

VIP Premiere
Ford Motor Company New York World's Fair Pavilion
Tuesday, April 14, 1964

The purpose of this Premiere of the Ford Motor Company New York World's Fair Pavilion is to enable people of "VIP" status to see the building, the show and exhibit features on a private basis, in advance of the official opening. Such a program would accomplish these important objectives:

1. Enable members of management to host business friends and important contacts at a private showing of the Ford exhibit.
2. Showcase the Ford Pavilion for an important "thought leader" group, and start a groundswell of favorable comment and conversation in the right circles and at an influential level.
3. Provide an opportunity to develop and stage an important news event of somewhat different tone and character than the working and general press preview.

General Plan

The VIP Premiere will be an affair of tone and elegance in every respect -- from invitation lists, to general format. It will be from 4:30 P.M. to 7:30 P.M. The early starting time is to enable guests to leave their homes or places of business in advance of the regular commuting traffic, and also to permit people who have other plans for dinner, theater, etc., to come early.

A custom-tailored mailing list has been assembled, with a total of almost 5,000 names. List "A", the primary mailing list contains 2,250 names in 20 different classifications -- advertising, business and finance, communications, diplomatic corps, education, government, religion, show business, United Nations, among others. The secondary list contains approximately 2,500 names in much the same classifications. The objective is a total attendance of from 1,500 to 2,000.

Mr. Henry Ford II, the officers and Board members and principal management executives of Ford Motor Company will be hosts. They will be joined by Walt Disney.

Guests will enter the southwest entrance of the building. A canopy cover and red carpet will extend from curbside to door. Once inside, in the south dealer hospitality area, they will check their hats and coats, and be guided along a red carpet into the International Garden area, to a receiving line. "Callers" will announce the arrival of each guest, properly pronouncing and enunciating each name, so that Mr. Ford and others in the receiving line will immediately know who they are greeting.

Once through the receiving line, guests will be free to move about the Pavilion at their leisure. Guides, of course, will be everywhere to assist and explain, as required. Champagne service and caviar will be served in the International Garden, as well as elsewhere throughout the Pavilion. A place will be provided where guests may leave their drinks before entering cars for the trip along the Magic Skyway.

The main reception will be held in the product area, where guests will assemble after they have explored the building, the ride and the exhibits. Here, they will find complete bar service, an elegant assortment of hot and cold hors d'oeuvres, and other appropriate refreshments. Food and beverage service will be of the finest, provided by Restaurant Associates.

Following are specific details with respect to invitations, guests lists, transportation, parking arrangements, clothing check, host requirements, food and beverage service, press coverage plans, and similar arrangements.

Invitations

A formal invitation will be sent to every guest except Company top management who have been invited by appropriate letters. The invitation will consist of three items -- an outer addressed envelope, an inner envelope containing the invitation card, and a small, addressed and stamped return envelope and card for return directly to Mr. Ford's office.

Guests who indicate they plan to attend the Premiere will receive a second mailing. It will include a special admission card and transportation and travel instructions.

Guest Lists

The basic lists have been assembled. There is a primary list and a secondary list. Invitations will be mailed on approximately March 20.

The primary list contains 2,250 names in 20 different classifications, including the following:

- Ford Motor Company outside Directors
- Advertising
- Artists
- Automotive Industry
- Business and Finance

Club Rosters
Communications
Diplomats
Education
Ford Dealer Council
Ford Motor Company management
Government
Miscellaneous
Music
Philanthropy
Religion
Show Business
Sports
Unions
World's Fair management and major exhibitors

The secondary list includes 2,500 names in 12 different classifications, including the following:

Advertising
Business and Finance
Club Rosters
Communications
Diplomats
Education
Government
Miscellaneous
Religion
Show Business
World's Fair exhibitor management
Writers

Parking Arrangements

Guests will be directed to the southwest entrance of the Pavilion where uniformed doormen will open the doors and assist them. They will enter the building under a curb-to-door entrance canopy and over a red carpet. Cars will then be delivered to the parking area adjacent to our building. Valet parking arrangements will be available for parking non-chauffeur-driven cars, and a "walkie talkie" system will be used for calling up cars as required.

Checking arrangements for clothing and personal effects

Since April weather is a variable, full precautions must be taken with respect to checking clothing and other personal items. The dealer hospitality area on the south side of the building will be used for this purpose and a crew of girls will be employed for the purpose of checking wearing apparel. As guests enter the building, there will be a long counter, and sufficient racks behind it to hold hats, coats, etc., for up to 2,000 guests. There will also be a supply of umbrellas and inexpensive plastic rain hats and ponchos, for emergency use.

Receiving line arrangements

The receiving line will be located in the International Gardens, east of the emergency staircase on the south side of the International Gardens. A red carpet will extend from the Pavilion entrance to an area beyond the receiving line. The receiving line will have two professional "callers", who will present each guest and his or her spouse or guest to Mr. Henry Ford II, Mr. Miller, Mr. Fatterson, Mr. Benson Ford, Mr. William Clay Ford, and Mr. Disney.

Ford executive host requirements

Other Ford Motor Company officers and general managers will serve as hosts, and assist in welcoming guests and looking after them once they have passed the receiving line. These executives and management representatives will be encouraged to station themselves at appropriate points throughout the Pavilion. For example, Mr. Eugas and Mr. Lilley might be located in the International area; Mr. Bordinat in the styling area; Mr. Bracken near the manufacturing story, etc. Hosts will be properly identified by an appropriate lapel ornament.

Food and beverage service

Since we have an exclusive contract with Restaurant Associates, that organization will supply all food and beverage service needs. They are among the finest in the business.

Food service will include an outstanding array of hot and cold hors d'oeuvres, selected canapes and caviar. To the extent possible, these will be international in character, in keeping with the idea of a World's Fair and the fact that Ford Motor Company is a corporation with world-wide interests.

A fine quality champagne will be the principal beverage in keeping with the tone of the affair and the tastes of the guests. In view of the international character of Ford and the Fair, however, we will have a limited number of drinks representative of specific countries available. General beverage service will be limited to the Product Salon, which will be utilized as our main social area. It is here that we anticipate most of our guests will finally gather before they depart for home or elsewhere.

Press arrangements

The Sunday press preview will provide a substantial amount of copy and photo coverage about the Ford show and the two major personalities involved -- Mr. Ford and Mr. Disney. It remains the chief press event.

Nevertheless, we believe the VIP affair also represents a major press opportunity. Top executive and editorial management of all of the major media will be invited, as well as select members of the working press. This latter group will include society editors, women's page editors, special feature writers, and society as well as general news and feature photographers.

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There will be an advance release about the event, and special invitations to the desks to cover.

In addition to the informal pictures that will be available, we will plan to set up a few special pictures involving Mr. Ford, Mr. Disney, and possibly Mr. Moses.

Memento

A "program" folder describing the highlights of the Ford Pavilion and show will be produced for distribution to guests after they leave the receiving line. It will be on first quality stock; have a simple, well designed cover; include several pages of comment about the major exhibit elements; and a very brief message from Mr. Ford. The quality and design will be such as to make this a desirable memento of the occasion even for this sophisticated audience.

Other arrangements

A police detail will be requested to assist in handling traffic at the entrance on 111th street. Attendants along the drive will guide guests to the building entrance and will make an early check to prevent "crashers".

In summary, steps will be taken to see that, so far as possible, every need of our guests is anticipated and provided for -- in good taste and with elegance.

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Food and Beverage Details

Service in the International Gardens area will be entirely from silver trays carried by butlers in white tie and tails and maids in appropriate uniforms.

Caviar on blinis being offered by the first member of the team followed immediately by the second member with Champagne. In addition, the butlers and maids will pass silver trays on which will be an international selection of hors d'oeuvres with tiny national flags to indicate the origin of items on the trays.

In the Product Salon there will be full bar service including drinks of an international character as well as conventional cocktails and highballs. Also in the Product Salon will be a World-wide Buffet featuring an array of colorful delicacies as follows:

South American Bocaditos

Guacamole Y Tostadas
Mexican Avocado Salad
And Toasted Tostadas

Brazilian Empanadas de Carne
Little Meat Pies

Argentine Tamales
Assorted Tamales

Seviche de Pescado
Peruvian Flaked Fish
in Citrus Marinade

Taco Y Tostado Combinacion
Toasted Tortillas Various
Fillings

Rumaki
Chicken Livers and
Waterchestnuts wrapped
in Bacon

Barbecued Tiny Chicken Filets
Tender Tidbits of Chicken Breast
Marinated in Special Barbecue
Sauce

Hot Sesame Baked Clams

Islander Shrimp
Jumbo Shrimp in a Special
Batter and Baked in Shredded
Coconut

Assorted Oriental Shrimp Chips

Various Polynesian Relishes

A Variety of Pates

Rillettes in Barquette

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Food and Beverage Details Cont'd.

Japanese Crisp Fried Tempura Shrimp

Indonesian Miniature Sates on Skewers

Italian Melon and Proscuitto Bits

Hungarian Goose Liver in Barquette

All service including china, glassware, silver, etc., will be in keeping with the standard of elegance established for this affair and will be supplied along with food, beverages and service by Restaurant Associates of New York.

Reviewed 12/22/64