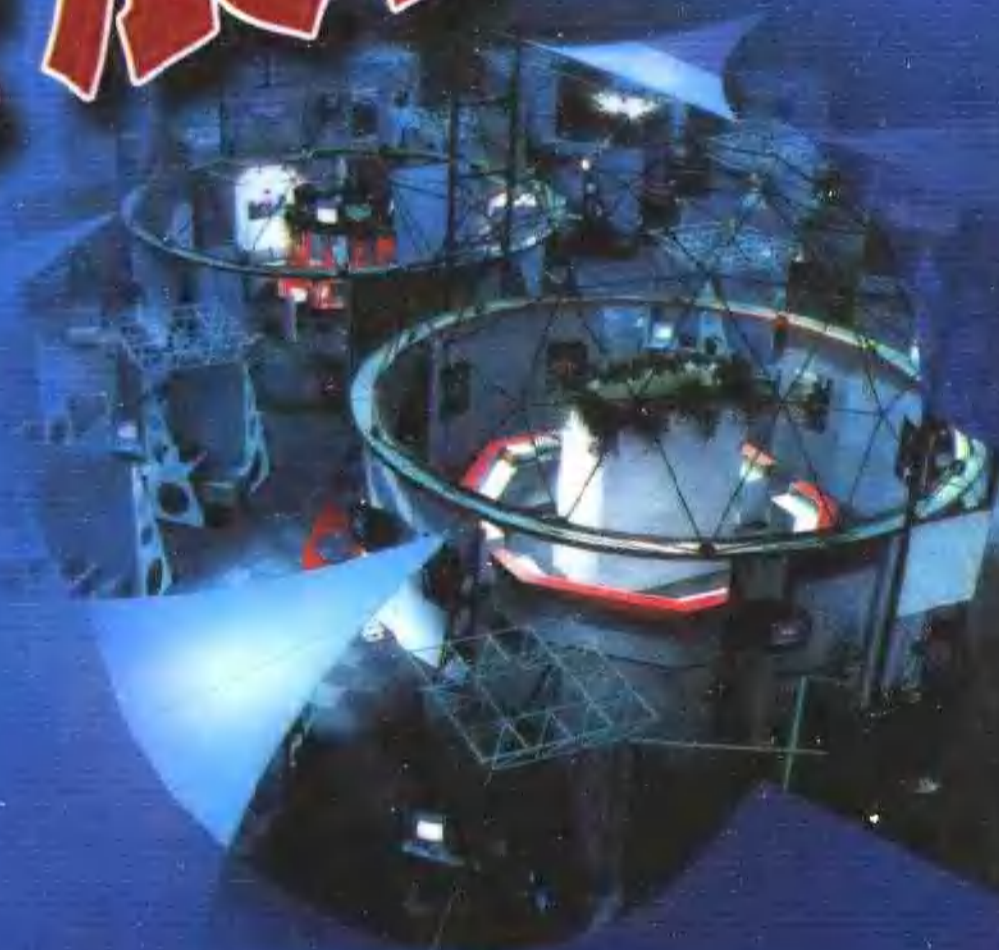


浙江省东方会展产业研究所 组编

*Convention
And
Exhibition English*

会展英语



沈银珍 孙 静 丁萍萍 吕尔欣 编著

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前 言

《会展英语》一书,以正在或即将从事国际会展行业的人士为对象,突出英语口语训练,适合具有一定英语基础的学习者。它可以作为大专院校会展专业英语教材,也可作为该行业英语爱好者的自学读本。

全书共分 18 个单元,内容包括:参展费用、介绍展览会、介绍展位、展品运输、展品保险、展位装饰、展位租赁、广告、展具租赁、投诉处理、展台接待、商务洽谈、价格商谈、订合同、撤展、展后联络、展览效展分析、商务信函等。1-17 单元以情景对话和短文阅读为主,每单元都配有 2-3 段情景对话,并列出重点句型,每篇阅读文章后都有单词注释。情景对话和阅读材料析后均有相关练习,帮助学生操练、交流与讨论,以提

高学生运用英语进行交际的能力。第18单元介绍商务信函的书写格式与要求,给出几种常用格式的范文,以便学生摹仿写作。附录部分收录了会展活动中一些常用的英语术语、国际展览专业部分网站,供学习者参考。

本书由丁萍萍策划,沈银珍、孙静主编,具体课文由沈银珍、孙静、丁萍萍、吕尔欣编著。全书由沈银珍和浙江大学美籍英语教师 Daniel Haug 主审;美国瓦尔普莱索大学 Fred Meyer 教授为本书提供了相关资料和网站,何志鹏先生也为本书提供了部分阅读材料,在此表示感谢。

由于编者水平有限,书中的错误和不当之处在所难免,敬请专家、读者予以指正,以便再版时更为完善。

编 者

2003 年 5 月

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Unit 1 Costs of Attendance

(参展费用)

Section One: Dialogue Drills

Before attending an exhibition, the clients would like to ask the organizer of the exhibition about the costs of attending it. So we can see how the participants and organizer of the exhibition express themselves.

Model Dialogues

1

Mr. Wang is a Sales Manager of a big textile company in the province. His company wants to get some information about the costs of attending an interna-

tional textile material exhibition , so he is calling Miss Zhang , a member of the organizing committee .

Miss Zhang : Hello, Organizing Committee of International Textile Material Exhibition. What can I do for you?

Mr. Wang : Hello. I'm the sales manager of a textile company. I'd like to know the expenses of attending your exhibition in March.

Z : Well, the average price of a standard booth is \$ 2000. This price varies according to its location and which floor it is on.

W : Can you lower the price of the spot?

Z : Of course. If you want to take part in the exhibition, we can give you some discounts according to the dimensions of your spot.

W : That's fine. May I know your name,

please?

Z: My name is Zhang Wei. I'll contact you if you leave your name and telephone number?

W: Sure. I'm Wang Qing, sales manager of Zhong Da Textile Company. My phone number is 88971219.

Z: Thank you.

2

Mr. Li is the vice general manager of a construction company. He is asking Mr. Huang, an organizer of the Construction Material Exhibition in September, about the cost of attendance. They have met before.

Mr. Li: Hello, Mr. Huang. This is Li Jun from Mingdi Construction Company. Do you still remember me?

Mr. Huang: Yes, Mr. Li. How are things going? You must be calling to ask about our construction exhibition. Would you like to participate this year?

L: That's right. What's the price for a booth this year?

H: A standard booth costs 4500 yuan. However, it is cheaper on the upper floor.

L: This is the third time we will take part in the exhibition. Can you give me a special price?

H: I know. Since you are our old customer, I'm going to give you the maximum discount.

L: Thank you. I'll sign up now. And the down payment will be sent to your account in a few days. I will discuss the exact booth with you later.

H: Any time.

3

Miss Jiang ' s company — Daqi Utensil Company — has never taken part in an exhibition before . This year , the company wants to participate in the International Household Utensil Exhibition . Therefore , Miss Jiang is calling Ms. Brown .

Ms. Brown: Hello, Organization Committee of the International Household Utensil Exhibition. May I help you?

Miss Jiang: Yes. My name is Jiang Ming. I' m from China Daqi Utensil Company. We have heard about the International Household Utensil Exhibition and we' d like to get some details about it.

B: The exhibition will be held from May 17th to May 23rd in Miami. It mainly caters to clients in the Mexican and African markets. It has been held for 32 years and we have been doing quite successfully.

J: Thank you for giving me this information. What about the expenses of taking part in this exhibition?

B: The price of every standard booth is \$ 2500.

J: If we want to participate, what should we do?

B: You must fill in a registration form and send us the fee as soon as possible.

J: Can we book a booth now?

B: Yes, you can. There are some booths left.

J: That's fine, thank you! Please reserve a booth for us. We will contact you as soon as possible.

B: OK. I'm glad to help you. Could you let me know how I can contact you if you

don't mind?

L: Sure. My phone number is 86 - 571 - 88566622.

Useful Expressions

A. I'd like to know the cost of ...?

Would you please tell me the price of ...?

What's the price for ... ?

How about the cost of ...?

What's your budget for ...?

Can you lower the price?

Can you give me a special price ?

Could you come up with a better discount?

B. The price of a standard booth is ...

Our budget for a standard booth is ...

The minimum/maximum cost for attending the exhibition is ...

The price varies according to ...

I'm sorry, I can't. That's the lowest I

can go.

C. I'd like to book the booth now.

This is the kind of booth I'm looking for. And the price is reasonable.

I'll take it.

Role – play

1. Work with a partner and play the roles of a participator and an organizer of an exhibition.
2. Suppose you are a sales person in a textile company. You are going to show your products in an exhibition. You want to know the cost of attending an exhibition. Make a dialogue.

Section Two: Reading and Discussion

Directions: Read the passages and answer the questions that follow.

Passage One

The price of a destination as a conven-

tion site is a critical marketing variable. Major convention destinations such as New York, London, Hong Kong, and Sydney are normally more expensive as the higher cost of real estate and facilities drives up the price of meeting space, accommodation, and the cost of other services. In recent years, so called "second - tier cities " have become more price competitive while still offering good meeting facilities in less congested but attractive environments. Second tier cities are suburbs of major cities or smaller cities that differ from first tier cities in the number of hotel rooms, the size of the convention center, and the city wide hotel rack rates.

Although clearly important, the prices of meeting and accommodation services are only one part of the total price of a destination. Marketers must also consider the accessibility and cost of transportation to the destination, local transportation, food ser-

vices, etc. To attract major conventions some destinations may subsidize the cost of the convention or offer assistance and services through the local CVB or association chapter, either free of charge or at a reduced cost. While prices cannot be set and controlled by a convention destination in quite the same way as occurs in other product contexts, it is nevertheless a significant marketing variable.

Notes

destination: *n.* the place to which someone or something is going to be directed

real estate: land, including all the natural resources and permanent buildings on it

drives up: force to increase in number, price, etc.

accommodation: *n.* to contain comfortably; have space for