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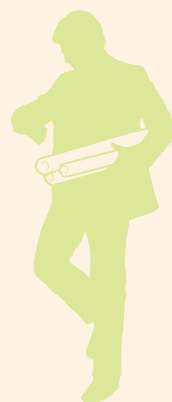
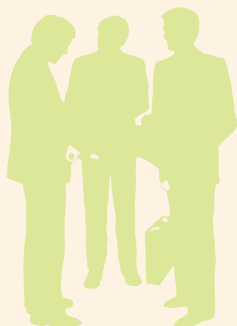
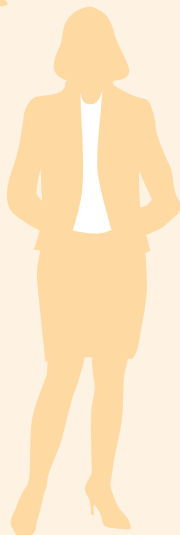
English for Exhibition and Conference

会展英语

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北京出版集团公司
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Chapter Two Making Travel Arrangements

Section I Brainstorming

Directions: Look at the photograph below and read the four statements related to the photograph, then choose the statement that best describes the photograph, and then answer the questions followed.



1. The man and the woman are _____.

- A. waiting for a ship
- B. waiting for a bus
- C. waiting for a plane
- D. waiting for a train

2. The ways of traveling include _____.

Section II Focus Reading

Get the Most Out of Trade Shows

Trade shows can be an incredibly effective promotion and sales tool for small businesses. Here's how to get the best return on investment from any trade shows your small business exhibits at.

1) Set clear goals for your trade show participation.



What do you want to get out of it? Do you expect to sell a particular amount of inventory at trade shows, or expect to become known to a certain number of wholesale suppliers? Are you focusing on promotion or hoping to launch a new product?

You can have more than one goal, of course, but the point is that you need to be clear about what your participation in trade shows is going to achieve.

2) Research trade shows.

You need to choose the trade shows that will give your business the best return on investment in terms of your goals. You want to choose trade shows that best target the audience that you want to reach, and best suit your participation goals. Find out what the particular trade show's objectives are, and investigate and evaluate the trade show's audience.

3) Once you've chosen particular trade shows, plan your budget and book your space.

Find out everything you can about your space, including where it is on the floor, what kind of other trade show displays will be around it, whether it's a high traffic or low traffic area, and the physical conditions of your trade show display space, such as lighting.



4) Plan your trade show displays in terms of your audience.

Who is it that you're targeting with your trade show displays? Retail customers? Wholesale buyers? Other businesses in your industry? Different audiences "shop" trade shows differently, and have different needs.

5) Advertise in advance.

Put the word out that you're participating in a particular trade show by inviting your clients, customers, suppliers, and other contacts to attend the show. (Be sure you give them all the details, such as your booth number.) If you have one, be sure to advertise your coming trade show attendance on your website as well.

By Susan Ward

☆ Vocabulary ☆

incredibly *adv.* 难以置信地, 不可思议地

effective *adj.* 有效的, 生效的, 实际的

promotion *n.* 促销, 促销宣传, 促进

return *n.* (收益) 回报

investment *n.* 投资, 投资额

participation *n.* 参加, 参与

inventory *n.* 库存, 存货

wholesale supplier 批发供货商, 批发商

target *vt.* 把……作为目标, 目标为

investigate *v.* 调查, 研究

evaluate *vt.* 评价, 评估

budget *n.* 预算

book *vt.* 预订, 预约

contact *n.* 接触, 联系, 熟人

Notes

1. Set clear goals for your trade show participation. 设定明确的参展目标。

2. Do you expect to sell a particular amount of inventory at trade shows, or expect to become known to a certain number of wholesale suppliers?

在展会上, 你是期望售出大量的存货, 还是期望为众多的批发商所知晓?

3. You need to choose the trade shows that will give your business the best return on investment in terms of your goals.

按照目标, 你需参加能够给你们企业的投资带来最大回报的展会。

4. Different audiences "shop" trade shows differently, and have different needs.

观众各异，所购买商品的展会各异，需求也各异。

5. Put the word out that you're participating in a particular trade show by inviting your clients, customers, suppliers, and other contacts to attend the show.

通过邀请你的客户、顾客、供应商以及其他联系人参加某一特定展会，来发布你将要参加该展会的消息。

Exercises

I. Match the words on the left with their meanings on the right.

- | | |
|------------|------------------------|
| 1. 推出（新产品） | a. audience |
| 2. 收益 | b. investment |
| 3. 库存 | c. promotion |
| 4. 目标为 | d. wholesale suppliers |
| 5. 投资 | e. budget |
| 6. 促销宣传 | f. inventory |
| 7. 调查 | g. participation |
| 8. 预算 | h. target |
| 9. 观众 | i. launch |
| 10. 参加 | j. return |
| 11. 批发商 | k. investigate |

II. Decide whether the following statements are true or false based on the text.

- () 1. You have one goal to achieve when you participate in a trade show.
- () 2. You can get the most out of trade shows by preparing in advance.
- () 3. You want to attend trade shows that best target the audience that you want to reach, and best suit your participation goals.
- () 4. You needn't let your clients know what you do.
- () 5. It's easy to prepare a trade show.

Section III Situational Dialogues

Dialogue A Shipping Exhibits

Mr. Green wants to have his company's exhibits sent to a trade fair in Guangzhou on time. Now he is having a talk with an attendant, Li Jing.

Mr. Green: Excuse me, Miss. Do you have a carrying case large enough for this exhibit?

Li Jing: Let me see. You need a carrying case that is 5m×4m×6m.

Mr. Green: I need to send this 150-pound case. How long will it take by sea?

Li Jing: Three to four weeks.

Mr. Green: That will be too long.

Li Jing: How quickly do you need it to be transported?

Mr. Green: I will need it in Guangzhou in two weeks. I want to send this case for a display at a trade fair. As this is the first time that I take part in a fair, I want to be sure that it will arrive on time.

Li Jing: No problem. I think we can do it for you.

Mr. Green: This is going to mean a lot to our company. I need a guarantee that it will be there.

Li Jing: Your satisfaction will be guaranteed if you are sending it by air.

Mr. Green: OK. I will send it by plane. How much will you charge for it?

Li Jing: It will cost \$368.00 for this case.

Dialogue B Talking about the Schedule

Mr. Smith has just arrived at the Exhibition Center. He wants to know some information about the schedule. Now he is consulting Li Jing.

Li Jing: Good morning, Mr. Smith. Nice to meet you again.

Mr. Smith: Good morning, Miss Li. Nice to meet you, too.

Li Jing: Here's a copy of the itinerary and a brochure of the exhibition which may be of interest to you. Would you please have a look at it?

Mr. Smith: Of course. Thank you.

Li Jing: According to the schedule, you will need to arrange and complete the display for the exhibition today and tomorrow.

Mr. Smith: That's good. We'll do it today.

Li Jing: Good, our exhibition show time is from October 15th to 20th. I think you'll be very busy then.

Mr. Smith: Right, I'm sure we will.

Li Jing: Besides, during the exhibition show time there will be some conferences and seminars. For example, a lecture about *Product Liability Exposure and Avoidance for Importers/Exporters* will be given by Dr. David Peng, Senior Vice President and Distribution Director of AIG General Insurance Company China Ltd. Guangdong Branch from 14:00 to 16:30 on Oct.16th in Pazhou Complex Huacheng VIP Meeting Room. If you can have some time to join it, you'll learn more about Chinese business. Here is the schedule for the conferences and seminars. Of course, you can choose whatever you like.

Mr. Smith: Great. By the way, when should we vacate our stand?

Li Jing: Before 18:00, Oct. 20th. We really hope you'll have a pleasant stay here.

Mr. Smith: Thank you very much. You are really very helpful.

☆ Vocabulary ☆

transport v. 运输

guarantee n. 保证

itinerary n. 日程安排, 旅程

brochure n. 小册子

seminar n. 研讨会, 培训会

stand n. 展台

Notes

1. This is going to mean a lot to our company. 这将对我们公司很重要。
2. Your satisfaction is guaranteed. 保证让您满意。
3. Here's a copy of the itinerary and a brochure of the exhibition which may be of interest to you. 这是会展的日程安排和会展宣传册，您也许会感兴趣。
4. By the way, when should we vacate our stand? 顺便问一下，我们什么时候应该清空展台呢？

Language in Use

1. A successful exhibition will always lead to a great progress for a company's business.
一次成功的展会往往会给公司的业务带来巨大的提升。
2. It's important for you to have an on-site inspection.
进行一次实地考察对你很重要。
3. The factors you should consider range from the appearance of the venue, the surrounding, the equipment and the furniture, even to the cleanness of the toilets.
你需要考虑的因素大到展会地点的外观、周边环境，小到设施、家具，甚至卫生间的清洁程度。
4. Before choosing a venue, you'd better make a checklist about the particular requirements of your exhibition.
在选择展会地点前，你最好为展会的详细要求列一个清单。
5. I suggest we try out with Beijing. Since it's the capital, I think there will be more target clients there.
我建议我们在北京办，因为那儿是首都，我想那里我们会有更多的目标客户。

Exercises

I. Filling in the Blanks

Complete the following sentences with words given in the box.

vacate display guarantee charge conferences

1. I want to send this case for a _____ at a trade fair.
2. I need a _____ that it will be there.
3. How much will you _____ for it?
4. Besides, during the exhibition show time there will be some _____ and seminars.
5. By the way, when should we _____ our stand?

II. Group Discussion

Research the Internet and discuss the tips of shipping exhibits in groups.

Tips of shipping exhibits	Details
using new cartons	
...	

III. Role Play

Make up a conversation according to the following instructions.

Situation: John Smith, an exhibitor, is calling Miss Li, an assistant of an exhibition center to tell her his flight details and ask her to reserve a hotel room for him.

Student A: John Smith, an exhibitor

Student B: Miss Li, an assistant of an exhibition center

Section IV Practical Writing

Reservation Form

Format of Reservation Form

预订表格是酒店常用的一种表格形式，通常以传真的方式进行传输。传真(Fax)作为一种现代化的通讯方式有着自己独特的优势，在无人值班时也能自动传输，打破了时间限制，可实现 24 小时在线。预订表格的格式比较简单，易于操作，既可以传输文字信息，还可以传输图片资料，应用范围较广。



预订表格通常包括以下几个主要部分：

- A. 收件人地址
- B. 寄件人姓名
- C. 入住时间
- D. 预订房间类型和数量
- E. 付款方式
- F. 寄件人电话号码、传真号码和电子邮箱地址等。

Sample 1

(Scene: John Brown is going to attend the 115th Guangzhou Trade Fair from April 15 to May 5, and he will stay there for ten days. He is sending a reservation form by Fax to Huaxia Hotel to reserve 3 Singles. He will use credit card to pay the bill. His telephone number is 028-83048589, and his Fax number is 028-83048599, his E-mail address is J-brown@hotmail.com.)

Reservation Form

Reservations

Huaxia Hotel

8 Qiaoguang Road

Yuexiu District

Guangzhou City 510030

Guangdong Province

P. R. China

Guest's name: John Brown

Check-in: April 14

Check-out: May 5

Room type and number: 3 Singles

Payment: Credit card

Telephone number: 028-83048589

Fax: 028-83048599

E-mail address: J-brown@hotmail.com

Sample 2

(Scene: John Carter is going on January 12 to attend the Winter Trade Fair to be held in Chengdu, Sichuan Province, from January 14 to January 19. He plans to stay there for nine days. Now he is sending a reservation form by Fax to Homeland Hotel to reserve 3 Deluxe Standard Rooms. He will use credit card to pay the bill. His telephone number is 010-83848586, and his Fax number is 010-83848588, his E-mail address is J-carter@hotmail.com.)

Reservation Form

Reservations

Homeland Hotel

181 Jichang Road, Wuhou District

Chengdu City 610041

Sichuan Province

P. R. China

Guest's name: John Carter

Check-in: January 12

Check-out: January 19

Room type and number: 3 Deluxe Standard Rooms

Payment: Credit card

Telephone number: 010-83848586

Fax: 010-83848588

E-mail address: J-carter@hotmail.com

Doing It Yourself

Supposing you are Michael Bander, marketing manager of a trading company. You are going to attend a trade fair held in Chengdu from May 10 to May 19, and you plan to stay there for ten days. Please send a reservation form by Fax to Sichuan Hotel to reserve 3 Standard Rooms. You are to pay by credit card. Your telephone number is 010-82680067, and your Fax number is 010-82680067; your E-mail address is 18681815292@126.com.

Section V Enjoying English**But the Chinese Did!**

One day Tom said to one of his friends, "I'm going to have a holiday in Beijing. But I don't speak Chinese, so I'll go to evening classes and have Chinese lessons for a month before I go."

He studied very hard for a month, and then his holidays began and he went to China.

When he came back a few weeks later, his friend asked him, "Did you have any trouble with your Chinese when you were in Beijing, Tom?"

"No, I didn't have any trouble with it," answered Tom, "But the Chinese did!"