

English for Conference and Exhibition

会展英语

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PREFACE 前言

随着我国会展经济的快速发展,国内外会展界的交流与合作日渐普遍,英语就自然成为这种沟通、交往的必备工具。因而,会展业界的从业人员对英语学习、培训、提高的要求必然会逐渐迫切起来。

本书共分十三个单元,每单元由导入、情景对话、常用术语、常用句式、实践技能、模拟对话、案例学习、拓展练习和相关信息组成,涉及听说读写译各个方面,侧重听说和专业技能训练。

本书以专业性和实用性为原则,结合会展活动管理的理论与实际,通过各项训练,把会展活动管理的专业知识和英语语言技能的培养有机地结合起来,提供从业人员所迫切需要的工作语言和知识的更新。

本书具有如下特点:

1. 脉络清晰,导向明确。本教材的编写,从情景对话入手,培养学生的英语听说等实际应用能力。按会展行业工作流程的顺序来设计编排内容,涵盖了会展业服务的主要内容,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导向性。

2. 形式多样,新颖实用。在每个单元的导入部分,以各种形式引入主题;在术语和结构部分,通过配对练习和翻译形式引导学生掌握各单元的主要术语和结构;在案例学习中,通过设置具体的任务使教学与会展工作实践对接。本书还通过设计写作练习帮助学生掌握会展信函的基本写作方法。通过相关知识和背景知识介绍,帮助学生掌握相关操作技能和扩大知识面。

3. 使用广泛,实用性强。本教材不仅可以作为中高等职业院校会展专业学生的教材,还可以作为有志从事会展工作的专业人士、管理人员的参考资料。

由于编者水平有限,书中难免有疏漏或错误,敬请广大读者批评指正,并由衷欢迎诸位同仁不吝赐教。

编者

2010年3月

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Unit One Exhibition Planning

Lead-in

Discuss the following questions and check what you know about Expo 2010.

1. What is the full name of Expo 2010?
2. When will the Expo begin and end?
3. Where is the Expo Site?
4. What's the theme of Expo 2010?
5. What are the sub-themes of Expo 2010?
6. What is the goal of Expo 2010?

Situational Dialogues

Model Dialogue 1

Situation: A, member of the Organizing Committee of Shanghai the 5th International Information Technology Trade Fair 2008, and B, sales manager of Network Computer Co., Ltd. are talking over the telephone.

A: Hello. Organizing Committee of Shanghai the 5th International Information Technology Trade Fair 2008. What can I do for you?

B: Hello. I am the sales manager of Network Computer Co., Ltd. I would like to know something about your trade fair in May.

A: Well, the trade fair is to open on May 15th. We have three phases for different commodities and we expect to have more than 2,000 professional buying groups from about 100 countries and regions.

B: I see. We are very interested in the International IT Trade Fair and are planning to take part in it this year. So, are there any booths available?

A: Yes, we still have some vacant booths. And may I know some further



information about your company? What's the nature of your company? A joint venture or a solely-funded company? And what kinds of products do you have?

B: Our company is a Sino-US joint venture established in 1990. We are a manufacturing company and our main products are PC accessories like hard disk drive and so on. And last month we have successfully launched a new series of hard disk drives.

A: OK, I see. Then you can log on the homepage of the Trade Fair and fill in the application form. Please lose no time to book now, or I am afraid they will be booked by others before long.

B: How about the price for a booth?

A: Well, the average price of a standard booth is \$2,000, but the price varies according to the size and location.

B: Could we have some discount?

A: Of course. We will give you a good discount if you sign up before March 31st.

B: Thank you. I suppose it's much better to sign up now.

A: Yes, and I also strongly recommend you do so.

B: OK. Then first I should fill in the application form on the homepage and...

A: And then I'll send you a confirmation letter after we check your application. And then you can come to our office to sign the contract. You can find out our address from the front page.

B: What about the location of the booth? Can I have a good one?

A: As for the exact booth we will discuss it over when we sign the contract. I am sure to recommend some good booths to you.

B: That's very kind of you.

A: My pleasure. If you have any other questions, you can telephone us or contact us through e-mails.

Model Dialogue 2

A, President of Shanghai Vision Exhibition Company, is talking with B from the City Industry Bureau. They are talking about some details on holding China



Green Energy Expo 2008.

A: Hello, Mr. Blue. Nice to see you again.

B: Glad to meet you again, too. I've come to discuss with you some further details about China Green Energy Expo 2008.

A: We really appreciate the opportunity to host this Expo. We will do our utmost to make the Expo successful.

B: Yes, your company is a national famous conference and exhibition organizer, and you have planned and designed several excellent exhibitions before. That's why we choose your company as our organizer. We trust your ability.

A: Thanks. Well, to start with, what are the guidelines of this Expo?

B: You know, previously there were Green Energy exhibitions, but only some major foreign-funded companies in China took part in them. We hope the 2008 Expo can attract more companies, research organizations, universities and so on both at home and abroad this time.

A: I see what you mean. You want it to be an international Green Energy Expo in its real sense.

B: That's it. We are expecting 100 leading organizations and companies from abroad and about 600 major domestic ones.

A: In that case, we need to find a large exhibition center.

B: And when do you plan to hold the Expo?

A: It'll be subject to the changing market. We shall conduct a survey to find out if there will be exhibitions of the similar kind. It is advised that there must be an interval of 3-6 months. As for the exact dates, we'll do our best to give you a reply as soon as possible.

B: As a final point, we will sponsor you with a considerable amount of funds. Further information about terms and conditions are stated in the draft contract.

A: It seems we have covered the major points for today.

B: Yes. When can we sign the agency agreement?

A: Humm, tomorrow after we have given a serious consideration to the

contract. Will that suit you?

B: Okay with me. See you then.

A: Bye.

Useful Words and Expressions

Match the words or phrases with their definitions.

- | | |
|-------------------------------------|-----------------|
| 1. exhibition | a. 博览会 |
| 2. exhibitor | b. 参观指南 |
| 3. exhibition show | c. 会址; 展览地点 |
| 4. exposition (expo) | d. 代理 |
| 5. exhibit directory | e. 产品发布(展览)会 |
| 6. exhibitor manual | f. 巡回展 |
| 7. exhibition location | g. 交易会 |
| 8. sponsor | h. 地面交通 |
| 9. exhibition organizer | i. 地区经济 |
| 10. agency | j. 国际商业平台 |
| 11. product launch | k. 展览业 |
| 12. art exhibition | l. 小册子 |
| 13. exhibition tour | m. 艺术展 |
| 14. trade fair | n. 展览承办商 |
| 15. ground traffic | o. 实地考察工作; 现场工作 |
| 16. regional economy | p. 展览, 展会 |
| 17. international business platform | q. 参展商 |
| 18. field-work | r. 展览展示会 |
| 19. exhibition industry | s. 参展商手册 |
| 20. pamphlet | t. 赞助商 |

Typical Sentence Patterns

Translate the following sentences into Chinese and try to recite them.

1. Where can I get the up-to-date information about the exhibition?



2. You can rest assured that our staff will do their utmost to bring the exhibition to satisfactory completion.
3. We are sending you catalogue under separate cover.
4. Further information about terms and conditions are stated in the draft contract.
5. I've gone over the catalogue and the pamphlets enclosed in your last letter. I've got some ideas of your exports.
6. The exhibition has successfully displayed to me what your corporation manufactures.
7. I'd like to know something about your exhibition.
8. The 3rd International Business Festival was held in Shanghai last year, which talked on more than 300 projects and signed about 20 billion *yuan* worth of contract.
9. During the exhibition, over 130 domestic and foreign friendship companies and 150,000 guests have come, and 56 contracts cost 77.2 billion *yuan* have been signed.
10. It is reasonable to expect that the exhibition this year will be more thriving.

Practical Skills

1. Read the following and learn the basic points of exhibition planning.

How to Plan the Best Exhibition Ever!

As the old saying goes, "it's not rocket science"—what we have learned is



common sense rules—such as having a clear focus on why we want to exhibit and what we ultimately want to get out of the event. Asking these questions helped to channel our thoughts and set specific targets—we have even been using the SMART model (Specific, Measurable, Achievable, Realistic, Time frame) to set out some meaningful objectives.

So having managed to absorb snippets of exhibiting tips, here are the Senokian Exhibitor Planning Top Tips:

- Perhaps most obviously, agree your reasons for exhibiting at a show, decide on a budget and start researching the right show for your business.
- Set a realistic time frame in which to complete all pre-show tasks.
- Confirm your specific goals for attending the show—for example it could be to generate 50 potential qualified new sales leads, to give 25 demo's of your product, to make 5 direct sales, to generate media coverage, to invite 5 key journalists to your stand or to position yourself as a market leader—I'm sure you get the picture!
- Decide on a theme for your event—how are you going to entice visitors to your stand? What give-aways are you going to offer and where shall you source them from? **Top tip—whenever I visit a trade event I find the most useful give-away to be a carrier bag to put all the free pens in!** (Make sure you get your logo and web address prominently displayed on both sides of the bags!)
- Make sure you have sufficient and relevant marketing literature to hand out at the show—but once at the show make sure you only display say 10 brochures and give-aways at a time—this means your stand won't look cluttered—but remember to replenish your stock!
- Write a press kit and send it to relevant journalists in preparation for your pre-show press conference, including a brief company fact sheet, biographies of key employees, client testimonials, a case study snippet, your company logo, some screen shots and a few examples of any previous press releases—of course including contact details of your press/marketing officer.



- Train your staff—it sounds really obvious but it's important that all staff members feel confident and have sufficient product knowledge to allow them to sell!
- Pre-show press conference—invite your clients to visit your stand, inform the local papers and contact specialist trade publication—they're always on the look out for worthy, relevant news. Be sure to get a list of pre-registrants and send out an e-mail or postal mail shot inviting them to your stand. Even invite key journalists to come and visit your stand—but remember to entice them beforehand with your Company Press-kit. And of course it's always the simple things... display the details of the event on your company homepage.
- After-show preparation: never underestimate the importance of following up on your contacts and of course sending a simple e-mail to say thank you visiting our stand!

This is by no means an exhausted list of top tips but we're sure there are plenty of handy hints in there to help you plan your best exhibition EVER! (from www.senokian.com/barking)

2. Read the following and pay attention to the common mistakes in exhibition planning.

Trade Show Exhibiting Mistakes

We all make mistakes; however, doing so with your trade show exhibit can be costly. If we are aware of the pitfalls that can occur, there is a better chance we can avoid those errors. The following are 10 of the most common mistakes trade show exhibitors make pre-show, at-show and post-show:

PRE-SHOW

1. Failing to set exhibiting goals.

Goals, or the purpose for exhibiting, are the essence of the whole tradeshow experience. Knowing what you want to accomplish at a show will help plan every other aspect—your theme, the booth layout and display, graphics, product displays, premiums, literature, etc. Exhibiting goals should complement your corporate

marketing objectives and help in accomplishing them.

2. Forgetting to read the exhibitor manual.

The exhibitor manual is your complete reference guide to every aspect of the show and your key to saving money. Admittedly, some show management makes these easier to read than others. Everything you need to know about the show you are participating in, should be contained in the manual-show schedules, such as contractor information, registration, service order forms, electrical service, floor plans and exhibit specifications, shipping and freight services, housing information, advertising and promotion. Remember that the floor price for show services is normally 10-20% higher so signing up early will always give you a significant savings.

3. Leaving graphics to the last minute.

Rush, change and overtime charges will add significantly to your bottom line. Planning your graphics in plenty of time—6 to 8 weeks before show time will be less stressful for everyone concerned and avoids many blunders that occur under time pressures.

4. Neglecting booth staff preparation.

Enormous time, energy and money are put into organizing show participation—display, graphics, literature, premiums, etc. However, the people chosen to represent the entire image of the organization are often left to fend for themselves. They are just told to show up. Your people are your ambassadors and should be briefed beforehand—why you are exhibiting; what you are exhibiting and what you expect from them. Exhibit staff training is essential for a unified and professional image.

AT-SHOW

5. Ignoring visitors'needs.

Often staff members feel compelled to give the visitor as much information as possible. They fail to ask about real needs and interest in the product/service. They lack questioning skills and often miss important qualifying information. Pre-show preparation and training is the key.

6. Handing out literature and premiums.

Staff members, who are unsure of what to do in the booth environment or feel



uncomfortable talking to strangers, end up handing out literature or giveaway items just to keep occupied. Literature acts as a barrier to conversation and chances are, will be discarded at the first opportunity. It is vital that people chosen to represent the organization enjoy interacting with strangers and know what is expected of them in the booth environment.

7. Being unfamiliar with demonstrations.

Many times staffers show up for duty only to discover they are totally unfamiliar with booth demonstrations. Communicate with your team members before the show and ensure that demonstrators know what is being presented, how to conduct the assigned demonstrations, and are familiar with the equipment.

8. Overcrowding the booth with company representatives.

Companies often send several representatives to major industry shows to gather competitive and general/specific industry information. These people feel compelled to gather at the company booth not only outnumbering visitors, but also monopolizing staffer time and restricting visitor interaction. Have strict rules regarding employees visiting the show and insist staffers not scheduled for booth duty stay away until their assigned time. Company executives are often the worst offenders. Assign specific tasks to avoid them fumbling around the booth.

POST-SHOW

9. Ignoring lead follow-up.

Show leads often take second place to other management activities that occur after being out of the office for several days. The longer leads are left unattended, the colder and more mediocre they become. Prior to the show, establish how leads will be handled, set timelines for follow-up and make sales representatives accountable for leads given to them.

10. Overlooking show evaluation.

The more you know and understand about your performance at shows, the more improvement and fine-tuning can take place for future shows. No two shows are alike. Each has its own idiosyncrasies and obstacles. There is always room for improvement. Invest the time with your staff immediately after each show to evaluate your performance. It pays enormous dividends. (by Susan Friedmann)

Role Play

Situation: You are the spokesman of the Organizing Committee of International Education Exhibition 2008, and you are being interviewed by the media in the news conference before the exhibition. You are supposed to answer the questions raised by the press and your answer should include the information related to the time, place, goal, special features, expected participants and achievements of the exhibition, and any other information about it.

Case Study

I The Background of ABB2006

The 2nd Architectural Biennial Beijing (ABB2006) is jointly sponsored by the Ministry of Construction and Ministry of Culture P. R. China on September 26 ~ October 6, 2006, which is organized by China Architectural Culture Centre of the Ministry of Construction P. R. China, China Art Science and Technology Research Institute of the Ministry of Culture P. R. China and Beijing Zhihuida Culture Development Co., Ltd., China. It is constituted by 3 Exhibitions, 5 Forums and other relative activities.

The main theme of ABB2006 is “City and Architecture: Resources Efficiency and Environment Friendliness”.

The ABB2006 will focus on the connections between urban planning and architectural design. The participants will study and discuss the policies and solutions mainly on economy and management of resources, and environment friendliness in the buildings of city, between urban and rural construction, city and nature, exchange the experiences of rural construction, and forecast the developments of cities in the 21st century internationally and constructively.

II Sponsors

The Ministry of Construction P. R. China

The Ministry of Culture P. R. China

III Organizers

China Architectural Culture Centre of the Ministry of Construction



China Art Science and Technology Research Institute of the Ministry of Culture
Beijing Zhihuida Culture Development Co. , Ltd. , China

IV The main theme of ABB2006

City and Architecture; Resources Efficiency and Environment Friendliness

V ABB2006/Item Form

No.	Item	Location	Time	Scale
1	Exhibition-1: Main theme exhibition	National Museum of China(NMC)	9/26 ~ 10/6	9000m ²
	Forum-1: Main theme forum	The central hall of NMC	9/27	300persons
2	Exhibition-2: International Small Town Planning Exhibition	Beijing Planning Exhibition Hall	9/26 ~ 10/6	2100m ²
	Forum-2(fit to the Small Town Planning): Plan and Design/Protect and Develop	The central hall of NMC	9/28	300persons
3	Exhibition-3: the Works of the Youth and Students Exhibition	The Millennium Monument	9/26 ~ 10/6	12000m ²
	Forum-3: The Experiments for Resources Efficiency	The central hall of NMC	9/29 ~ 30	300persons
4	Forum-4: Environment and Health—Hospital Plan and Design	The central hall of NMC	10/1	300persons
5	Forum-5: Environment and Inhabitation—In the Inhabitation Day	The central hall of NMC	10/2	300persons

Task

1. Write an invitation to a distinguished guest who you are going to invite for the opening ceremony.
2. Design a post for the event. Discuss with your team members and decide what information is to be included in your post.
3. If you are interested, you can design a webpage for this event together with your team members.

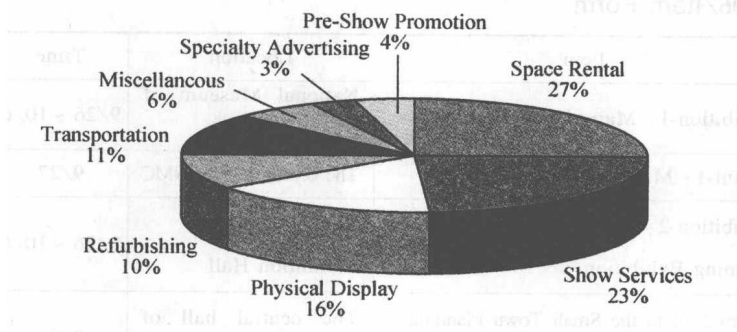
Extended Exercise

Directions: Study the following chart for profits in exhibitions, and try to think

about what should be included in each point. You can brainstorm with your team members and try to develop the following diagram as much as you can.

Budgeting for profits

Budgeting for profits



How Most Exhibition Money Is Spent

To help you begin planning a budget for your exhibit, here is a breakdown of how most companies spend their exhibition budget (summarized from the US Trade Show Bureau). Translate each item into Chinese and discuss with your team members whether there are any other items that need to be included in your budget.

—	Budget	Actual	Variance
1. Exhibit Space	-	-	-
Booth space	¥	¥	¥
Registration or other costs	¥	¥	¥
2. Display	-	-	-
Design & manufacture	¥	¥	¥
Graphics	¥	¥	¥
Shelves & containers	¥	¥	¥
Lighting	¥	¥	¥
3. Freight Transportation	-	-	-
Shipping	¥	¥	¥
Drayage	¥	¥	¥