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PRINCETON UNIVERSITY
P.O. BOX 36
PRINCETON, N.J.

USA
MR. RAYMOND J. WOODROW
ASST. FOR SPECIAL STUDIES

OUR REFERENCE-H1639

Dear Mr. Woodrow:

THE 3RD WORLD FAIR OF TECHNOLOGY EXCHANGE 1978 RELOCATED TO ATLANTA, GEORGIA

In earlier issues of UNIT, and at the 2nd World Fair for Technology Exchange held last week in Chicago, we had said that we would hold the 1979 Fair in Atlanta, but would hold the 1978 Fair again at the O'Hare Exposition Center.

In the Fair package we distributed to the 1977 exhibitors we warned about possible high charges for handling freight, by certain labor Unions who controlled such matters in the Chicago area. Frankly, we did not expect how high these charges would be, and many exhibitors, especially from overseas, bitterly complained. In addition to these troubles, the extra cold weather prior to the Fair frightened many potential visitors. Many of our overseas visitors cabled and even telephoned us here before leaving their country for the USA to obtain reassurance that the Fair had not been cancelled because of the extreme cold that was even more dramatically reported and exaggerated in Europe, Japan and Africa than here in the USA. We were particularly hurt by the cold because it damaged the computer we had installed at high cost to give abstracts and retrieval searches to all visitors at no charge. We could not reactivate it until noon on Thursday of the Fair - and though those few who saw it in action then were impressed, we obviously lost the impact we had hoped for. In addition we moved the meeting rooms from the Hyatt Hotel which had good facilities over to the Convention Center at the last minute so the Registrants would be less exposed to inclement weather. Unfortunately, the Expo Center facilities were less than adequate. These extra problems took up the time of those who would otherwise have helped on other matters that were thus not attended as well as we had planned. Once we realized what had happened and why, we made strenuous efforts, and succeeded, to relocate the 1978 Fair also to Atlanta.

The new Georgia World Congress Center, in Atlanta is probably the most modern and up-to-date convention fair and congress center ever built in the USA. With the right to work - basic in the Georgia Constitution - anyone can work on erecting their booths or stand with no problems. Labor is available at reasonable cost, and Atlanta has a mild climate and never has the extreme cold experience in Chicago. Atlanta is a port of entry and has direct flights especially of cargo in and out to Europe, etc. It has the second busiest airport in the U.S., second only to Chicago. Atlanta has some of the most architecturally interesting new hotels ever built in the USA.

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Thus, we are happy to announce that the 3rd World Fair and associated meetings and Congress will be held in Atlanta for 4 days (instead of 5), Tuesday to Friday, February 7th to 10th, 1978.

We are hoping that SUPA will hold their meeting on the Monday, February 6th, before the Fair and Exhibition opens, thus allowing university representatives to spend full time at their booths. As before, we will give, free of charge, booths to university personnel to promote the licensing of their developments.

However, this year we received many complaints from industrial visitors, who:

1. Found that many university booths were unattended for much of the time.
2. When they were attended, the university representatives could not answer reasonable technical questions.

There were of course some obvious exceptions where a university had a good display and the booth was manned by experienced personnel who not only were able to answer questions, but "sold" the university, its programs and its personnel to the registrants.

We have to pay for the space, for the curtains, the signs, the chairs, the tables, etc. Nothing comes free and when after us paying this to help a particular university we get these complaints, it hurts doubly. The particular university has lost an opportunity that must await a full year before it returns.

Also, this year we were plagued with last minute cancellations and no shows from universities even after the catalog and even the addenda were printed.

We want to continue our policy of giving free space to the universities for 1978, but we are going to insist on a deposit of \$250.00, which will be paid by a university to reserve space. If they occupy the space - then they will get a full refund. If they don't, it will be forfeited.

We hope in this way to ensure that the more serious universities will not be penalized, and yet allow us to accomplish a reasonable purpose.

Finally, though we may continue with technical presentations, we will insist that no technical presentations can be given except by a person qualified on the technology involved.

With kind regards -

Very truly yours,


Vladimir Dvorkovitz