

**EXPO2005 GUIDELINES
FOR
OFFICIAL PARTICIPANTS**

**Information on the Visitor Admission Reservation
System for the 2005 World Exposition, Aichi, Japan
(November 2004)**



Japan Association for the 2005 World Exposition

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Introduction

Previous Expositions and existing theme parks have generated considerable visitor complaints regarding long waiting times before admission to pavilions and event facilities. In view of this, for the 2005 World Exposition, Aichi, Japan (hereinafter referred to as “Exhibition”) we have decided to construct a computerized visitor admission reservation system (hereinafter referred to as the “Reservation System”) so as to realize smooth and comfortable Exhibition operation by minimizing any customer dissatisfaction that might otherwise arise due to extended waiting time, and to demonstrate an IT-based visitor service system that is worthy of a major 21st-century event.

We believe that this Reservation System will bring about many benefits to pavilion management by official participants, although system subscription will be left to each official participant’s discretion.

The present guide describes the projected Reservation System and its benefits for the pavilions, and provides information on the procedure required of official participants wishing to subscribe to the Reservation System, and its costs.

We hope that many official participants will join the Reservation System.

(For further information, contact)

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Japan Association for the 2005 World Exposition

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I. Overview

1. Objectives and benefits of the visitor admission Reservation System

(1) Objectives

Considering that previous Expositions and existing theme parks have generated considerable visitor complaints regarding long waiting times before admission to pavilions and event facilities, a computerized visitor admission Reservation System will be constructed for the Exhibition so as to realize smooth and comfortable Exhibition operation and demonstrate an IT-based visitor service system that is worthy of a major 21st-century event.

The Reservation System is expected to be particularly suited to exhibition and event facilities that allow visitor admission control according to prefixed or fixable schedules (e.g. theaters, rides and the like), are large in scale (4 or more modules) and are likely to receive large numbers of visitors.

Accordingly, the Reservation System will be constructed in line with the following basic principles:

- ① The Reservation System must enhance visitor convenience and contribute to visitor attraction.
- ② The Reservation System must ensure fair visitor treatment.
- ③ The Reservation System must be cost-effective, offsetting system development time and limitations by overall operation improvement.
- ④ The Reservation System must be widely applicable, mainly to exhibition/event facilities and operation, although subscription thereto will not be obligatory.
- ⑤ The Reservation System will be operated on subscription charges, which will be kept within a range that does not discourage participation in the system.
- ⑥ The Reservation System will be backed up by a Reservation System Control Center during the Exhibition period, to provide operating support for Reservation System subscribers.

(2) Benefits of subscription to the Reservation System

Subscription to the Reservation System is expected to provide the following benefits for the pavilions:

- ① Visitors admitted to a pavilion via the Reservation System will have their waiting time reduced; this will enhance their satisfaction with, and evaluation of, the pavilion (a separate entrance route will be needed for visitors with reservations).
- ② A Reservation System will be realized that enables reservation reconfirmation by simple scanning, as well as smooth visitor admission and guidance by pavilion staff,

leading to positive pavilion evaluation by visitors (a separate entrance route will be needed for visitors with reservations).

- ③ There will be no need for admission tickets carrying input reservation data, so the preparation and on-the-spot distribution of numbered tickets will become unnecessary; this will reduce operating cost.
- ④ Reservation terminals will enable easy retrieval of visitor information, streamlining pavilion visitor management.

2. Subscription to the Reservation System: costs and procedure

(1) Subscription costs

① Equipment cost

Official participants wishing to subscribe to the Reservation System are required to bear their part of the equipment cost for reservation terminals and the like. The cost of one reservation terminal is 525,000 yen including consumption tax. For backup and congestion control, subscription with 2 or more terminals is recommended.

In addition to a reservation terminal, a reservation control terminal and reservation reconfirmation terminals are necessary. Regardless of the number of terminals requested, 1 reservation control terminal (PC) and the necessary number of reservation reconfirmation terminals will be provided free of charge to each subscriber.

② Work cost

The cost of works needed for reservation terminal installation, such as power line and wiring, must be borne by Reservation System subscribers. Depending on the site ground conditions, foundation work will be required, since reservation terminals will be anchored to the ground for safety reasons. Depending on site conditions, subscribers may also be required to install, at their cost, devices to protect the terminals from the elements (e.g. eaves, covering etc.).

(2) Other conditions for the Reservation System

- ① To ensure smooth system operation, Reservation System subscribers must appoint a person in charge of system management for each pavilion. This person will be responsible for the pavilion's reservation data management and terminal control, as well as for communication with the Reservation System Control Center. The Association is planning a training program in system operation and related matters for such persons.
- ② An appropriate number of attendants must be assigned to the on-arrival reconfirmation of reservations using terminals.

(3) Subscription procedure

Official participants wishing to subscribe to the Reservation System are required to complete and return the application form (attached to the present guide) to the address below, **no later than November 10, 2004**.

Please note that only as many applications will be accepted as there are available terminals; acceptance will be in order of arrival.

(Send the application form to)

Mr. Mori or Mr. Kizuka

Official Participation Group

Japan Association for the 2005 World Exposition

Address : 1533-1 Ibaragabasama, Nagakute-cho, Aichi 480-1101 Japan

e-mail : ofipat@expo2005.or.jp

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II. Outline of the Reservation System

1. Summary of services

(1) Reservations

- ① Advance Exhibition admission ticket holders may reserve admission to desired pavilions (event facility etc.) on desired dates.
- ② Advance Exhibition admission ticket holders may make reservations for pavilion admission on the Web site via their PC or cellular phone until two days before the desired date.
- ③ The ID number printed on each advance Exhibition admission ticket will be required for reserving pavilion admission; reservation data control will be based on these ID numbers.
- ④ Advance Exhibition admission ticket holders who have thus made reservations will be given priority admission to the reserved pavilions upon arrival at the reserved time and date, with the admission ticket bearing the ID number used in making the reservation.

(2) Same-day reservations

- ① Visitors may reserve admission to desired pavilions (event facility etc.) on the day of arrival at the Exhibition site.
- ② Visitors may use on-site reservation terminals to make same-day reservations for pavilion admission (i.e. choose the time* of admission). For each accepted reservation, a confirmation ticket indicating admission time will be issued.
 - * Choosing the admission time: the two earliest available time slots will be indicated; when these time slots have room left for fewer than 10 visitors, two more time slots with room for 10 or more visitors will be indicated (up to four time slots will be proposed).
- ③ The ID number printed on each Exhibition admission ticket will be required in reserving pavilion admission; reservation control will be based on these ID numbers, to prevent overlapping and error.
- ④ Visitors who have thus made reservations will be given priority admission to the reserved pavilions upon arrival at the reserved time, with the admission ticket or confirmation ticket.
- ⑤ In principle, all Exhibition facilities must handle visitors with and without reservations. (However, facility operators may decide, at their discretion, to make reservations obligatory.)

2. Reservation System functions

(1) Reservations (Web server compatible)

- ① Checking (indicate available time slots of desired pavilions)
- ② Processing (receive reservations for desired pavilion admission)
- ③ Reference (indicate received reservations)
- ④ Cancellation (cancel received reservations)

(2) Same-day reservations

- ① Checking (indicate available time slots of pavilion to which terminal is linked)
- ② Processing (receive reservations for admission to pavilion)
- ③ Printing (issue confirmation tickets with reservation information)

(3) Identification

- ① At entrance gate (check arrival of visitors with reservations; automatic cancellation in case of no-show)
- ② At pavilion ticket reader (check admission of visitors with reservations; visitor identification)

3. Burden-sharing between the Organizer (Association) and participant facilities (Pavilions)

(1) The Organizer (Association)

- ① PR targeted at visitors
- ② Operating system construction for entire Reservation System
- ③ System construction, server management and data control for entire Reservation System
- ④ Web site production, management and maintenance for processing on-line reservations via PC and cellular phones
- ⑤ Management and operation of Reservation System Control Center
- ⑥ Lease (payable), management and maintenance of reservations terminals to be installed on site
- ⑦ Information to participant facilities, manual and handbook production and overall coordination
- ⑧ Repairs and troubleshooting of reservation terminals

(2) Participant facilities (pavilions)

- ① Management of reservation terminals (starting and stopping, replenishment of consumables, safety control etc.)
- ② Information and guidance to visitors wishing to make reservations for admission to subject facilities
- ③ Renewal of reservation and visitor data stored in reconfirmation terminals (PDA readers)
- ④ Reservation and visitor reconfirmation using terminals (PDA readers)
- ⑤ Administrative duties, personnel assignments, visitor routes and area markings necessitated by subscription to Reservation System
- ⑥ Arrangement of reservation time slots and numbers of visitors therein
- ⑦ Transactions with contractors for works required for installation of reservation terminals in pavilion (e.g. power line, communication circuit wiring etc.)
- ⑧ Visitor admission control in case of event cancellation etc.
- ⑨ Processing of visitor complaints
- ⑩ Purchase of consumables

観覧予約システム参加申込書
Visitor Admission Reservation System Application Form

(申込日) 年 月 日
Date: DD/MM/YY

財団法人 2005 年国際博覧会協会
公式参加者支援グループ 御中
Attention: Official Participation Group
Japan Association for the 2005 World Exposition

財団法人 2005 年日本国際博覧会協会が導入する「観覧予約システム」への参加を申込みます。

なお、本システムへの参加に伴って発生する費用についても負担することを確認します。

I, the undersigned, apply for subscription to the Visitor Admission Reservation System that the Japan Association for the 2005 World Exposition intends to construct and adopt, and hereby consent to payment of the costs required for subscription to the system.

予約端末機申込み台数 : 台
Number of reservation terminals requested:

公式参加国名 :
Official participant nation:

政府代表（又は政府代表代理）名 :
Commissioner General of Section (or proxy):

署名 :
(申込みは、政府代表又は政府代表代理によること。)

Signature:
(Application is valid only if signed by the Commissioner General of Section of the official participant nation or his/her proxy.)

連絡担当者氏名 :
Name of contact:
連絡担当者所属 :
Contact's affiliation:
連絡先電話番号 :
Contact's telephone number: