

PART 1: PROGRAM DESCRIPTION

A. Background

The Specialized Periods/Special Events program* was conceived of primarily as a mechanism for attracting international participants to the Exposition by providing more direct opportunities to exhibit technology and equipment or present the results of research and development to professional audiences, not just the general public. Through a combination of international conferences and seminars and special equipment exhibitions and demonstrations, the program would allow business and industry leaders to exchange ideas and market new technologies. Special Events, related to the theme of the Exposition, but designed to appeal to the general public, were also included in the program.

By focusing on the theme of transportation and communications, the program also demonstrated the commitment of the Exposition to the theme and lent credibility to its organizers.

B. Program Objectives

The objectives of the program were:

- To highlight the contributions of Participants to the fields of transportation and communications;
- To provide Participants with display and demonstration opportunities for which pavilion exhibit space is inappropriate or for which the whole period of the Exposition is impractical;
- To provide a focal point for professional interest in EXPO 86; and,
- To enlighten visitors on the theme of the Exposition.

* This program will be referred to as the Specialized Periods program in the remainder of this report.