

全国应用型本科商务英语系列规划教材

# 会展英语教程

Textbook for  
MICE English

孟广君 王栩彬 主编



对外经济贸易大学出版社

University of International Business and Economics Press



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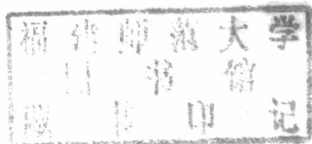
# 会展英语教程

## Textbook for MICE English

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1025158



T1025158

对外经济贸易大学出版社

中国·北京

图书在版编目 (CIP) 数据

会展英语教程/孟广君, 王栩彬主编. —北京:  
对外经济贸易大学出版社, 2012  
全国应用型本科商务英语系列规划教材  
ISBN 978-7-5663-0260-1

I. ①会… II. ①孟… ②王… III. ①展览会—英语  
—高等学校—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2011) 第 282528 号

© 2012 年 对外经济贸易大学出版社出版发行

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责任编辑: 李 丽

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北京市朝阳区惠新东街 10 号 邮政编码: 100029  
邮购电话: 010-64492338 发行部电话: 010-64492342  
网址: <http://www.uibep.com> E-mail: uibep@126.com

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北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行  
成品尺寸: 185mm × 230mm 14.75 印张 296 千字  
2012 年 9 月北京第 1 版 2012 年 9 月第 1 次印刷

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ISBN 978-7-5663-0260-1  
印数: 0 001 - 3 000 册 定价: 32.00 元 (含光盘)

# 出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动商务英语本科专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发，力求培养具有扎实的英语基本功，掌握国际商务基础理论和知识，善于跨文化交流与沟通，能适应经济全球化，具备国际竞争力的复合型英语人才。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语函电》、《商务英语翻译》、《国际商务制单》、《实用外经贸谈判英语教程》、《实用外经贸谈判英语教程辅导用书》等。

本系列的编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（请登陆 [www.uibep.com](http://www.uibep.com) 获取）。

对外经济贸易大学出版社

外语图书事业部

2012 年 1 月

# 前 言

在原材料资源匮乏、能源紧张、劳动力成本急剧高升的今天，会展行业正迅速崛起。随着 2008 年北京奥运会、2010 年上海世博会的成功举办，具有经济发展“助推器”之称的会展业目前在中国正以 20% 的速度快速增长。它带动了交通、旅游、通讯、餐饮、旅店、商贸、运输物流、广告、印刷、保险、装饰等相关行业的快速发展，实现了极其可观的经济和社会效益。因其低能耗、无污染，会展业被称为“绿色产业”，因其对经济发展存在巨大的推动作用，会展业又被称为“朝阳产业”。然而，由于会展业的迅猛发展，高素质的会展专业人才显得十分匮乏，形成了本行业持续快速发展的瓶颈，特别是具有较高外语水平，能够进行国际会展运作的会展设计师、会展策划师和会展营销人员的缺乏，严重制约了我国会展业在经济全球化时代进一步融入国际市场的努力。所以，大量开展双语教学，编辑优秀的本专业英语教材，就成为有使命感的专业教师不容推脱的责任。故此，笔者组织了包括上海理工大学、上海第二工业大学、上海中医药大学在内的部分高校专业教师编写了这本《会展英语教程》，以期使学习本专业的人员能够扩大专业知识面，熟悉会展操作的实践环节，为今后的实际工作打下基础。

会展有狭义和广义之说。狭义的会展指展览，广义的会展包括会议和展览，更广义的会展包括会议、展览、节事活动和奖励旅游（即 MICE—Meeting, Incentive Travel, Convention 和 Exhibition）。本书所涉及范围包括会议和展览。

《会展英语教程》是专为普通高校会展专业和旅游专业课程教学编写的，也可供会展工作人员、管理人员和会展组织策划人员进修学习使用。本书共 16 单元，内容涉及会议、展览工作的从选址到展后评估的多个方面；每单元设有 Listening for Warming-up（听力热身）、Reading for Input（输入性阅读）、Workshop Activities（活动空间）三大部分，其中的“Workshop Activities”分为“Exercises for Text Input（课文输入检测练习）”和“Enhancement Performance（强化活动）”两个部分。

本书具有以下几个方面的特点：

## 1. 适合课堂教学

会展行业是一个新兴行业，会展英语也是一门有待完善的课程，这首先就需要编写出系统科学、知识新颖的会展英语教材。这种教材应在专业性、信息量和语言文字等方面有综合的考量，避免出现或偏向专业或偏向语言的缺陷。

偏专业类教材的选材保持原版教材的原汁原味,照顾专业的系统性、专业性和知识性。但此类教材一般忽略学生的现有的知识水平和英语基础,忽略教学大纲关照下的教学时数和课堂教学的客观要求,缺乏有针对性的语言技能练习。

偏语言类教材考虑课堂教学的客观需要,精心安排课文内容,有针对性的语言训练,但忽略会展专业的系统性、全面性、时效性,忽视了会展专业的操作实践需求。本书在内容的选材和安排上克服了以上的不足。

2. 本书内容安排非常适合课堂教学安排。本书16个单元,每单元的课文一般在2000单词以内,符合目前大多数院校给予本门课程的教学时间要求。对于学生基础较差的院校,教师可以多花时间进行课文的讲解,少花时间进行强化练习;相反,对于基础较好的学校,教师可以少讲解课文,多关照强化性的翻译练习。

3. 本书的所有练习和活动内容,作者都给出了参考答案。为了保证课堂教学次序和培养学生认真的自我解决问题的能力,这些答案暂不印在书内。授课老师可登陆 [www.uibep.com](http://www.uibep.com) 下载。

4. 本书力争做到本教材三项任务的完美组合,即专业知识介绍、实际操作技能培训和英语语言水平提高。

书中所选内容皆为原版材料的节选。由于原作者来自众多不同的国家,其国家政治、经济、文化背景和价值观不同,因此,书中有些观点和提法难免出现有待商榷之处,希望读者在享用原汁原味的语言材料的同时,能对某些思想观点批判性地接受。

本书编写工作的具体分配是:孟广君、王栩彬负责筹划,并负责确定所有课文内容。具体编写分配是:王政东第1-4单元,倪修璟第5-8单元,金琳第9-12单元,韩笑第13-16单元。

期望本书的出版能对本专业教学有所推动,也希望它能满足那些有兴趣扩大国际商务阅读面的学生。当然,由于编者知识水平的局限,书中一定存在缺点和疏漏之处,待广大读者朋友批评指正。

孟广君

2012年3月于上海

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# *Unit 1*

## **Definition of MICE Industry**

### **Learning Tasks**

After studying this unit, you are expected to:

1. be able to distinguish meeting, incentive meeting, conference, convention, congress, exhibition;
2. know the developing trend and the major markets of the MICE industry and their differences;
3. have some idea of the role of technology and the green approach towards meeting;
4. remember the important terminology as listed hereinafter.

### **Part One: Listening for Warming up**

**Listen to the passage and answer the following questions:**

1. Why do people have meetings?
2. What is the definition of an incentive travel?
3. What is an exhibition?
4. What is the term that is a collective abbreviation for the several separate yet converging activities?



## Part Two: Reading for Inputs

### Definition of MICE Industry

*IAPCO* (the International Association of Professional Congress Organizers) publishes a book called “Meetings Industry Terminology” which functions as a dictionary for the meetings industry. These are the definitions as put out by IAPCO:

**Meeting**—general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. In terms of frequency, a meeting can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc. A meeting can be classified as international if it includes attendees from two or more countries, regardless of whether it is held at a domestic or foreign location. Meetings are classified as foreign / national when they are held outside the host country and attended by delegates from the host country only.

**Incentive**—meeting event as part of a programmed session which is offered to its participants to reward a previous performance. It deals more with hospitality than convening, which includes receptions, dinners or banquets, and hours to interesting destinations.

**Conference**—participatory meeting designed for discussion, fact finding, problem solving and consultation. As compared with a congress, a conference is normally smaller in scale and more select in character—features which tend to facilitate the exchange of information. The term “conference” carries no special connotation as to frequency. Though not inherently limited in time, conferences are usually of limited duration with specific objectives.

**Exhibition/Event**—Events at which products and services are displayed. Recently, there has been an industry driven initiative to not use the “MICE Market” label and instead say “The Meetings Industry” which encompasses all the above.

**Congress:** ① The regular coming together of large groups of individuals, generally to discuss a particular subject. A congress often lasts several days and has several simultaneous sessions. The length of time between congresses is usually established in advance of the implementation stage, and can be either pluri-annual or annual. Most international or world congresses are of the former type while national congresses are more frequently held annually.  
② Meeting of an association of delegates or representatives from constituent organizations.  
③ European term for convention.

**Business Tourism:** Business tourism is the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality. Please note that as is the case for many terms in the meetings industry, there is not one commonly used definition.

### MICE Industry Trends & Markets

*MICE industry is one of the fastest growing segments within the tourism industry generating millions in revenues for cities and countries. Europe and the United States still remain the major markets worldwide in respect of the number of meetings, conferences and exhibitions. On ICCA's global ranking, USA and Europe dominate in the MICE business, with Vienna ranking first in the meeting industry followed by Singapore and Barcelona in the second and third place respectively. The United Kingdom has managed to surpass France climbing to the fourth place. It is worth mentioning that Australia remains 8th and Switzerland is a newcomer in the global ranking taking 10th place.*

According to Meetings Professional International (MPI), the total number of meetings planned, proposal activities, the number of attendees per meeting/event and expenditures per meeting/event are all likely to increase. Additionally, client-side planners expect to receive a larger share of their organizations' budgets. Yet, respondents remain cautious due to concerns about the general economy and the rising costs of oil and travel.

Meetings are becoming a valued tool for furthering organizational objectives and success, with a majority of client-side meeting planners indicating that meetings are considered important within their organizations.

Across the world, workload tops the list of internal factors impacting the meetings function. External factors such as rising oil costs also weigh on the meetings function.

Top 5 Internal/ Organizational Trends	Top 5 Environmental Trends
Workload	Economy
Organizational budget changes	Travel Costs
Shifting organizational goals/strategies	Cost of Oil/Gas
Organizational growth	Changes in Technology
Shorter lead times	Increasing Globalization

### Difference Among Markets

In North America significant growth is predicted in both the number of events and also in budgets. *Time constraints, security and environmental concerns are high in North Americans' agenda.* Economic trends are overtaking the cost of events. In Europe the growth will still be maintained as far as the number of events is concerned but the increase will not continue in the budgets. Cost and ROI remains high in Europeans' agenda.

*Within Asia, China is showing an increasing demand for incentives and Vietnam is predicted to be a strong competitor for Singapore in the near future. To encourage Middle Eastern and other business travelers to stage or expand their business events in Singapore, the Singapore Exhibition & Convention Bureau—a group of the Singapore Tourism Board (STB), has launched a new set of initiatives to help drive the growth, volume and caliber of business events staged in the country.* The initiatives aim to rally the MICE (Meetings, Incentive Travel, Conventions and Exhibitions) industry to meet the targets envisioned for the Business Travel and MICE (BTMICE) sector in the Tourism 2015 strategic blueprint and to establish Singapore as the ideas exchange capital of the world.

### Virtual Meetings and Technology in MICE Industry

In a world that terrorist alerts and economic trends are a common sense many corporations are adopting the e-conferences as a solution to save money and time. Small and medium sized enterprises (SMEs) in US and Europe are using more often the tele-seminars and virtual meetings in order to eliminate travel expenses.

Virtual meetings are becoming more popular as business executives are hungry to learn and stay on top of the latest trends. On the other hand, as virtual meetings are still on a new trend there are no significant statistical data.

On the other hand, technology plays a vital role in the MICE business not as a replacement of the face to face experience of meetings but as a means of facilitating the meetings and events organizers, exhibitors and planners. *New technology tools are being launched in MICE exhibitions around the world to help buyers or meeting planners to do their job in more effective way.*

In Australia the Melbourne's Meetings and Convention Bureau says that technology ensures that "Wow" factor in entertainment and spectacular functions for incentive groups.

### Climate Awareness in the MICE Business

Climate changes and carbon emissions in particular are high in the MICE agenda. Many associations in US, especially the Association of Corporate Travel Executives (ACTE) are trying to steer the industry to adopt a “greener” policy.

The industry is definitely now turning towards a greener approach as associations are cooperating and promoting conferences centers, hotels and airlines which adopt environment-friendly practices.

Surveys indicate that companies who adopt a “green” policy can actually save money using methods which can really reduce costs and drive to a lowering of carbon emissions.

—Adapted from: Lawson, Fred. *Congress, Convention and Exhibition Facilities: Planning, Design and Management*. Princeton: Architectural Press, 2000.

### ◉ Vocabulary ◉

ad hoc *a./ad.* 特别的 (地)

agenda *n.* 待议的事项; 议程

alert *n.* 警戒, 警报; 警戒状态; 警戒期间

caliber *n.* 口径; 直径; 才干, 水平, 程度

confer *v.* 商谈, 协商[(+with/on)]

connotation *n.* 内涵

constituent *a.* 成 (全体) 的, 组成的

convene *v.* 集会; 聚集; 召集 (会议)

encompass *v.* 包含; 围绕; 包围

envision *v.* 想象, 展望

hospitality *n.* 好客; 殷勤招待

incentive *n.* 刺激; 鼓励; 动机

initiative *n.* 首创精神; 进取心

overtake *v.* 追上; 赶上; 超过

pluri-annual *a.* 多年一次的

rally *v.* 召集; 团结; (重新) 集合, 重整

select *a.* 挑选出来的; 精选的; 上等的, 优等的, 卓越的

spectacular *a.* 壮观的; 壮丽的; 引人注目的; 惊人的

stage v. 筹划; 举行, 发动

steer v. 掌(船)舵, 驾驶; 指导; 带领; 操纵

virtual a. 虚拟的; 事实上的

wow int. 哇塞

## Technical Terms and Proper Nouns

IAPCO 国际专业会议组织者协会

Incentive Tour/Travel 奖励旅游

Convention and Visitors Bureau (CVB) 会议与旅游局

Singapore Tourism Board (STB) 新加坡旅游局

virtual meetings 模拟会议

PCMA 专业会议管理协会

ICCA 国际大会和会议协会

MPI (Meetings Professional International) 国际会议工作者联盟

ROI (Returns on Investment) 投资回报

CIC 会议产业理事会

IAEE 国际展览与项目协会

IFEA 国际节庆协会

## Notes

1. IAPCO, 国际专业会议组织者协会, 全称是 the International Association of Professional Congress Organizers. 该协会成立于 1968 年, 是国际专业会议组织者 (professional organizers)、会议策划人员 (meeting planners)、国际/国内会议、大会和特殊专门节事活动经理人员 (managers of international and national congresses) 的一家非营利性的组织机构 (non-profit organisation), 旨在通过教育培训、相互协调提高会议成员组织行业服务水平 (raising standards of service among its members)。目前该组织在 35 国家拥有 100 个成员单位。
2. MICE industry is one of the fastest growing segments within the tourism industry generating millions in revenues for cities and countries.

译文：会展产业是旅游产业中发展最快的一个分支，能够给举办城市和举办国带来大量的财富。

解释：会议与展销业务的发展形成了一种行业，人们把这种以经营各种会议和商品展销为目的的展览而形成的行业称为“会展业”。在国际上，会展业常被成为 MICE industry,它是由会议（meetings）（主要指公司和企业会议）、奖励旅游（incentive tour）、大型会议（conference, 主要指协会和团体组织会议）和展览会（exhibition 和 exposition）。英语 Meetings, Incentive Tours, Conventions 或 Exhibitions 的首字母的缩写就构成了 MICE。

3. ICCA, 国际大会与会议协会, 全称是 **International Congress and Convention Association**, 是目前国际会议行业最知名的协会, 创建于 1963 年, 总部位于荷兰阿姆斯特丹, 在马来西亚、美国和匈牙利也有办事处, 现拥有 80 个国家的 800 多名会员。中国内地 ICCA 成员有 16 家, 如, 上海国际会议中心、北京国际会议中心等。中国台湾地区有 3 家。ICCA 作为国际会议领域的先导, 其目的是通过有关教育培训或实践活动, 开发各种类型的国际性会议, 并进一步提高协会成员的专业技能, 不断改善及提高服务和接待水准, 提升会议、展览及奖励旅游业 (MICE) 的水平。ICCA 尽力促使其会员成为合格的国际会议组织者及倡导者, 为成员提供如下服务: 按照资格标准向国际会议主办者和组织者推荐 ICCA 成员; 提供国际会议方面的数据, 包括所需设施、目的地和联系地址; 为会员提供业务机会; 通过积极的教育计划, 进一步开发会员的专业技能。

4. USA and Europe dominate in the MICE business, with Vienna ranking first in the meeting industry followed by Singapore and Barcelona in the second and third place respectively.  
译文：美国和欧洲在会展业中占据主导地位，维也纳会议业排名世界第一，位居第二、三位的分别是新加坡和巴塞罗那。

解释：本句含有“with + 名词 + 现在分词”构成的独立主格结构，其后面 followed by... 是过去分词短语做状语。

5. Time constraints, security and environmental concerns are high in North Americans' agenda.  
译文：北美地区十分重视时间限制、安全和环境问题。

解释：agenda 是“议事日程”的意思，如果某项事情被列在议事日程的前面，说明它非常受重视。还可以说 on the top of the agenda。

6. Within Asia, China is showing an increasing demand for incentives and Vietnam is predicted to be a strong competitor for Singapore in the near future.

译文：在亚洲，中国对奖励旅游的需求逐年上升，越南在不远的未来将成为新加坡的强有力的竞争对手。

解释：an increasing demand for... 的意思是“对……的需求越来越大”。另外，注意

demand 的搭配用法: 如果以某人为话题或主语, in demand for 后面跟某物(或产品); 如果针对某物(或产品)来说, be in big demand 是指人们对这种产品的需求量大。

7. To encourage Middle Eastern and other business travelers to stage their business events in Singapore, the Singapore Exhibition & Convention Bureau—a group of the Singapore Tourism Board (STB), has launched a new set of initiatives to help drive the growth, volume and caliber of business events staged in the country.

译文: 为了鼓励中东和其他商务旅行者来新加坡举办商务活动, 新加坡会展局(新加坡旅游局的一个部门)出台了一系列鼓励措施来促进新加坡商务活动的发展。

解释: the Singapore Tourism Board (STB) 的原名为 the Singapore Tourist Promotion Board, 1964 年开始运作, 是一个旨在推动作为新加坡支柱产业之一的旅游业的专门机构。从二十世纪六十年代到八十年代, 该组织积极吸引针对新加坡基础产业的投资, 在七十年代将新加坡作为理想的会议场所而积极向世界宣传。1997 年, 开始使用现名 The Singapore Tourism Board (STB)。

8. New technology tools are being launched in MICE exhibitions around the world to help buyers or meeting planners to do their job in more effective way.

译文: 不断有新科技手段在全世界的会展活动中投入使用, 以帮助客户和会议策划者更有效的工作。

解释: meeting planners 会议策划人。

## Part Three: Workshop Activities

### Section A: Exercises for Text Input

#### I. Answer the following questions:

1. What does MICE stand for?
2. What is the difference between a congress and a conference?
3. Please list the trends that will affect the MICE industry.
4. Please name some of the main meeting and exhibition organizations in the world.

#### II. Translate the following into English:

1. 许多公司企业为了执行一项具体活动而召开特别会议。
2. 国外会议是指在主办国境外召开而且与会人员中只有主办国代表参加的会议。
3. 规模更小、与会人员更精简的会议更有利于信息交流。
4. 在旅游行业中, 会展业增长的最快、且能给城市或国家创造巨额收益。

5. 会展行业一直是由美国和欧洲占主导地位的。
6. 会展业的发展趋势也体现了人们对经济总体形势和不断上涨的石油价格和旅行成本的关注。
7. 新加坡政府采取很多措施来鼓励中东和其他地方的商务人员到该国进行商务活动。
8. 为了节省费用和时间，很多公司举行远程会议和模拟会议等电子会议。

### III. Decide whether the following statements are true or false:

1. IAPCO functions as a dictionary for meeting industry.
2. Frequently meetings are held on an ad hoc basis.
3. Conferences are usually smaller than congresses in scale.
4. An international meeting is one that is held in a foreign country.
5. Since the total number of meetings planned, proposal activities, the number of attendees per meeting/event and expenditures per meeting/event are all likely to increase, client-side planners expect to receive a large share of their organizations' budgets.
6. In Europe, more meetings and events will be held and the meetings budget is unavoidably getting bigger and bigger.
7. The cost of holding a meeting in Europe and its ROIs are higher than that in North America.
8. When business executives are hungry, they prefer to choose to attend e-conferences.
9. Technology, while facilitating the meetings and events organizers, exhibitors and planners, will never replace the face to face meetings.
10. Where there is a meeting being held, carbon emissions are very high.

## Section B: Enhancement Performance

### IV. Cloze: Choose the best answer from A, B, C, D to fill in the blanks in the following passage.

A meeting is a conference, workshop, seminar or other 1 designed to bring people together for the purpose of exchanging information. Meetings do not include exhibits. An 2 is "an event designed to bring together providers of products, equipment and services in an environment in which they can demonstrate their products and services to a group of attendees at a convention or trade show." When meetings are combined with expositions, the event is called a convention.

Historically, the meetings, conventions and expositions industry has mirrored the changes in the overall 3 industry. As the hospitality industry saw great increase in expenditures,



meetings, conventions and expositions experienced great growth as well.

With the many changes the hospitality industry has undergone in the past years, the importance of meetings, conventions and expositions has become more recognized. The need to communicate with one another face to face has been the 4 behind the growth of this industry.

There are four major 5 of the conventions industry: planners and the groups they 6, host facilities, services and exhibitors. Planners are individuals or groups that plan meetings, conventions and expositions. Planners fall into a number of categories. There are corporate meeting planners who work exclusively for a corporation, association meeting planners who were exclusively for an association, or 7 meeting planners who 8 out their services to both associations and corporations. Association management companies as well as travel agencies are also becoming more active in planning meetings, conventions and expositions.

Services refer to all those individuals and organizations that provide support for the meetings, conventions and expositions 9 of the industry. Service suppliers include, but are not limited to, ground handlers, destination management companies, entertainers, decorators, transportation companies, attractions and tour guide companies.

Exhibitors are financially intertwined with all segments of the meetings, conventions and expositions industry. They provide much of the 10 needed for planners to hold meetings, conventions and expositions.

- |                     |                  |                    |                      |
|---------------------|------------------|--------------------|----------------------|
| 1. A. item          | B. form          | C. event           | D. occasion          |
| 2. A. exhibit       | B. exhibition    | C. emporium        | D. exposition        |
| 3. A. hospitality   | B. tourist       | C. meeting         | D. travel            |
| 4. A. driving force | B. decisive role | C. dominant factor | D. contributing part |
| 5. A. forms         | B. components    | C. companies       | D. corporations      |
| 6. A. cooperate     | B. belong to     | C. represent       | D. contact           |
| 7. A. individual    | B. eligible      | C. available       | D. independent       |
| 8. A. conduct       | B. carry         | C. contract        | D. work              |
| 9. A. segment       | B. section       | C. part            | D. party             |
| 10. A. income       | B. revenue       | C. earnings        | D. taxes             |

#### V. Translate the following into Chinese:

For a decade researchers have highlighted the fact that MICE (Meetings, Incentives,