

秀 出一口好英语丛书

完全自助式口语

自我提高

完全功能型口语

即学即用

全彩色版

会展 英语脱口秀

ENGLISH TALK SHOW FOR LISH TALK SXHIBITIONS

主编 浩瀚



北京师范大学出版集团
BEIJING NORMAL UNIVERSITY PUBLISHING GROUP
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► 近年来,一个新兴行业——会展业,在中国迅猛发展,作为我国国民经济新的增长点会展经济已初具规模。本书是一本有关会展业的口语教材,汇集了会展服务非常熟悉的场景。融实用性、知识性于一体。体现了起点低、实用性好的特点。

热身句型 围绕本部分话题,先抛出一个最常用句型,接着引申出一个相关对话。这样,一个对话就能产生多种表达。正所谓举一反三,融会贯通,帮助读者在实际应用中掌握基本核心句型。

精彩表达 围绕主题列举了更多的精彩语句,展示了更多地道贴切的英语表达方式。

身临其境 围绕主题提供可以进行自由对话的多种话题。其中的超级链接部分,为对话内容提供了更丰富的知识拓展补充。

词海拾贝 围绕主题提供一些相关词汇,有利于更好地掌握句型,巩固会话交际能力。

2010年上海世博会已经结束。只有语言规范化和专业化,才能使我们组织的国际会展活动从宣传到实施产生经济效益和国际竞争力。我们衷心希望,本书能够帮助提升该行业人员的技能层次和语言水平。



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About Exhibitions

关于会展

If you intend to participate in an exhibition, you need to set up a contract with the organizer and ask for detailed description about the show and application procedure. Then after you make up your mind, you need to follow the procedure to make the application. Then you need to fill in the application form and send it back to the organizer.

如果你打算参与一个会展,你需要与主办方签订合同并询问有关会展的详细情况和申请程序。在你做出决定后,你要按照程序,提出申请。然后填写申请表格并把表格返回给主办方。



热身句型

Warm-up Sentences



1

Can we pay the remaining amount off after the exhibition?

我们可以在会展后付清其他款项吗?

A: Can we pay the remaining amount off after exhibition?

我们可以在会展后付清其他款项吗?

B: I'm afraid you can't. The payment must be paid off before April 20th. 恐怕不行, 钱款必须在4月20日前结清。

2

How many people are allowed in each booth?

每个展位限定多少人?

A: How many people are allowed in each booth?

每个展位限定多少人?

B: Not more than three. 最多三人。

3

How many square meters will you reserve?

你要预订多大面积的展位?

A: How many square meters will you reserve?

你要预订多大面积的展位?

B: A six-square-meter booth. 一个6平方米的展位。

真情提示



pay off 是付清、支付全部费用的意思, 比如句子: "Please pay off the rest before deadline." (请在截止期前付清余款。) 与 pay 有关的词组 "in the pay of" 是被某人雇用的意思。比如例句: He is in the pay of the enemy. (他被敌方雇用。)

"allow" 是“允许、准许”的意思, 比如相关例句: "He was allowed to leave the country." (他获准离开该国。) "allow the dog to roam", (听凭那只狗到处乱跑)。除此, allow 还有“承认”的意思。如 "He allowed that the penalty appeared too harsh." (他承认那处罚似乎过于严厉了。) 关于 more 的短语非常多, 如 "all the more" (越发, 更加), "more so" (在更加程度上如此), "neither more nor less than" (恰好)。

这是一个预订展位时的常见表达, 目的是询问参展商预订展位的面积。"reserve" 一词是预订的意思。酒店客房预订常用到 "reservation" 一词, 比如词组 make a reservation (预订)。其他表示预订的词还有 "order" "book"。"book up" 是预订完的意思。



Useful Sentences 精彩表达

1. 参展登记与确定

1. I'd like to register for the second international Toy Exhibition. 我要登记参加第二届国际玩具会展。
2. Will you sign a standard booth or a raw space? 你是要标准展位还是光地?
3. We prefer to book an eight-square-meter booth on the second floor. 我们要预订第三(二)层一个8平方米的展位。
4. We have only corner booth left. 我们只剩下位于角落的展位了。
5. How many square meters will you reserve? 你要预订多少平方米?
6. The booth reservation will be still executed according to "first reserve, first confirm, first pay". 展位预订仍将遵循“先预订缴费、先分配确认”的原则。
7. You should pay 50% of the rental to the Committee within 5 days. 你必须在5天内向委员会支付50%的租金。
8. This year the National pavilion will be arranged on the ground floor. 今年国家展团都将被安排在一楼。

2. 参展程序

1. I want to know how to participate in the exhibition. 我想知道怎样参展。
2. I have no idea about the participation procedure. 我对参展程序一无所知。
3. Can you tell me something about the participation procedure? 你可以告诉我参展程序吗?
4. To make exhibitor's registration as easy as possible, we offer three convenient registration methods: on line, by fax, or by mail. 为了参展商尽可能容易地登记,我们提供三种便利的登记方式:网上登记,传真登记和邮件登记。
5. If you'd like to register on line, you simply complete and submit online registration form. 如果你想在线登记,你只需要完成在线登记表并递交此表。
6. How can I get the exhibition registration form? 我怎样才能得到展会登记表?

7. How can I confirm my participation? 怎样确认我的参展申请呢?
8. You must submit your registration form in two weeks. 您必须两周内递交登记表。
9. The confirmation letter will be sent to you within 15 days on receipt of the Registration Form. 收到报名表后 15 天之内我们会将确认信寄给您。
10. After we receive the participation form, we will send out the confirmation letter. 在我们收到参展报名表后, 将会给您寄出参展确认通知书。
11. The sponsor will send the invoice to the exhibitor together with the exhibitor's manual. 主办商将会把发票连同参展手册一并寄给参展商。
12. If you'd like to know everything about the exhibition, just read the exhibitor's manual carefully. 如果你想了解有关展会的详细情况, 请仔细阅读参展手册。

3. 参展费用

1. It covers standard booth rental, daily cleaning and security services, free exhibitor's introduction printed on the exhibition catalogues. 参展费用包括标准展位租用费, 日常清洁, 保安服务及免费在会刊内印上参展商的介绍。
2. Each standard booth covers a show area, an eight-square-meter carpet, fascia board making, one negotiation desk and two chairs. 标准展位费用包括展出场地, 8 平方米地毯, 楣板制作, 洽谈桌一张, 两把椅子。
3. Each raw space covers a show area, security and cleaning service. 光地费用包括展出场地费, 保安费和清洁服务费。
4. What's the common principle of booth allocation? 展会安排基本原则是什么?
5. Once the payment is made, the participants are not allowed to withdraw. 一旦支付费用了, 参展者是不允许退展的。
6. You should pay the remaining amount off at the end of this month. 你必须在月底付清剩余款项。

7. After receiving the confirmation letter, please remit the exhibition fees to organizer's account within 10 days. 收到确认信后,请在 10 天之内将参展费汇入主办商的账户。
8. You will be charged with additional 20% of the total amount. 你还需支付总费用的 20% 附加费用。

4. 参展规定

1. Each of staff is required to hand in a two-inch photo taken recently for his badge. 每个工作人员需交 2 寸近照一张办理工作证。
2. If you are in need of extra decoration, you should submit the design sketch to us for approval. 如果你需要特别布局,你应将设计草图呈交给我们审批。
3. How many people are allowed in each booth? 每个展位限定多少人?
4. Why do the staff of every booth need to hand in a two-inch photo? 为什么每个展位工作人员需交一张 2 寸照?
5. The committee has the right to change the date or place of the fair. 委员会有权更改会展日期与地点。
6. Exhibitors' staff present at the exhibition must wear the badge issued by the organizer. 展会上参展商的职员必须佩戴由主办方颁发的工作证。
7. Children below 6 years old are not allowed to be taken into the exhibition hall. 6 岁以下儿童不允许带进展会厅。
8. Smoking is prohibited in the exhibition hall. 展会厅禁止吸烟。
9. The space only should be built according to the approved layout. 展位只能按照事先的规划来布置。
10. The gangways cannot be occupied during the exhibition. 展览期间,过道禁止占用。
11. The exhibitors have to abide by the regulations of the exhibition. 参展商必须遵守参展规定。



Situational Dialogs 身临其境

1. Registering and Confirming 参展登记与确定

Dialog 1

A: Mr. Smith, this year the culture and art fair will be arranged on the ground floor.

B: Really?

A: Of course, do you have any new ideas for the booth?

B: Last year, the show was so successful that everyone there was deeply impressed. This year, we would like to have the same location as the last show, if possible. The area will be larger than before because we'll bring many new art works here.

A: It's wonderful! The space is still available. It is 90 sqm.

B: That will be fine. What shall we do next?

A: You should pay 50% of the rental to the Committee within 7 days. The booth reservation will be still executed according to "first reserve, first confirm and first pay".

B: It's no problem.

A: On getting the rental, we will confirm the booth number with you and send the "Exhibitor Manual".

B: I've got it. We will fill out the form and send it back to you.

对话 1

A: 史密斯先生, 今年的文化艺术展将会被安排在一楼。

B: 真的吗?

A: 当然, 对于今年的展位您有什么新的想法吗?

B: 去年的展会非常成功, 给大家留下深刻的印象。如果有可能的话, 我希望今年的展位和去年是同一个位置。区域比去年大一些, 因为有很多新的艺术作品要带过来。

A: 太棒了! 这个位置还没被订走, 90平方米的样子。

B: 很好。接下来怎么做呢?

A: 您必须在7天内支付50%的租金。展会预订仍将遵循“先预订缴费, 先分配确认”的原则。

B: 没问题。

A: 收到租金后, 我们会与您确认展位号并给您一本“参展手册”。

B: 明白了。我会填好表格递交的。