

浙江省重点教材

高职高专商务英语实训系列教材

Convention and
Exhibition English

会展英语 (第二版)

· 主编 沈银珍 ·



 中国人民大学出版社

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前言

Preface

《会展英语》一书，以正在或即将从事国际会展行业的人士为对象，以实际工作环境为背景，突出英语口语训练，适合具有一定英语基础的学习者使用。该书可以作为高职高专院校会展等相关专业英语教材和实训指导书，也可作为相关行业英语爱好者的自学读本。

该书为浙江省重点教材，全书共分 18 个单元，内容包括：参展费用、介绍展览会、介绍展位、展品运输、展品保险、展位装饰、展位租赁、广告、展具租赁、投诉处理、展台接待、商务洽谈、价格商谈、订合同、撤展、展后联络、展览效果分析、商务信函等。每个单元前都列出学习目标，明确单元重点和要求掌握的技能。1~17 单元以情景对话和短文阅读为主，每单元都配有 2~3 段情景对话，并列出相关注释和重点句型。情景对话和阅读材料后的练习，帮助学生操练、交流和讨论，以提高学生运用英语进行交际的能力。第 18 单元介绍商务信函的书写格式与要求，给出几种常用格式的范文，以便学生摹仿写作。附录部分除了参考译文外，还收录了会展活动中一些常用的英语术语、国内外展览业部分网站，供学习者参考。

本书由浙江省大学外语教学研究会高职高专分会会长、浙江经贸职业技术学院国际贸易系主任沈银珍教授主编。第 1、2、8、12、13、14 单元由沈银珍编写，第 5、6、7、9、11、16 单元由吕尔欣编写，第 10、17、18 单元由周瑾编写，第 3、4、15 单元由李瀚曦编写。本书在编写过程中得到了浙江省东方会展产业研究所常务副所长、浙江经贸职业技术学院人文旅游系主任丁萍萍教授的指导，在此表示感谢。

由于编者水平有限，书中错误和不当之处在所难免，敬请专家、读者予以指正。

编 者

2010 年 5 月

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Unit

1

Costs of Attendance

参展费用



Learning Objectives

After learning this unit, you'll be able to:

1. know how to get information about the costs of attending an exhibition.
2. know how to answer clients' questions.
3. know how to make preparation for the exhibition.
4. make a budget for a convention.
5. know the most important things when you are organizing an exhibition.

Section One: Dialogue Drills



Before attending an exhibition, the clients would like to ask the organizer of the exhibition about the costs of attending it. So we can see how the participants and organizer of the exhibition express themselves.



Model Dialogues



Mr. Wang is a sales manager of a big textile company in the province. His company wants to get some information about the costs of attending an international textile material exhibition, so he is calling Miss Zhang, a member of the organizing committee.

Miss Zhang: Hello, Organizing Committee of International Textile Material Exhibition. What can I do for you?

Mr. Wang: Hello. I'm the sales manager of a textile company. I'd like to know the expenses of attending your exhibition in March.

Z: Well, the average price of a standard booth is \$2,000. This price varies according to its location and which floor it is on.

W: Can you lower the price of the spot?

Z: Of course. If you want to take part in the exhibition, we can give you some discounts according to the dimensions of your spot.

W: That's fine. May I know your name, please?

Z: My name is Zhang Wei. I'll contact you if you leave your name and telephone number?

W: Sure. I'm Wang Qing, sales manager of Zhong Da Textile Company. My phone number is 88971219.

Z: Thank you.



Notes

1. 在参加会展之前往往要做很多准备工作，例如：了解展览会规模，查询参展费用，预定摊位，运送展品和安排行程等。不同尺寸和位置的摊位价格会不同，这些应事先打听清楚。
2. 英美国接听电话的方式和我国不同，一般接电话者需自报家门，特别是在单位接听电话更应如此。“What can I do for you?”在不同的场合有不同的含义，如顾客进商场时，营业员说此话意为“你需要买点什么？”在一般场合也可表示“我能为你做些什么？”“我能为你效劳吗？”在以上的电话对话中，“What can I do for you?”意为“什么事？请讲。”
3. booth: 摊位
4. 在美国商场购物通常是不允许讨价还价的 (bargain)。此处王先生是在与 Miss Zhang 商讨参展的费用问题，王先生希望展位价格能再优惠些。
5. “May I know your name, please?” 是用在初次见面或打交道时的礼貌用语，表示对对方的尊重，尤其对女士和长者适用。一般情况下可用 “What’s your name?” “Your name, please.”



Mr. Li is the vice general manager of a construction company. He is asking Mr. Huang, an organizer of the Construction Material Exhibition in September, about the cost of attendance. They have met before.

Mr. Li: Hello, Mr. Huang. This is Li Jun from Mingdi Construction Company. Do you still remember me?

Mr. Huang: Yes, Mr. Li. How are things going? You must be calling to ask about our construction material exhibition. Would you like to participate this year?

L: That's right. What's the price for a booth this year?

H: A standard booth costs 4,500 yuan. However, It is cheaper on the upper floor.

L: This is the third time we will take part in the exhibition. Can you give me a special price?

H: I know. Since you are our old customer, I'm going to give you the maximum discount.

L: Thank you. I'll sign up now. And the down payment will be sent to your account in

a few days. I will discuss the exact booth with you later.

H: Any time.

Notes

1. 电话中表示我是某某人, 不可说 “I am...”, 而应说 “This is...” or “This is... calling”。
2. “How are things going?” 是相互寒暄的一句客套话, 常用于熟人之间, 意为 “近来一切都顺利吗?” “近况好吗?” 下列句子表达的也是同样的意思:
 How are you doing?
 How's everything with you?
 How are you getting along with...?
3. 询问价格通常可用: How much is...?
 How much do you charge for...?
 How about the cost of...?
 What's the price for...?
 What's your budget for...?
4. “Can you give me a special price?” 意为 “你能以优惠价卖给我吗?” “你能给我特价吗?” 还价时还可以说 “Can you lower your price?” “Can you give me a discount?”
5. I'll sign up now. 我现在就报名。 “sign up” 意为 “报名, 签约”。
6. down payment: 定金
7. Any time. 随时欢迎您的到来。相当于: You are welcome at any time.

3

Miss Jiang's company—Daqi Utensil Company—has never taken part in an exhibition before. This year, the company wants to participate in the International Household Utensil Exhibition. Therefore, Miss Jiang is calling Ms. Brown.

Ms. Brown: Hello, Organization Committee of the International Household Utensil Exhibition. May I help you?

Miss Jiang: Yes. My name is Jiang Ming. I'm from China Daqi Utensil Company. We have seen information about the International Household Utensil Exhibition and we'd

like to get some details about it.

B: The exhibition will be held from May 17th to May 23rd in Miami. It mainly caters to clients in the Mexican and African markets. It has been held for 32 years and we have been doing quite successfully.

J: Thank you for giving me this information. What about the expenses of taking part in this exhibition?

B: The price of every standard booth is \$2,500.

J: If we want to participate, what should we do?

B: You must fill in a registration form and send us the fee as soon as possible.

J: Can we book a booth now?

B: Yes, you can. There are some booths left.

J: That's fine, thank you! Please reserve a booth for us. We will contact you as soon as possible.

B: OK. I'm glad to help you. Could you let me know how I can contact you if you don't mind?

J: Sure. My phone number is 86-571-88566622.

Notes

1. We'd like to get some details about it. 我们想了解一些具体的参展（费用）情况。

“would like to do sth.”表示“想做……”，例如：

Would you like to go with me? 你愿意跟我一起去吗？

I'd like to go for a walk. 我想散散步。

2. It mainly caters to clients in....: 它主要面向在……地方的客户。

3. Thank you for giving me this information: 谢谢你给我这些信息 / 谢谢你向我介绍这些情况。

“thank you for...”表示“感谢你……”，for 后面可接名词或动名词。又如：

Thank you for your help.

Thank you for helping me.

以上两句都表示“谢谢你的帮助”。

4. fill in a registration form: 填写登记表

也可用“fill out”替代“fill in”。

5. book a booth: 预订一个展位

“book”表示“预订”，指预订各种席位，如交通、旅馆和娱乐场所的位置，例如：

I've booked a ticket to New York. 我已订好了去纽约的机票。

“order”也表示“预订”，但它指的是预订各种货物。例如：

She ordered \$2,000 dollars worth of silk from us. 她向我们订购了价值 2 000 美元的丝绸。

6. reserve: 预留

7. if you don't mind: 如果你不介意的话

“mind”表示介意，其疑问句形式为：

Do you mind doing...? 例如：

—Do you mind my opening the window? 你介意我开窗吗？

—Never mind/ Go ahead. 开吧。

又如：

—Do you mind my watching TV here? 我可以在这里看电视吗？

—You'd better not. The baby is sleeping. 最好不要，因为小孩在睡觉。



Useful Expressions

A. I'd like to know the cost of ...?

Would you please tell me the price of...?

What's the price for ... ?

How about the cost of ...?

What's your budget for...?

Can you lower the price?

Can you give me a special price?

Could you come up with a better discount?



B. The price of a standard booth is...

Our budget for a standard booth is...

The minimum/maximum cost for attending the exhibition is...

The price varies according to ...

I'm sorry, I can't. That's the lowest I can go.

C. I'd like to book the booth now.

This is the kind of booth I'm looking for. And the price is reasonable.

I'll take it.



Role-play

1. Work with a partner and play the roles of a participant and an organizer of an exhibition.
2. Suppose you are a sales person in a textile company. You are going to show your products in an exhibition. You want to know the cost of attending an exhibition. Make a dialogue.

Section Two: Reading and Discussion



Directions: Read the passages and answer the questions that follow.

Passage One

The price of a destination as a convention site is a critical marketing variable. Major convention destinations such as New York, London, Hong Kong, and Sydney are normally more expensive as the higher cost of real estate and facilities drives up the price of meeting space, accommodation, and the cost of other services. In recent years, so called “second-tier cities” have become more price competitive while still offering good meeting facilities in less congested but attractive environments. Second tier cities are suburbs of major cities or smaller cities that differ from first tier cities in the number of hotel rooms, the size of the convention center, and the city wide hotel rack rates.

Although clearly important, the prices of meeting and accommodation services are only one part of the total price of a destination. Marketers must also consider the accessibility and cost of transportation to the destination, local transportation, food services, etc. To attract major conventions some destinations may subsidize the cost of the convention or offer assistance and services through the local CVB or association chapter, either free of charge or at a reduced cost. While prices cannot be set and controlled by a convention destination in quite the same way as occurs in other product contexts, it is nevertheless a significant marketing variable.

Notes

destination *n.* the place to which someone or something is going to be directed

real estate: land, including all the natural resources and permanent buildings on it

drive up: force to increase in number, price, etc.

accommodation *n.* room and board

congested *adj.* overfilled or overcrowded

subsidize *v.* to assist or support with a subsidy



Questions For Discussion

1. Why are major convention destinations normally more expensive?
2. What does "second tier cities" refer to?
3. What should marketers consider in addition to the prices of meeting and accommodation services?
4. If you were going to display something in an exhibition, what preparations would you do beforehand?
5. Suppose you are organizing a convention or an exhibition, what are the most important things you should do?

Passage Two

The financial management of business events is a huge topic in itself which takes into account not only the initial budgeting phase, but also cash flow management, insurance and contracts, and of course regular financial reporting with an audit at the conclusion. In this section, we aim to cover only the basics of budgeting, giving some ideas and tips to those not familiar with this area.

Your first step, even when you are reasonably confident of a fixed number of attendees, is breaking your budget into fixed and variable costs.

Fixed costs don't change, regardless of the number of delegates, e.g. audiovisual, speakers, promotion, and entertainment. Variable costs are just that—they are based on per head charge, such as dinners, lunches, and delegate handouts.

Without getting too complicated, there are areas which are generally placed in the fixed cost area, but may well alter if numbers do radically change. For instance, if numbers blew out and you needed to hire more venue space. Or if the numbers varied

substantially to the extent where the insurance premium was affected or you needed more coaches for transfers.

Notes

take into account: take into consideration

budget *n.* the total sum of money allocated for a particular purpose or time period

audit *n.* an examination of records or accounts to check their accuracy 审计, 稽核

attendee *n.* persons who are present

alter *v.* to change

venue *n.* the locality of a gathering, as for a convention

substantially *adv.* significantly, really

premium *n.* the amount paid or payable, often in installments, for an insurance policy



Questions For Discussion

1. How shall we budget a convention according to the passage?
2. What are fixed costs?
3. What are variable costs?
4. If you are the organizer of a convention, how will you calculate your budget?
5. What would you do if there are many more attendees than you expected?



Unit 2

Introduction to an Exhibition 介绍展览会



 **2008中国缝制设备展示会·印度**
China Sewing Machinery & Accessories Show India 2008



January 10-11-12, 2008 10.00 am to 7.00 pm
Bangalore International Exhibition Center,
Tumkur Road, Bangalore, India

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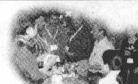
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Learning Objectives

After learning this unit, you'll be able to:

1. give a brief introduction of your exhibition, including its opening time, location and history.
2. know how to make an inquiry about the exhibition.
3. get some knowledge about MICE.
4. know the current economic reputation of China in the world.

Section One: Dialogue Drills



Generally speaking, when the participants of an exhibition inquire about the expenses, the organizer will give a brief introduction of the exhibition. The introduction includes the time, location and the history of the exhibition. Sometimes, the organizers will introduce themselves, too.



Model Dialogues



Mr. Wang is talking with Miss Zhang about the International Textile Material Exhibition.

Mr. Wang: Could you talk about the International Textile Material Exhibition this time?

Miss Zhang: The exhibition will be held from March 17th to March 22nd in Paris.

W: Oh, I see.

Z: The estimated number of booths is 2,000. The buyers are 3,500 professional buying groups from more than 200 countries and regions.

W: That sounds good.

Z: There have been a great number of contracts and orders in previous exhibitions.