



会展管理系列教材  
丛书主编 ◆ 谭红翔

Exhibition



# 会展英语

■ 胡连荣 主编

E n g l i s h



对外经济贸易大学出版社

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# 会展英语

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# 前 言

伴随着越来越多的会议和展览会，参加会展策划和管理的人也越来越多，而随着国际交往的日渐频繁，外语的使用率也越来越高。

本书不是初级英语读物，它所针对的是已经具备了一定英语语言阅读和理解能力，正在或即将从事旅游管理、会议和展览会策划和管理的人士。即使是经验丰富的从业人员也会发现本书对巩固和提高自己已有的专业技巧和语言能力十分有益。本书所针对的另一个重要群体是大专院校中从事旅游专业学习的学生，尤其是会展方向的学生。无论从专业知识还是语言技能上来说，本书都可作为他们在学习过程中的必备教材和参考书。本书难度适中，既注重专业知识的传播，又注重加强英语语言能力的学习和培养。

由于编写时间仓促，加上作者水平有限，书中疏漏之处在所难免，恳请广大读者批评指正。

编 者

2007 年 1 月

# 内容提要

本书旨在培养学习者运用英语组织国际会展的书面和口语表达能力，从而提高国内会展业的竞争力。

全书由会展概要、会议筹备与开会、展览三大部分组成。第一章介绍了会议业与展览业的总体情况，发展的历史与现状。第二章是关于会前的准备工作，内容涉及会议计划、地点选择、与会人员邀请、会议秘书处的设立、预算促销以及空间利用和结构设计等方面；第三章讨论的是开会过程的几个方面，内容涉及登记注册、开幕式、餐饮安排、突发事件和会展设备五个单元。第四、五、六三章详细介绍了展览会的全过程，从展前筹备到展台接待再到展后注意事项等。

书中每个单元由会展常用对话、会展文章阅读、实用词汇和表达方式以及会展文书写作四个部分组成。阅读文章侧重会展知识和操作技巧的介绍，注重专业知识的含量。课文词汇主要列出文章中所涉及的专业词汇，采用英汉对照的形式。课文注释主要对文章的语言难点、背景知识作出分析。实用词汇和表达方式则收录了大量的专业实用词汇以及重点句型。练习部分包括阅读理解和英语、汉英互译技能。

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# *Chapter One*

## **An Overview of Exhibitions**

## **会展概要**

## Focus Speaking

Mr. Lee comes to Spring Travel Service to have a detailed talk about the itinerary for his overseas exhibit trip with Mr. Liu, deputy director of the Spring Travel Service.

Mr. Lee: Hello, Mr. Liu. I'm not late, am I?

Mr. Liu: No, I'm impressed that you are always punctual. Take a seat please. Tea or coffee?

Mr. Lee: Just water, please. Thank you. We are now planning the itinerary for one exhibition trip abroad. I know you are well experienced in arranging itinerary, so I'd like you to give me some advice.

Mr. Liu: My pleasure. I'll be glad if I could be of any help. What do you have in mind to ask me?

Mr. Lee: Let's start with ground traffic. What do you suggest moving exhibitors to the airport?

Mr. Liu: They may reach the airport either on their own, or in rented limousines.

Mr. Lee: What's the difference?

Mr. Liu: Limousines make group boarding easier if baggage is not a burden.

Mr. Lee: I guess we'll rent limousines. We don't want to get worried just at boarding time when some do not turn up.

Mr. Liu: Which airline would you like?

Mr. Lee: Which airline is the cheapest?

Mr. Liu: CAAC. There are three flights every week from Shanghai to Cairo.

Mr. Lee: That'll be fine. Then we have to move people from the airport to the hotels. What do you suggest?

Mr. Liu: Are they staying at the same hotel?

Mr. Lee: No, They may choose their favorite hotels from the rooming list we send them.

Mr. Liu: In that case, I think we can turn it over to the hotels. Make sure that the hotels have their airport rep desks and limousines. Generally, hotel shuttle buses are free of charge, so we can save money for the exhibitors.

Mr. Lee: Good idea. It will be arranged when exhibitors reserve their hotel rooms.

Mr. Liu: Indeed. What we actually do is contact some good hotels, collect room rate lists and hand over reservation forms to the exhibitors.

Mr. Lee: Well, there must be much coordination work for you.

Mr. Liu: We're at your service, Mr. Lee.

Mr. Lee: Thank you very much. I'll send you a memo of the itinerary later at your e-mail address. I hope to have your final confirmation and look forward to your booking airline tickets for us.

Mr. Liu: I'll be delighted to do so.

Mr. Lee: Thanks again. Goodbye.

Mr. Liu: You're welcome. So long.

### Notes

punctual: acting or arriving exactly at the time appointed 准时的

ground traffic: traffic arrangements for moving people to or from the airport, the railway station or port 地面交通

as regards: in regard to 关于

turn up: appear as expected 到达

CAAC: Civil Aviation Administration of China 中国民航

rooming list: a list of names submitted by the meeting planner of attendees who will occupy the previously reserved accommodations 订房单

turn over: to transfer to another; surrender 移交

coordination: the state of being coordinate; harmonious adjustment or interaction 协调

### Focus Reading

#### Historical Background of Exhibitions

Exhibitions are not a recent invention. They date back to the times when large-scale markets were regularly held in cities which, because they were located at major route intersections, attracted visitors and brought prosperity. Crowds of people, some of whom had travelled great distances, would visit these markets, stay at the site, and exchange a wide variety of articles. These events thus provided a forum for expressing and evaluating ideas and for demonstrating and comparing skills.

Through these gatherings a highly beneficial atmosphere of mutual understanding and fellowship developed between people of different nations and often conflicting cultures.

Buyers and sellers would flock to the cities of Lyons, Frankfurt and Leipzig in particular from all over medieval Europe.

The commercial transactions of long ago thus paved the way for the international exhibitions of today, which play an educational role and are instrumental in promoting understanding in the world.

The first universal and international exhibition in the modern sense of the term took place in 1851 in London, capital of England, the world's leading industrial power, which with its vast empire had profited handsomely from free trade and the prosperity of the Victorian era. The exhibition was an overwhelming success.

Every nation was invited to contribute to the exhibition, which constituted an inventory of all branches of human endeavour. Paris took over and organized brilliant exhibitions in 1867, 1878, 1889 and 1900. Soon other large centres were also eager to welcome craftsmen and manufacturers from all over the world, and among the most successful international exhibitions were those held in Vienna, Amsterdam, Brussels, Barcelona, St. Louis, Turin and Philadelphia.

These events inevitably gave rise to numerous conflicts of interest and were often characterized by very poor organization. This state of confusion caused the participating governments serious problems and, as a result they felt the need to establish regulations to prevent the proliferation of exhibitions and provide participants with certain guarantees. As interest and experience in exhibitions grew it became apparent that the various parties had to be brought together and their differences aired in an attempt to solve common problems.

An international agreement seemed necessary. Paris had been calling for one since 1907. In 1912 the German government took the initiative and called interested governments together in order to work out the basis for an agreement.

It was the Berlin Diplomatic Conference that established the basis for an international convention governing international exhibitions. However, the diplomatic decision that resulted could not be ratified because of the War of 1914.

The governments took up the matter again in 1920, but it was not until November 22, 1928, at another conference in Paris, that delegates of thirty-one countries signed the first convention governing, in a constructive manner, the organization of international exhibitions.

The International Convention of 1928 brought order to the world exhibitions' situation by regulating their frequency and outlining the rights and obligations of the exhibitors and organizers. At the same time the International Exhibitions Bureau was created in order to

ensure compliance with the provisions of the Convention.

In view of the precedents that had been set during the International Exhibitions Bureau's forty years of existence and also in view of new economic data (faster rate of progress, decreased travel time, and the appearance of new countries on the world scene), a thorough revision of the 1928 Convention was necessary.

This revision was undertaken in 1965 and resulted in the signing of the Protocol of November 30, 1972, which has since governed the organization of international exhibitions.

### **Types of Exhibitions**

There are several types of exhibitions. They can be classified as:

#### **Major general exhibitions**

Such exhibitions exhibit all types of consumer and industrial goods. They are open to public. The audience can be regional, national or international. When exhibiting in this fair it is difficult to attract worthwhile target visitors, although the audience is huge.

#### **Major specialized exhibitions**

This type of exhibition specialized in terms of industry and trade, for example, the leather sector, the handicraft sector, the textile sector, the wood sector etc. However, the degree of specialization varies. They are primarily for business visitors mainly from various levels of trade and industry. It attracts large number of businessmen specifically concerned with the show's area of specialization. The exhibitor can be sure that a large number portion of business people will be at the exhibition. For new entries, they can offer the best opportunity to find big buyers, distributors and retailers.

#### **Consumer exhibitions**

These are general exhibitions in terms of products shown and audience interest. The primary visitors are the public who may come from the immediate area. However, some consumer exhibitions specialize in food products, beverages, shoes etc. This type of exhibition is more appropriate for already established business with distributors and identified products, which are already in retail shops.

#### **Exhibitions in change**

World's exhibitions have excited and inspired millions of people around the world by expressing the hopes and desires of their times. Perhaps unwittingly, they also provide a fascinating glimpse into the realities of those same times. Ever since the first world's fair in London in 1851, the goals of world's fairs have been both high-minded as well as commercial. They also allow people to explore the world outside of their everyday experience

— outside cultures, new scientific advancements, and new inventions.

As times change, world expositions have changed to fit those times. They continue to reflect both the commercial needs of their times while presenting the ideals, hopes, and aspirations of people even as those evolve.

**One of the primary goals of world's exhibitions is to entertain.**

Both the amusement zones and pavilions in world's exhibitions have evolved over time. As people have more and more entertainment options, world expositions have continued to find new ways to provide information and inspiration in new ways.

We believe that world expositions are changing and will continue to change with the times. There will always be new ways to inspire, new ways to enlighten, new ways to entertain. We also can't discount the attraction of experiencing something new as part of a group, a community.

**World's fairs are still important.**

They are related to both the Olympics and the United Nations in many ways, but world's exhibitions are unique in that the everyday person can experience them firsthand, not just athletes or politicians. Anyone can enter that expo site and feel a part of something new, feel a part of the world community, feel what potential man has for doing good in the world.

Perhaps that should be the mission of world expositions now — to make us even the slightest bit less cynical about the world and to let us feel we are a part of that world — and you can rarely experience that from your television or computer.

## Glossary

date back 追溯

intersection *n.* 十字路口, 交叉口

handsomely *adv.* 丰厚地, 可观地

overwhelming *adj.* 势不可挡的, 无法抗拒的

endeavour *v.* 竭力, 努力

give rise to *n.* 引起, 带来

proliferation *n.* 扩散, 增殖

air *v.* 表达, 显示

take the initiative *v.* 采取主动, 发起

ratify *v.* 批准, 认可

constructive *adj.* 建设性的

compliance *n.* 服从, 遵守, 顺从  
 in view of 考虑到, 鉴于  
 undertake 承担, 担任, 承诺  
 protocol *n.* 协议  
 specialize in 擅长于, 专攻  
 unwittingly *adv.* 不知情地, 无意地  
 high-minded *adj.* 高雅的, 格调高的  
 aspiration *n.* 心声, 渴望  
 pavilion *n.* 展亭  
 obsolete *adj.* 过时的, 落伍的  
 exhaust *v.* 用尽, 耗尽  
 cynical *adj.* 愤世嫉俗的

## Notes

International Exhibitions Bureau: 国际展览局。(法语: The Bureau International des Expositions) 根据 1928 年外交公约建立, 其功能是规范其管辖范围内举办展会的周期和质量。

## Exercises

- Answer the following questions with the information from the passage.
  - How did today's international exhibitions originate?
  - What role are international exhibitions playing in modern world?
  - What do you know about the major types of international exhibitions?
  - What are the goals of international exhibitions?
  - What is the world exposition's mission now?
- Read the passage again and decide whether the following statements are true or false.
  - The international exhibitions are a recent phenomenon.
  - The international exhibitions are only beneficial to the host countries.
  - Berlin Diplomatic Conference established the basis for an international convention governing international exhibitions.
  - A handicraft fair belongs to the category of consumer fairs.
  - The television and Internet have made the international exhibitions obsolete.

3. Translate the following sentences into Chinese.

- (1) Crowds of people, some of whom had travelled great distances, would visit these markets, stay at the site, and exchange a wide variety of articles.
- (2) Through these gatherings a highly beneficial atmosphere of mutual understanding and fellowship developed between people of different nations and often conflicting cultures.
- (3) These events inevitably gave rise to numerous conflicts of interest and were often characterized by very poor organization.
- (4) This revision was undertaken in 1965 and resulted in the signing of the Protocol of November 30, 1972, which has since governed the organization of international exhibitions.
- (5) Perhaps that should be the mission of world expositions now — to make us even the slightest bit less cynical about the world and to let us feel we are a part of that world — and you can rarely experience that from your television or computer.

4. Translate the following sentences into English.

- (1) 作为小企业主,尤其是那些处于起步阶段的,为展会做准备是一件令人伤透脑筋和劳神费力的事。我们需要首先回答两个问题:我们要在展会上展示什么以及我们如何展示?
- (2) 若想达到良好的展览效果,你首先要对所报展会的详细情况,或者所考虑的展出内容心中有数。如果必要的话,联系展会组织者,了解该展会吸引的观众类型以及展览区布局的详情。
- (3) 这些很久以前的商业性交易为当今国际展览会的形成铺平了道路。国际展会对促进世界人民间的相互理解发挥着教育性和指导性作用。
- (4) 我们相信,国际博览会正在发生变化,并且会随着时代的发展继续变化。总会不断出现激发灵感、启迪心智、娱乐消遣的新方式。我们也不能低估作为一个群体、一个社区、一分子所体验到的新事物的魅力。
- (5) 世博会不同于一般的交易会和招商展览会,它是全球最高级别的博览会,是各国动员全国力量,全方位展示本国社会、经济、文化成就和发展前景的最好机会。



## Further Reading

### How to Arrange an Exhibition

**There are ten steps below:**

#### **Step One**

Determine the exhibition's theme. start with an idea, Drawings and Watercolors is an exhibition theme.

#### **Step Two**

Choose a date. Factor in considerable lead time, typically two to four years.

#### **Step Three**

Seek out supplemental funding — corporate and individual — for both the exhibition and its catalog. Big exhibits cost big bucks but provide impressive opportunities for prestige by association.

#### **Step Four**

Plan the catalog and assign essays to experts. Approve designs for other tie-in material, such as banners, postcards, calendars and T-shirts.

#### **Step Five**

Allow delivered work to remain in packing materials for 24 hours to adjust to the museum's climate. Do a careful condition report on each piece as it is unpacked. Arrange for additional security guards if needed.

#### **Step Six**

Work with the museum's exhibits specialist to design the physical aspects of the installation, including layout and construction of any special display elements such as pedestals, room dividers and temporary alcoves. Arrange for any special lighting needed.

#### **Step Seven**

Create informational labels for all the works. Great labels go beyond providing basic facts; they answer common questions and help visitors view the artworks with deeper understanding.

#### **Step Eight**

Identify the most important pieces to illustrate the exhibit's theme. Develop a script about this theme for self-guided tours on cassette or CD, and get a famous person to read it.