is estimated that this phase would take approximately 6 months to accomplish. A complete presentation would be made to all concerned parties.
6. Only after the presentation, as outlined above, would your country be asked to make a final firm contractual commitment to a pavilion in Walt Disney World Showcase. At this point your financial outlay would not exceed \$250,000 and all monies expended would be credited toward your pavilion. We believe this is a realistic, intelligent plan. We recognize that participation in Walt Disney World Showcase and the EPCOT concept represents a major determination for your country and to reach a decision you must have in your hands thorough and comprehensive material and information. This plan presents you with the necessary criteria and data in logical sequence and in a series of steps that allow you to proceed or withdraw as you desire.

It is our intent that Phase I of Walt Disney World Showcase will open to the people of the world on October 1, 1979. It is our sincere hope that your country will stand proudly with the other nations of the world in this unique, new concept on opening day.