The U.S. Pavilion at Expo 2020 Dubai

June 2020
Life, Liberty and the Pursuit of the Future

Overview
The United States has been the leader in individual liberty, innovation, and mobility since our inception as a nation nearly 250 years ago. The U.S. pavilion will showcase a dynamic society that has shaped the modern world, remains the freest, most prosperous nation on earth, and supports freedom and prosperity for all. It was the United States that was home to the invention of the phone – and then the mobile phone and eventually the smartphone. The car, the internet, the light bulb. We landed the first man on the moon. Our storied history and potential for the future exemplifies the “Connecting Minds, Creating the Future” theme of Expo 2020 Dubai – the Middle East’s first World’s Fair.
Entry: POV
Mobility in Action
Moving Walkway

Guests are taken on a journey through the first four major exhibits via a moving walkway that meanders through the pavilion. The benefits of this system are:

- Allows us to determine the show and still allow for walkthrough visitation
- High capacity - 27,000 daily visitors, 4m+ over the event duration
  - Pavilion has a total capacity of 5m+ throughout all the public areas available, VIP, Retail, F&B and the Exhibit 8 public space
- Slow - no issues with barrier free or safety
- Guests can alight from the walkway as designed with ease
- Durable
- Designed for people, not luggage
- No pinch points - safe for kids and robes!
- Unique - something different in an Expo that is replete with walkthrough pavilions
Exhibit 1

Why is America known all over the world as the “Land of Opportunity”?

This first exhibit explores this idea starting with the simple but revolutionary idea that freedom is the basis for this opportunity, and it’s as strong today as it was in 1776. Limited mixed media with an artifact that best encapsulates this theme. As this is the introduction to the pavilion this would start softly to give visitors time to get into our headspace. The idea is to create a slow build of drama and lead guests into the thematic journey of the pavilion, and build to the more dynamic exhibits, environments, and media moments that are to come.

Duration: 110 seconds

Size: 2745 ft² (255 m²)

Presentation: Exhibit, lighting, music, projection-mapped sculpture and screen behind and upon the torch bearer.
Exhibit 1: POV

All exhibit content imagery is used for informational purposes only and subject to change pending further development with the U.S. Department of State.
Exhibit 2

Guests journey around this experience; the curved wall that intersects the first and second exhibit spaces becomes a centerpiece that mixes curated artifacts with state of the art projection mapping to bridge our themes and push our guests into Exhibit 3. We shift the perspective to the impact of American invention and how it has shaped the world.

Electricity; the phone; mass production of the car; powered flight; personal computing; the internet and the smartphone. America created the modern world - Jobs, Musk and other of their contemporaries picked up where Edison, Tesla and Bell left off. The story of America is very much the story of invention.

On the screen we show how "Impact" has created an America that cannot be contained to its own shores, the ideas, the product the energy and vibrancy spread as we move into the information age. This exhibit forms context for what happens in Exhibit Three.

Duration: 120 seconds
Size: 1937 ft² (180 m²)
Presentation: Projection mapped media display
Exhibit 3

This is all forward thinking and focuses on the benefits that the world enjoys thanks to American invention and innovation in surprising and unexpected ways. We follow how American invention has exported opportunity to every corner of the planet, enabling people in ways that were inconceivable a short time ago. The smartphone; the impact of the internet; how the democratization of technology has created a better world; how new business empowers people to self-reliance in ways never thought possible and how the remotest of communities can access the world and vice-versa, and highlights the importance of free and accessible internet via high speed 5G-type networks for all. The stories selected for this exhibit will be determined with the U.S. Department of State in the subsequent Content Development phase.

Duration: 120 seconds
Size: 2745 ft² (255 m²)
Presentation: Immersive display with focused media moments.
Exhibit 3: POV
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Exhibit 4

Visitors are in for a change of pace as they enter this vast space. Here they alight from the walkway and make their own way into this exhibit. The room itself is remarkable, optimistic, futuristic and dynamic – with design cues coming from the façade of the pavilion. However, the most striking element is the continuous show looping in the ceiling of this exhibit. A stage set into the ceiling that invites guests to kick back and enjoy as much as they want to experience. The show itself loops every eight minutes allowing guests to come in and out when they choose. With the idea that the sky is no longer the limit, we explore the future of the United States and where America’s freedom is taking this vast and great nation into the 22nd Century. This experience, mixing cutting edge presentation technology with bleeding edge illusion techniques, will create the “WOW” that will become a must-see show at Expo 2020.

Duration: 8 minute loop
Size: 5253 ft² (488 m²) – double height space
Presentation: WOWZER!
Exhibit 4

We tie all three exhibit narratives that led into this space, echoing their key messages but with a bold take that illustrates that the sky is no longer the limit. America’s freedom is about to herald in an era unlike any that came before it. One that is being driven by the commercialization of space that will democratize access for all nations; the advent of Quantum computing; the birth of fusion power; the proliferation of autonomous, electric vehicles and sustainable power for all.

This is an experience that touches on the biggest and boldest of ideas and presents the very bleeding edge of what’s possible but, at its core, it’s human. It presents concepts that boggle the mind but does so in an intimate manner that beguiles the audience.

Evocative, daring, funny, enlightening... magical. We show the greatest and the latest and posit the impact that is on the horizon; the National Ignition Facility; NASA’s Project Artemis; SpaceX’s STARSHIP; Quantum Computing; Robotics; The Autonomous Future; MARS!
Exhibit 4: POV

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Exhibit 5

As guests ascend to the next level via stairs or an elevator, we highlight the nation’s incredible national parks and celebrate the Trillion Trees initiative that illustrates the meaningful and proactive response to climate change that is being driven at the highest level both from government and the corporate sector. This space is open, bright and optimistic as guests ascend to the next exhibit.

All of these stories would be collated into a digital package to experience online as part of the pavilion’s web and PR presence.

Duration: 90 seconds
Size: 872 ft² (81 m²)
Presentation: Optimistic
Exhibit 5: POV

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Exhibit 6

Study, Invest, Travel, Explore USA (S.I.T.E.)

A multi-use exhibit space with representation from:

- Education USA
- Select USA
- Brand USA
- U.S. bid for Expo 2027/2030
- Various states and other stakeholders

Duration: Variable

Size: 2594 ft² (241 m²)

Presentation: Multi-use tables and displays
Exhibit 6: POV

Third-party trademarks incorporated into these deliverables are used for informational purposes only and are subject to change.
Exhibit 8 Cultural Stage: POV
Operations
Operations Scope

• Venue Management
• VIP, Functions and Protocol Management
• Guest Experience Management
• Staffing – Recruitment, Training and Orientation
• Facilities and Contractor Management
• VIP and Functions Catering
• Supply Chain & Procurement
• Cultural Program
• National Day
• Media and PR Management
• Exhibition and Technical Services
• Logistics and Warehousing
• Public Food and Beverage Operations
• Gift Store Operations
VIP and Multi-Function Spaces
Banquet Layout
Cocktail Layout
VIP Pre-Function Area

After ascending the stairs or taking the private elevator, VIP guests are invited to relax in the Pre-Function Area. Here they can wait in the lounge for their meeting in the conference room or enjoy a cocktail at the custom-built bar before a banquet in the Function Area.

Size: 1,195 ft² (111 m²)
VIP Function Area

The VIP Function Area is designed with flexibility in mind. Large enough to host an 80 person luncheon, yet small enough for an evening cocktail party. This space can be fully catered and serviced by the pavilion’s in-house operations team.

Size: 2,282 ft² (212 m²)
VIP Function Area Dinner Setting: POV
Supply Opportunities
Supply Opportunities

VIK & Procurement Categories

- We are looking to engage with true American brands that speak to the culture and heritage of the country.

Benefits of Engagement

- The value proposition that the U.S. pavilion at Expo 2020 has to offer and the opportunity this gives your organization.

Next Steps

- Where to from here. How you can respond to our EOI and join the U.S pavilion Expo 2020 journey.
Examples of Benefits

Experiences

• Behind the scenes tour of U.S. pavilion at Expo 2020 for staff
• Curated day at Expo experience for 10 guests

Hospitality

• Access to pavilion’s VIP function space to host events
• Cocktail functions
• Morning / Afternoon Tea

Sales Opportunities

• Product sales in F&B outlets
• Product sales in Retail Store
Examples of Benefits (Continued)

Marketing Opportunities / IP Assets

- Product included in official VIP gift bag
- Rights to use U.S. pavilion brand across global territories
- Rights to use U.S. pavilion brand in the UAE
- Product logo on pavilion website
- Product showcased in VIP / Food and Beverage menus
- Social media content on official pavilion platforms
- Product giveaway option for school groups
- Customized pin featuring supplier and pavilion logos
- Unique customer experience onsite

Additional Partnership Benefits

- Promotional reel of suppliers’ support of pavilion
- Staff training session on product
## Next Steps

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Next Steps (Continued)

Visit website to understand U.S. pavilion category requirements
• Note when the EOI is released
• Respond to the relevant EOI

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Discover America Campaign
Discover America Campaign

- Discover America is a yearly campaign celebrating the U.S. brand, providing a platform for U.S. companies to highlight their products and/or services, connect U.S. and UAE entities, and share and showcase American culture.

- Discover America campaign at Expo 2020 will occur over the expo’s 6 month run (October 1, 2021—March 31, 2022) and will include our marquee events (Discover America Run, AFCENT Band, and Movie Screening) and multiple bespoke promotional event opportunities for U.S. company partners at the U.S. pavilion.
Discover America Campaign

- Ahead of Expo 2020, the U.S. Commercial Service will organize a series of webinars on specific sectors in the Fall 2020/Spring 2021, based on Expo 2020 sub-themes: Mobility, Opportunity, Sustainability.
  - Sept 2020—Expo 2020 Dubai: A Regional Platform of Opportunity for U.S. Businesses, supported by our Minneapolis USEAC and Global Minnesota
  - Oct 2020—March 2021—Sector-specific webinars on market opportunities in the Arabian Gulf:
    - Energy Sector Webinar, October 2020
    - ICT Sector Webinar, November 2020
    - Healthcare Sector Webinar, January 2021
    - Transportation Sector Webinar, March 2021
- For more information, please contact: Christelle Rezk, Commercial Specialist, Christelle.Rezk@trade.gov
Youth Ambassadors & Cultural Program
Global Ties U.S.

- The Global Ties Network is 105 organizations serving 50 states and is the largest citizen diplomacy network in the U.S. with 60 years’ experience working with government exchange programs.
- Our strength is rooted in our broad geographic reach, cultural diversity, and deep community connections.
- The Global Ties Network will support with recruitment of Cultural Performers and Youth Ambassadors who demonstrate the rich cultural diversity of the country.
Cultural Programming

- Cultural Performers will demonstrate American freedom of expression through a variety of the arts.
  - Includes musicians, dancers, chefs, athletes, expert speakers, and many more performers
- U.S. pavilion includes dedicated space for diverse programming that is innovative, energetic, creative, and informative.
  - Outdoor courtyard, outfitted with a performance space (capacity 200+)
  - Indoor multi-purpose space on the 2nd floor (capacity up to 80)
  - 16+ Expo 2020 Venues
Youth Ambassadors: The Faces of America

- Youth Ambassadors will serve as gateways to American society, culture, and history.
- Provide a human connection to the United States, speaking to key American values such as entrepreneurialism, community, and the invincible American spirit
- Speak critical languages, such as Arabic, Farsi, Hindi, Mandarin, and Urdu
- Be between 18 and 29 years old
- Unique and popular element of past U.S. pavilions