

高职高专商务英语实践系列教材

English for Exhibition and Conference

会展英语



English for Exhibition and Conference

总主编：徐小贞

主 编：黄晓彤 文前国

编 者：李琴美 陈 璇



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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◆ 前言 ◆

经济的飞速发展会展业的发展创造了有利条件。目前我国会展的数量、规模和质量不断提高,中小城市的会展业迅速起步,品牌展会持续增加,越来越多的国际性展会在中国举办,众多国内企业也纷纷到国外参展。在此背景下,我们迫切需要培养一批既通晓会展专业知识,又能熟练运用英语进行展会操作和交流的复合型会展人才。

本教材的编写源于深圳职业技术学院应用外国语学院与深圳市家具行业协会等企业和行业协会合作开发的“会展英语”课程。外国语学院英语专业每年都派大批学生到各类国际性展会实习,并邀请企业行业专家进入课堂进行讲授和培训。经过多年的紧密合作和共同开发,该课程于2008年获评“国家级精品课程”。

本教材独辟蹊径,以全新的视角诠释和探索会展英语的教学模式。编者本着既要体现专业、职业和行业的特点,又要适应高职高专学生水平,培养学生实际操作能力的原则,将听、说、读、写和实际操作融入每一个单元的学习内容中。其总体设计具有以下特点:

① 创新性

为了让学生更清楚了解“主办方”和“参展商”(第七单元和第八单元为“与会者”,下同)的工作流程,本书特别设计了“主办方”和“参展商”双方。全书所有单元的教学内容均围绕双方的工作情景展开。每个单元里双方都有各自的工作任务,既各自独立,又互有联系。

② 实用性

本教材内容包含会展行业基本知识和英语语言知识,学生能够学以致用。学习任务的设计基于工作,易于操作,包括撰写展会邀请函、设计填写申请表、填写订单、展位销售和设计展会说明书等会展专业人员日常工作环节和任务。

③ 系统性

本教材以正式的工作流程和工作情景为线索引入各单元学习内容,将展(会)前、展(会)中和展(会)后的基本工作内容分别融入到全书八个单元中。

④ 可操作性

本教材的教学操作设计充分考虑了课内教学的可行性,并设置了一定量的课外任务让学生进行课后拓展,以补充教学内容。教学内容及教学流程设置均经过长期的实际教学检验,可操作性较强。此外,部分教学任务配有参考答案,可供学生和教师进一步开展分析和讨论。

本教材在编写过程中得到了加拿大籍专家Angel Yuan和美籍专家Jacob Vogelsang的大力支持,在此表示感谢。由于时间仓促,教材中还有不尽如人意之处,错误也在所难免,欢迎专家批评指正。

编者
2012年5月

◆ 编写说明 ◆

本教材的编写源于深圳职业技术学院应用外国语学院2003年开发的“会展英语”课程，该课程于2008年获评“国家级精品课程”。目前，国内此类教程或辅导书籍较多，但适合高职层次教学并按“主办方”和“参展商”的工作流程结合起来进行编排的并不多见。为便于使用者更有效地运用本书，特将编写思路及体例做简要说明。

● 全书结构

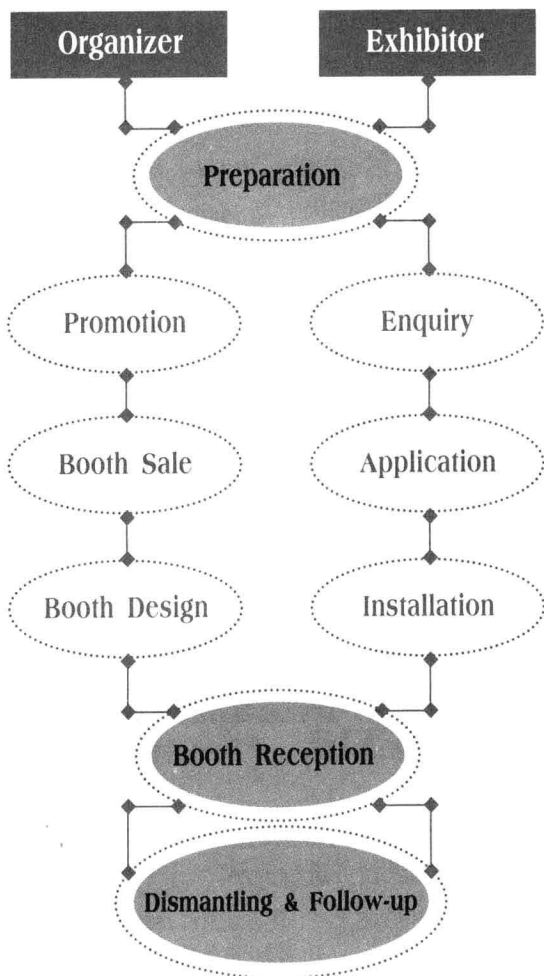
本书共分为八个单元，涵盖了展览和会议两大部分。其中前六个单元涉及展览内容，按照工作流程分别为：Preparations for Exhibitions（展会准备），Exhibition Promotion and Enquiry（展会推广与询展），Booth Sale and Application（展位销售与申请），Booth Design and Installation（展位设计与搭建），Exhibition Services and Booth Reception（展会服务与展位接待）和Dismantling and Follow-up Contacts（撤展与会后跟进）。后两个单元涉及会议内容，包括：Convention Planning and Enquiry（会议筹备与咨询）和Convention Operation and Attendance（会议接待与参会）。

通过学习，学生将熟悉会展中两个重要角色——“主办方”和“参展商”的工作流程，掌握会展的基本词汇，锻炼设计招展书、填写表格和撰写邀请函等能力。

● 单元构成

为了让学生更清楚了解“主办方”和“参展商”的工作流程，增强教学内容的连贯性，激发学生自主学习的积极性，本书特别设计了“主办方”（以Mr. Chris Davis为代表）和“参展商”（以Miss Stephanie Li为代表）双方。在每个单元中这两方分别撰写工作日志（Organizer's Diary和Exhibitor's Diary），以正式的工作流程和工作情景为线索引入各单元学习内容。每个单元里，双方都有各自的工作任

务，既各自独立，又互有联系。



每单元以单元目标开始，下分两部分，分

别以主办方和参展商的工作任务为线索展开学习，具体使用说明如下：

Part I Organizer's Diary	Part II Exhibitor's/Attendee's Diary
I. Lead-in Practice	I. Lead-in Practice
II. Reading	II. Reading
III. Sample Study	III. Do It Yourself
IV. Situational Dialogs	IV. Situational Dialogs
Project	

① 导入练习 (Lead-in Practice)

该部分为课前的热身练习，多为讨论题和图文配对题，旨在导入本单元内容，帮助学生了解基本知识。

② 阅读 (Reading)

该部分不仅训练学生一般的阅读技巧，还在更大程度上扩大学生知识面，介绍会展相关知识点和操作技能。阅读文章后附有注释，以帮助学生理解课文内容。

③ 读样本 (Sample Study) 和自己做 (Do It Yourself)

主办方部分的内容是 Sample Study, 学生先学习一个样本 (Sample), 然后根据样本自己实际操作。参展商部分的内容是 Do It Yourself, 让学生根据阅读内容，按照要求来完成任务。

④ 情景对话 (Situational Dialogs)

该部分包含一个或两个不同的情景对话。听力训练旨在让学生熟悉相应的会展活动场景，紧随其后的是模拟 (Simulation), 旨在让学生通过角色扮演，强化口头表达能力，熟悉典型的会展活动场景。

⑤ 单元项目 (Project)

该部分根据每单元的主要内容，在演示、模拟、实际操作和写作等各方面对学生进行全面性训练。

● 教学建议

“会展英语”课程通常开设于高职高专院校英语专业或会展专业第二学年。各校可根据实际情况开设一学期或一学年的课程 (36学时或72学时)，也可根据学生情况及需要筛选相关单元进行教学。

每个学期可安排两到三次学生课堂演示 (Presentation 或 Demonstration) 时间，学生可分成小组将所完成任务进行演示。

本教材后附三个评估表格，分别是学生自评表 (Self-assessment Form)、同学互评表 (Peer Assessment Form) 和教师评估表 (Teacher Assessment Form)，可用于每个单元。

本教材附配MP3光盘一张，包含各单元对话的录音，可用于课堂教学中的听力训练和情景模拟。



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Unit

1

Preparations for Exhibitions



Unit Objectives

After studying this unit, you will learn:

As an organizer:

- how to choose the time for an exhibition;
- how to choose the venue for an exhibition.

As an exhibitor:

- why attend an exhibition;
- how to prepare for an exhibition.

Part I Organizer's Diary

During this period, I will:

- discuss the time for a new exhibition with colleagues;
- discuss the venue for a new exhibition with colleagues;
- write an invitation letter to exhibitors.

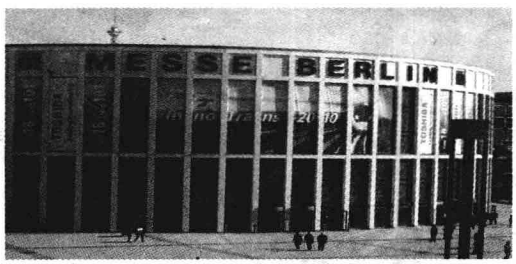


I. Lead-in Practice

Task 1 Vocabulary: Look at the pictures. Work with your partner and write out the complete English names of the exhibition buildings or logos.



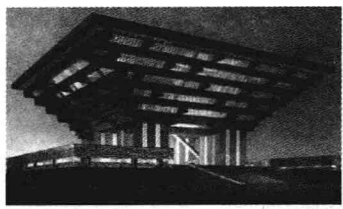
1. _____



2. _____



3. _____



4. _____



5. _____



6. _____

Task 2 Brainstorming: Match the terms in column A with the definitions in column B.

A	B
organizer	someone whose job is to choose and buy goods for a large store, factory, or shop to sell
exhibitor	someone who visits a place or an event
buyer	a person or business that pays money to support an event
sponsor	a company that arranges for goods to be transported
contractor	the person or group who plans and arranges an event or activity
forwarder	a person or company whose job is to provide goods or to do work for another person, organization, company, etc. at a particular price
visitor	a person, company, or organization that has made or owns something shown in an exhibition



II. Reading

Passage 1



UFI was founded in Milan, 1925 and created under the name “Union des Foires Internationales” (UFI) in French. It is now the world’s leading association of trade fair organizers, exhibition and convention centers, professional exhibition associations and industry partners. Up to 2011, it has more than 581 members from 84 countries.

The name change to “UFI”, accompanied by the tag line “The Global Association of the Exhibition Industry”, was decided upon by the General Meeting in Cairo, 2003.

According to UFI, the concepts of “fair”, “exposition” and “exhibition” are used similarly in informal speech. However, there are some conceptual developments which show the variability of today’s exhibition industry.

Fair comes from Latin “feria”, meaning “holiday”, as well as “market fair”, a periodic gathering for sale of goods, often with shows or entertainment, at a place and time fixed by custom.

Expositions and Exhibitions have always been combined with the display of goods and products.

Exhibitions differ from fairs in four major ways:

- Exhibitions are usually one-time events.
- Exhibitions are housed in permanent facilities built specifically for them.
- Although fairs are held regularly, they are not highly organized events. Exhibitions, on the other hand, are highly organized events.
- Exhibitions differ from fairs in the very way in which business is conducted. Goods are bought and sold at fairs. At exhibitions, commercial activity or selling of the displayed goods is not usually involved. However, inherent in displaying the goods is the hope of stimulating future sales.

World EXPO is the general name for various large expositions held since the mid-19th century. World expositions last from 3 to 6 months in duration, usually having themes based upon which pavilions are made to represent the country's interpretation on that theme.

Trade Fairs have been the primary marketing medium of exporting countries. The exhibits are confined to one industry or a specialized segment of a special industry.

Trade Shows are B-to-B (B2B) events. Companies in a specific industry demonstrate their new products and services. Generally trade shows are open to the public and are attended by company representatives and members of the press.

Consumer Shows (Public Shows) are events that are open to the general public. Exhibitors are typically retail outlets, manufacturers or service organizations looking to bring their goods and services directly to the end user.

Mixed Shows are a combination of trade and public shows. Exhibition organizers tend to open their trade shows to trade and to public visitors.



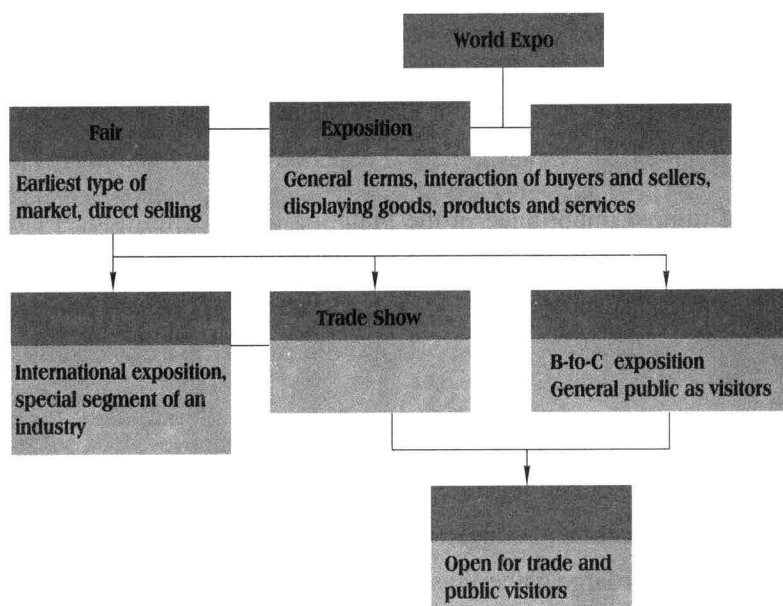
Notes

- * **tag line** a variant of a branding slogan typically used in marketing materials and advertising 标语; 口号
- * **inherent** *adj.* existing as an essential constituent or characteristic; intrinsic 固有的; 内在的
- * **pavilion** *n.* a usually temporary structure erected at a fair or show for use by an exhibitor 临时搭建的棚架或建筑物
- * **outlet** *n.* a store that sells the goods of a particular manufacturer or wholesaler 出售特定制造商或批发商的货物的商店

Task 1 Read the text and fill in the form below with the information from the text.

UFI (The Global Association of the Exhibition Industry)	
Founding time	
Founding place	
Initial name (French)	
Number of members	
Current name	

Task 2 Read the text again and fill in the diagram below with the information from the text.



Passage 2

A Guide to Successful Exhibition Planning

As with any organized event which involves schedules and deadlines, the planning of an exhibition takes a lot of coordination and dedication to make it successful. There are various steps that need to be completed.

Setting up a Planning Committee

The first and most logical step in exhibition planning is assembling a team of people who have the necessary skills and experience. Once you have assembled your team, the next step is to 1 _____ an experienced exhibition coordinator.

Planning a Budget

An exhibition budget should be prepared through a 2 _____ process involving the sponsor, planning committee and coordinator. A budget is a listing of all 3 _____, funding sources and projected revenue.

Selecting a Venue and Negotiating Contracts

Choosing a suitable 4 _____ should be arranged as early as possible in order to avoid any last minute nightmare. The site should be located as centrally as possible with regards to your target audience. After selecting, it is a good practice to enter into a formal contract agreement with the venue, and the 5 _____ should be handled professionally.

Sourcing Exhibitors

Next in the planning process is finding potential exhibitors to take part in your show. Sending out personal 6 _____ is probably the most effective way to go.

Publicizing Your Exhibition

Publicity is of utmost importance in the planning of an exhibition. A sure-fire way of increasing the amount of interest in your show is to offer a diverse range of activities, such as seminars and interactive workshops.



Notes

- * **assemble** *v.* to bring or call together into a group or whole 集合或召集到一起
- * **revenue** *n.* all the income produced by a particular source 收入
- * **venue** *n.* a place for large gatherings 会场
- * **publicity** *n.* the act or process of disseminating information to gain public interest 宣传
- * **sure-fire** *adj.* bound to be successful or perform as expected 可靠的; 一定能成功的
- * **seminar** *n.* a meeting for an exchange of ideas; a conference 研讨会; 讨论会
- * **workshop** *n.* a period of discussion and practical work on a particular subject, in which a group of people share their knowledge and experience 研讨会; 讲习班

Task 1 Read the text and fill in the blanks with the given words according to the context.

anticipated expenses
negotiations

appoint
thoughtful

invitations
venue

Task 2 Read the text again and answer the following questions.

1. What should be included in a budget?

2. What kind of place is suitable for an exhibition?

3. What is the most important thing in planning an exhibition?



III. Sample Study

A letter of invitation, or invitation letter, is a key business marketing letter that is typically used to invite clients or customers to participate in special business events.

It generally includes the following key elements:

- ❖ date, venue, and time of the event
- ❖ name of the person or organization sponsoring the event
- ❖ people to be invited
- ❖ type of the social event being held
- ❖ deadline for application or reply
- ❖ directions or a simple map if the location may be difficult to find



Here is a
sample.

Sample 1: Organizer to exhibitors

Invitation Letter

Dear Exhibitor:

We invite you to join SfN in Chicago, IL, Oct. 17-21, 2012, for this one-of-a-kind event which brings together scientists from around the globe to exchange ideas and debut cutting-edge research on the brain and nervous system.

Neuroscience 2012 promises to attract more than 30,000 attendees, providing you best opportunity to attract new prospects, introduce new products, and give product demonstrations to buyers in your field. The exhibit area is always a bustling marketplace for the latest and most innovative products and technologies in neuroscience.

Book Early to Save Money and Secure Your Space

Be among those who take advantage of this unparalleled marketing opportunity and book your booth space by May 15, the priority deadline, to receive the discounted booth fee.

Society for Neuroscience Annual Meeting Recognized by Industry Experts

The Society for Neuroscience annual meeting was ranked as having one of the best exhibit halls by scientists and exhibitors in research conducted by BioInformatics, LLC, a premier research firm in the life sciences market.

SfN's annual meeting was ranked No. 5 in *EXPO Magazine's* Top 25 Medical Shows list. *EXPO* provides strategies and solutions for trade show, convention, and corporate event management.

We look forward to welcoming you in Chicago, IL!

Yours Sincerely,
Leo Edward

Task 1 Fill in the form with the information from Sample 1.

Item	Content
Exhibition name	
Date	
Venue	
Purposes of exhibition	
Priority deadline for booth application	
Exhibition features	



Here is a
sample.

Sample 2: Exhibitor to visitors

AML Mobiles Limited
18, Pretty Park
Hyderabad
June 29, 2012
Dear Mr. Ram,

It makes great happiness and pleasure for me to invite you to the AML Gadgets Expo, to be held in Skyway Exhibition Center, New York from January 14 to 16, 2013. For the convenience of everybody, the timings have been arranged between 9:00 am to 8:00 pm.

This exhibition is to provide an opportunity for everybody who is interested in AML gadgets to interact with one another. Our new products and demand in worldwide market will also be shown in the exhibition. Please be the part of this exhibition so that we can move to the successful venture together.

Booth Number: A-G-306, 307.

We look forward to meeting you at the venue.

Sincerely,
Charles Gupta

Task 2 Fill in the form with the information from Sample 2.

Item	Content
Exhibition name	
Date	
Venue	
Purpose of exhibition	
Booth number	



IV. Situational Dialogs

Dialog one Discussing the exhibition time

Chris Davis: the Sales Manager of Saidel Group, a famous international convention and exhibition company

Lily Wang and Charles Zhang: Chris' colleagues in the Sales and Marketing Department

Task 1 Close your book and listen to the dialog.

Chris: Morning everyone. You know we will organize a new trade fair—Asia Spring Fair, which features a wide spectrum of light-industry products. And today we will choose a suitable time for the show. Lily, please take meeting minutes.

Lily: OK.

Charles: Organizing a new show is really hard, because few people want to attend a new show.

Chris: I know. That's why we should choose an appropriate time and venue.

Charles: As the name is Spring Fair, what do you think of the middle of March?

Chris: I'm afraid it will be too late. I prefer late February.

Lily: But the traditional Chinese Spring Festival may be in February. How about the middle of January? I think it is the best time slot before the launch of major trade fairs in Europe and the United States.

Chris: Sounds reasonable. The suppliers can accommodate the buyers' needs.

Charles: I agree. And there are many similarly themed trade shows held in Asia during January, which gather a large number of buyers in the region for sourcing products.

Chris: Yes. As the consumer products cycle shortens, international buyers are now sourcing more frequently. And January is the best timing for manufacturers to meet new buyers from around the globe.

Lily: Don't forget an old Chinese saying—A year's plan starts with spring. January is the beginning of the year, which provides buyers the most ideal time slot to source the latest products of the year.

Chris: Great. You should write down this sentence in our prospectus to promote our show.

Lily: No problem.

Task 2 Read the dialog again and recite the underlined expressions.

Task 3 Work in groups. Act as Chris Davis, Lily Wang and Charles Zhang and role-play the dialog.

Dialog two Choosing the exhibition venue

Chris Davis: the Sales Manager of Saidel Group, a famous international convention and exhibition company

Lily Wang and Charles Zhang: Chris' colleagues in the Sales and Marketing Department

Task 1 Close your book and listen to the dialog.

Chris: Last meeting was really productive and effective. We decided the time of the new