

PUP6

21世纪全国高职高专

旅游系列

规划教材

会展策划与管理专业系列

# 会展英语

HUIZHAN YINGYU

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● 内容选材紧贴会展行业实际

● 美籍外语教育专家审稿录音

● 资深优秀英语教师倾力打造



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21 世纪全国高职高专旅游系列规划教材

## 会 展 英 语

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## 内 容 简 介

本书是在充分考虑会展行业实际需要和现有会展英语教学资源匮乏的基础上编写的。相信本书的出版一定能够满足在培养会展专业英语人才方面对会展英语知识和会展英语口语能力训练的需要。

本书包括三大部分,共15个单元。第一部分为展前服务,包括:会展产业简介、广告、邀请、场馆选择、参加展览及展位装饰,共6个单元;第二部分为展中服务,包括:展台接待、销售展示、商务谈判、保险及签订合同,共5个单元;第三部分为展后服务,包括:处理投诉、撤展、展后联系及展会评估,共4个单元。每个单元的内容包括:学习目标、背景知识、热身活动、基础阅读、情景对话、常用口语、扩展阅读及实训项目等。

本书可作为本科院校、高职高专院校会展专业及相关专业的教材,也可作为会展从业人员的业务参考书,还可作为非会展专业人士了解和学习会展英语知识、提高会展英语口语水平的实用教材。

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# 前 言

在中国对外开放和国际化程度进一步深化的大背景下，伴随着中国经济的崛起，中国会展业发展迅猛，规模和层次不断提高，社会效益和经济效益逐渐彰显，已经成为我国经济发展新的增长点，日益展现出强大的生命力与发展潜力，成为继旅游业之后又一个迅速崛起的朝阳产业，享有城市经济的“晴雨表”和“助推器”等美誉。

由于中国会展业的蓬勃发展，国际化、专业化步伐的加快，对具有国际竞争力的复合型会展人才的需求越来越旺盛，对会展人才的培养提出了更高的要求，也对会展英语教材提出了更高的要求。

本书就是在综合考虑会展行业实际需要和现有教学资源匮乏的基础上编写的。

本书主编李世平从事英语教学工作二十余年。早年澳洲留学的经历为她的教学与研究工作提供了一个独特的视角和理念，使其能够娴熟自如地融汇东西方优秀的教育、教学理念和方法于一炉，对于如何培育会展英语人才、如何编著会展英语教材积累了丰富的经验和资料，业已主编、参编会展专业教材十余部。

本书主审 James Franklin Haus 是一位来自美国的外语教育专家，本书的全部审稿工作均由他一个人独立完成。他的一丝不苟、严谨求实的治学精神，既维护了学术的尊严，也确保了本书的高质量和高水准；同时，他风趣幽默的风格、美式的思维方式与价值理念，也时时渗透、体现在教材中，使本书从形式到内容都具有鲜明的美式英语特色。

同以往的《会展英语》教材相比，本书具有以下特色。

(1) 职业特色鲜明，专业特色突出。本书的编写，按会展活动的工作流程的顺序来设计编排内容，涵盖了会展业服务和管理的主要内容；将职业技能的训练贯穿于英语学习中，使学习者感到明确的职业指向性。

(2) 专业性和实用性强。在情景对话学习中，设置具体的会话情景，并在内容上与会展活动实践对接，通过情景对话内容的学习和训练，提高学生英语会话技巧，积累相关会展工作经验和技能；注重选材的专业性、实用性和新颖性。

(3) 注重能力训练。每个单元结尾都科学设计、精心组织综合训练内容，注重提高英语能力和培养职业素质。

(4) 为便于教师教学及学生学习参考，本书配有完整、系统的教学大纲、教学计划、习题库及课件、mp3 音频文件等教辅材料。

本书由长春职业技术学院李世平、浙江大学城市学院黄彬任主编。长春职业技术学院于海波为本书的编写做了大量的前期行业调研和资料查阅工作，长春职业技术学院陈颖和南开大学滨海学院马宏伟负责图片遴选及文字校对等工作，在此一并致以诚挚谢意！

本书成稿后先后进行了十余次全面修订，但由于时间和编者水平所限，错误、疏漏之处在所难免，我们衷心希望广大英语教师和读者不吝指正，以便再版时予以修订，使本书渐臻成熟、完善。

编者

2012年11月

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Brief Introduction to the Exhibition  
and Convention Industry

**Unit 1**

会展产业简介



## Learning Objectives 学习目标

After learning this unit, you will be able to:

- ★ Know the history of trade shows & exhibitions.
- ★ Have a general understanding of the exhibition and convention industry.
- ★ Know how to make an introduction to exhibitions.
- ★ Master some useful professional words, phrases and key sentence patterns.

## Background Information 背景知识

会展是指会议、展览、大型活动等集体性活动的简称，其概念内涵是指在一定地域空间，许多人聚集在一起形成的、定期或不定期、制度或非制度的传递和交流信息的群众性社会活动，其概念的外延包括各种类型的博览会、展览展销活动、大型会议、体育竞技运动、文化活动、节庆活动等。狭义的会展仅指展览会和会议；广义的会展是会议、展览会、节事活动和奖励旅游的统称。会议、展览会、博览会、交易会、展销会、展示会等是会展活动的基本形式，世界博览会是最典型的会展活动。

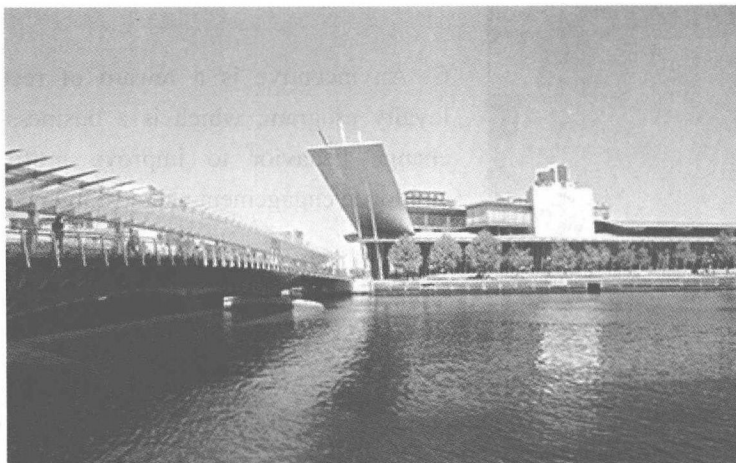
## Lead In

Numerous companies are learning that holding a marketing event, such as conventions and exhibitions, can be a very cost-effective form of advertising in knowing their customer base. Furthermore, successful marketing events can secure new clients and sales, thus generating added revenue for the company, in addition to advertising the company and company products.

Exhibitions are now a very important business part in our lives and are quickly becoming the only media where buyers, sellers and products physically come together; a potent force for business with the following characteristics:

- ◇ Highly targeted.
- ◇ Flexible.
- ◇ A two-way communication process.
- ◇ A neutral sales environment, for both buyers and sellers.
- ◇ Fast market penetration.
- ◇ Most cost-effective means of exploring and entering new markets.





### Warm-up 热身活动

#### Match and Discuss

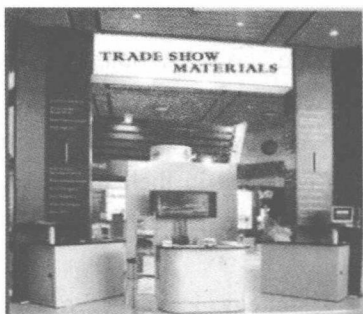
Directions: Please look at the following pictures and read the descriptions of different types of events. Match each picture with the right description respectively.

1.



A. Trade exhibitions are generally designed to meet the needs of one particular type of business, product or country. Only people involved in the field are invited to attend and the general public is rarely included.

2.



B. A conference is a meeting with an organized agenda for delegates who have common education, communication or networking objectives.

3.



C. An incentive is a reward of recognition or a loyalty program, which is a business tool used to change behavior to improve profit, cash flow, employee engagement and customer commitment.

4.



D. Consumer exhibitions usually involve a range of products from a number of different industries on display to the general public.



## Basic Reading 基础阅读

### History of Trade Shows & Exhibitions

It is believed that exhibitions or trade fairs began almost 600 years before the birth of Christ. While no precise record is available, the book of Ezekiel (in the Bible) written in 588 BC, contains many references to merchants trading in a "multitude of the kinds of riches with silver, iron, tin and lead". Ezekiel also talks about the city of Tyre which was an important center of trade and commerce.

Today, Trade Shows & Exhibitions provide a forum for companies to display and demonstrate their products to potential buyers who have a special interest in buying these products. The compacted time frames and the focused trade show locations, are cost-effective for the exhibiting companies and convenient for the buyers.

Since the 1960s, trade shows and exhibitions are commonly used as an important part of a marketing strategy. Their relative importance is reflected in their promotional expenditures. Larger amounts of money are spent each year on trade exhibitions as compared to magazine, radio, and out-door advertising.

The primary role of trade shows, in the marketing strategy, is that of a selling medium. Depending on the type of product being exhibited, selling activities can involve booking orders or developing leads for future sales. If show regulations permit, they can even involve selling products directly at the exhibit.

Exhibitions provide a natural and nearly perfect platform for the delivery of solutions to the buyers. More and more exhibition organizers are providing learning content, demonstration theaters, and advice-giving opportunities as important features of their events. Constantly, exhibiting companies are taking full advantage of these opportunities.

Trade shows also serve as vehicles for advertising and publicity. Exhibits can be very effective three-dimensional ads as well as collection points for names for direct-mailing lists. They can also command the attention of the news media, which regularly cover shows in search of stories on new products and new approaches.

Participating companies can also accomplish non-promotional marketing objectives at trade shows. Market research data can be collected from show visitors. Competitors' offerings can be evaluated. And contacts can be made with potential suppliers and sales representatives.

Business-to-business trade shows are exhibitions in the areas of health care, computer products, electronics, advertising specialties, heavy equipment, agriculture, fashions, furniture and toys, focus on goods and services within an industry or a specialized part of an industry. They are targeted to wholesalers and retailers with the intent of pushing products through a channel of distribution. Most attendees at these shows are actively looking for products and have the authority to buy. Consumer trade shows, like business-to-business expositions, also have an industry focus. They are different in that they target the general public, and therefore are designed to stimulate end-user demand. The kinds of products exhibited at these open shows include autos, housewares, boats, antiques and crafts.



## Vocabulary

precise	[pri'sais]	<i>a.</i> 精确的
available	[ə'veiləbl]	<i>a.</i> 可利用的
reference	['refərəns]	<i>n.</i> 参考
merchant	['mæ:tʃənt]	<i>n.</i> 商人
multitude	['mʌlti.tju:d]	<i>n.</i> 大量
frame	[freim]	<i>n.</i> 框架
expenditure	[iks'penditʃə]	<i>n.</i> 支出
primary	['praɪməri]	<i>a.</i> 主要的; 初级的
regulation	[ˌregju'leɪʃən]	<i>n.</i> 管理; 规则
permit	[pə'mit]	<i>v.</i> 许可; 允许
theater	['θiətə]	<i>n.</i> 戏院; 剧场
dimensional	[di'menʃənəl]	<i>a.</i> <数>维的
accomplish	[ə'kʌmplɪʃ]	<i>v.</i> 实现
wholesaler	['həʊl.seɪlə]	<i>n.</i> 批发商
retailer	['ri:teɪlə]	<i>n.</i> 零售商
craft	[krɑ:ft]	<i>n.</i> 工艺; 手工艺
distribution	[ˌdɪstri'bju:ʃən]	<i>n.</i> 分配
authority	[ɔ:'θɔ:rəti]	<i>n.</i> 权威; 当局
stimulate	['stimjuleɪt]	<i>v.</i> 刺激; 鼓舞
houseware	['hauswɛə]	<i>n.</i> 家居用品
antique	[æn'ti:k]	<i>n.</i> 古董

## Notes

1. It is believed that exhibitions or trade fairs began almost 600 years before the birth of Christ.  
据说展览或贸易展览会差不多始于基督诞生前 600 年。
2. While no precise record is available, the book of Ezekiel (in the Bible) written in 588 BC, contains many references to merchants trading in a “multitude of the kinds of riches with silver, iron, tin and lead”.  
虽然没有可用的精确记录, 写于公元前 588 年的《以西结书》(见《圣经》) 却包含了很多关于商人们进行大宗矿产如银、铁、锡、铅交易的记载可供参考。
3. More and more exhibition organizers are providing learning content, demonstration theaters, and advice-giving opportunities as important features of their events.  
越来越多的展览组织者以提供学习内容、展演厅及建议的机会作为活动的主要特征。

4. They can also command the attention of the news media, which regularly cover shows in search of stories on new products and new approaches.

他们也可以抓住那些定期报道展会以捕捉新产品及新方法的新闻媒体们的眼球。

5. They are targeted to wholesalers and retailers with the intent of pushing products through a channel of distribution.

他们主要面向那些想要通过分销渠道推销产品的批发商和零售商们。

**Discuss the following questions with your partner.**

1. Why are Trade Shows & Exhibitions good places for a company to sell its products to potential buyers?
2. What roles do exhibitions play? Please list some of the reasons here.
3. What is a business-to-business trade show? Please give some examples.



**Situational Dialogues 情景对话**

**Dialogue 1**

Mr. Chen contacts Mr. Fox at the Guangzhou Import and Export Commodities Fair. They are discussing the convention and exhibition industry in recent years in China.

C= Mr. Chen      F= Mr. Fox

C: Hello Mr. Fox. How nice to meet you here.

F: Me too. It's ages since we last met. How have you been?

C: Everything is going well, except that I have been busy with exhibitions recently.

F: I can imagine you are, with your business being very successful.

C: Yes. It is all due to various kinds of trade exhibitions and fairs.

F: You are right. I've sensed a boom these past years in the convention and exhibition industries. Does your company participate in the Guangzhou Import & Export Commodities Fair every year?

C: Yes, I don't see a good reason not to. A trade fair is one of the most effective mediums for establishing and maintaining customer relations.

F: That's right. Trade fairs involve a two-way communication process. Exhibitors can give and seek information. Most importantly, business is conducted face to face—the most persuasive form of selling, while building customer relationships.

C: That's why we never pass up a chance to participate in trade fairs in our country.

F: Does your company also promote your products by advertisement, direct mailing or a website?

C: Yes, they are very effective and most advanced in the marketplace. However, at an

exhibition, buyers can see, touch and try the products for themselves. Nothing beats the impact of a live demonstration.

F: Does your company really benefit a lot from the fairs?

C: Yes, we can achieve more potential sales in a few days at a fair than we could achieve in many months using other methods of selling.

F: Yes. I can see that the China convention and exhibition industry is becoming more mature than ever before. Good luck with your future sales while you are at the exhibitions and fairs.

C: Thank you and the same to you.

### Vocabulary

booming	['bu:miŋ]	a. 繁荣的
commodity	[kə'mɒditi]	n. 商品
fair	[feə]	n. 展览会
effective	[i'fektiv]	a. 有效的
medium	['mi:diəm]	n. 媒体
maintain	[mein'tein]	v. 维持
communication	[kə,mju:ni'keifən]	n. 交流
conduct	[kən'dʌkt]	n. 进行; 实施
persuasive	[pə'sweisiv]	a. 有说服力的
relationship	[ri'leiʃənʃip]	n. 关系
advanced	[əd'vɑ:nst]	a. 先进的
demonstration	[demən'streiʃən]	n. 示范
mature	[mə'tjuə]	a. 成熟的
achieve	[ə'tʃi:v]	v. 达到; 完成

### Notes

1. Everything is going well.  
一切都进行得很顺利。
2. It is all due to various kinds of trade exhibitions and fairs.  
这一切都归功于各种贸易展览会。
3. I've sensed a boom these past years in the convention and exhibition industries.  
我已经感觉到这些年来会展行业的繁荣兴旺。
4. A trade fair is one of the most effective mediums for establishing and maintaining customer relations.  
贸易展览是建立和维护客户关系最有效的媒介之一。



5. two-way communication 双向沟通；双向交流；双向传播

6. face to face 面对面

7. That's why we never pass up a chance to participate in trade fairs in our country.

这就是为什么我们从不放过任何一个在我们国家参加交易会的机会的原因。

## Dialogue 2

Tom is asking Professor Wang about the World Expo.

W=Professor Wang      T=Tom

T: Good morning, Professor Wang. May I ask you a few questions about the World Exposition?

W: Sure.

T: Is the World Expo a type of commercial Expo?

W: No. It is a large-scale, global, non-commercial Expo. It aims to promote the exchange of ideas and the development of the world economy, culture, science and technology. It allows exhibitors to publicize and display their achievements and improve international relationships.

T: How far does it go back in years?

W: It has a 150-year history, since 1851 when the Great Exhibition of Industries of All Nations was held in London.

T: I heard that the Expo 2010 Shanghai was the first registered World Exposition in a developing country.

W: Right. It gave the attendees a good impression, and expectations of China's future development.

T: I heard that about 200 countries and international organizations attended the World Expo 2010 Shanghai.

W: Yes, it was an unparalleled large scale exposition.

T: When and where is the next world exposition going to be held?

W: The World Exposition is divided into two types: those which are "registered" and cover a broad or general theme, and those which concentrate on a specific theme. The former is held every five years and lasts six months. And the latter usually lasts three months and is held once between the "registered" Expos. The latter one (professional exposition) will be held in South Korea in 2012 and the former one (comprehensive exposition) will be held in Milan, Italy in 2015.

T: Thanks for your professional explanation, Professor Wang.

W: You're welcome.

## Vocabulary

exposition	[ˌeksˈpəʊˈziʃən]	<i>n.</i> 博览会
scale	[skeil]	<i>n.</i> 规模
commercial	[kəˈmɜːʃəl]	<i>a.</i> 商业的
exchange	[iksˈtʃeɪndʒ]	<i>n.</i> 交换
publicize	[ˈpʌblisaɪz]	<i>v.</i> 宣传
achievement	[əˈtʃiːvmənt]	<i>n.</i> 成就
registered	[ˈredʒɪstəd]	<i>a.</i> 注册的
expectation	[ˌekspekˈteɪʃən]	<i>n.</i> 期待
unparalleled	[ʌnˈpærəleld]	<i>a.</i> 无比的
recognize	[ˈrekəɡnaɪz]	<i>v.</i> 识别

## Notes

1. May I ask you a few questions about the World Exposition?  
我可以问你几个关于世界博览会的问题吗?
2. Is the World Expo a type of commercial Expo?  
世博会是商业博览会吗?
3. It is a large-scale, global, non-commercial Expo.  
它是大规模的、全球性的非商业性博览会。
4. It aims to promote the exchange of ideas and the development of the world economy, culture, science and technology.  
它旨在促进思想交流及世界经济、文化、科学和技术的发展。
5. The World Exposition is divided into two types.  
世界博览会分为两种类型。
6. It was an unparalleled large scale exposition.  
这是一个无与伦比的大型博览会。



## Useful Sentences 常用口语

1. I see that the MICE industry in China is becoming more mature than ever before.  
我能够看到中国的会展业正变得比以往任何时候都更加成熟。
2. What would be a nice location for our Kitchen wares?  
我们要举办的厨房用品展览选址在哪里比较合适呢?
3. This location is very convenient for attendees, visitors, and freight delivery.  
对于参展人员、参观者和货运来说, 这个位置都非常便利。





4. It caters to a variety of needs and interests for the participants.  
它满足了参加者各种各样的需求和偏好。
5. We provide our customers with a series of high quality services.  
我们为客户提供了一系列高质量的服务。
6. Selecting a suitable venue is the common desire of organizers, contractors and participants.  
挑选合适的场馆是组织者、承办者和参与者三方的共同愿望。
7. Selecting the correct venue for your trade show involves many important considerations.  
要选择适合你的展览场馆，应进行多方面的考虑。
8. Trade fairs involve a two-way communication process.  
商品交易会涉及一个双向交流沟通的过程。
9. That's why we never pass up any chance to participate in trade shows in our country.  
这就是为什么我们从来没有放弃在我们国家参加贸易展览会的机会的原因。
10. Nothing beats the impact of a live show.  
现场展示所产生的影响是其他任何方式都比不了的。
11. World Expositions provide exhibitors the opportunity to advertise and display their achievements and improve international relationships.  
世界博览会给参展方提供机会来宣传展示其成就和改善国际关系。
12. Trade fairs are one of the most effective mediums for establishing and maintaining customer relations.  
商品交易会是建立和维护客户关系的最有效的媒介之一。



### Further Reading 拓展阅读

#### Fairs, Expositions and Exhibitions

The roots of the phenomenon “Fairs, Expositions and Exhibitions” can be traced back to its language origin.

“Fair” comes from Latin “feria”, meaning “holiday” as well as “market fair”. This in turn corresponds to the Latin “feriae”, which came to mean a religious festival. During the 12th century, the importance of trade meetings increased, fairs were held close to churches, so that the concepts of religious festival and market fair were combined in a common language.

The word “exhibition” was mentioned as early as 1649. It is a derivative of the Latin word “expositio”, meaning “displaying” or “putting on a show”. Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are