

Unit 1 Preparations for Exhibitions



Unit Objectives

After studying this unit, you will learn:

As an organizer:

- how to choose the time for an exhibition;
- how to choose the venue for an exhibition.

As an exhibitor:

- why attend an exhibition;
- how to prepare for an exhibition.



Part I Organizer's Diary



During this period, I will:

- discuss the time for a new exhibition with colleagues;
- discuss the venue for a new exhibition with colleagues;
- write an invitation letter to exhibitors.



I. Lead-in Practice

Task 1 Vocabulary: Look at the pictures. Work with your partner and write out the complete English names of the exhibition buildings or logos.



1. _____



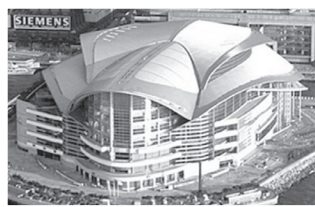
2. _____



3. _____



4. _____



5. _____



6. _____



Task 2 Brainstorming: Match the terms in column A with the definitions in column B.

A	B
organizer	someone whose job is to choose and buy goods for a large store, factory, or shop to sell
exhibitor	someone who visits a place or an event
buyer	a person or business that pays money to support an event
sponsor	a company that arranges for goods to be transported
contractor	the person or group who plans and arranges an event or activity
forwarder	a person or company whose job is to provide goods or to do work for another person, organization, company, etc. at a particular price
visitor	a person, company, or organization that has made or owns something shown in an exhibition



II. Reading

Passage 1

UFI and Exhibitions

UFI was founded in Milan, 1925 and created under the name “Union des Foires Internationales” (UFI) in French. It is now the world’s leading association of trade fair organizers, exhibition and convention centers, professional exhibition associations and industry partners. Up to 2011, it has more than 581 members from 84 countries.

The name change to “UFI”, accompanied by the tag line “The Global Association of the Exhibition Industry”, was decided upon by the General Meeting in Cairo, 2003.

According to UFI, the concepts of “fair”, “exposition” and “exhibition” are used similarly in informal speech. However, there are some conceptual developments which show the variability of today’s exhibition industry.

Fair comes from Latin “feria”, meaning “holiday”, as well as “market fair”, a periodic gathering for sale of goods, often with shows or entertainment, at a place and time fixed by custom.

Expositions and Exhibitions have always been combined with the display of goods and products.



Exhibitions differ from fairs in four major ways:

- Exhibitions are usually one-time events.
- Exhibitions are housed in permanent facilities built specifically for them.
- Although fairs are held regularly, they are not highly organized events. Exhibitions, on the other hand, are highly organized events.
- Exhibitions differ from fairs in the very way in which business is conducted. Goods are bought and sold at fairs. At exhibitions, commercial activity or selling of the displayed goods is not usually involved. However, inherent in displaying the goods is the hope of stimulating future sales.

World EXPO is the general name for various large expositions held since the mid-19th century. World expositions last from 3 to 6 months in duration, usually having themes based upon which pavilions are made to represent the country's interpretation on that theme.

Trade Fairs have been the primary marketing medium of exporting countries. The exhibits are confined to one industry or a specialized segment of a special industry.

Trade Shows are B-to-B (B2B) events. Companies in a specific industry demonstrate their new products and services. Generally trade shows are open to the public and are attended by company representatives and members of the press.

Consumer Shows (Public Shows) are events that are open to the general public. Exhibitors are typically retail outlets, manufacturers or service organizations looking to bring their goods and services directly to the end user.

Mixed Shows are a combination of trade and public shows. Exhibition organizers tend to open their trade shows to trade and to public visitors.



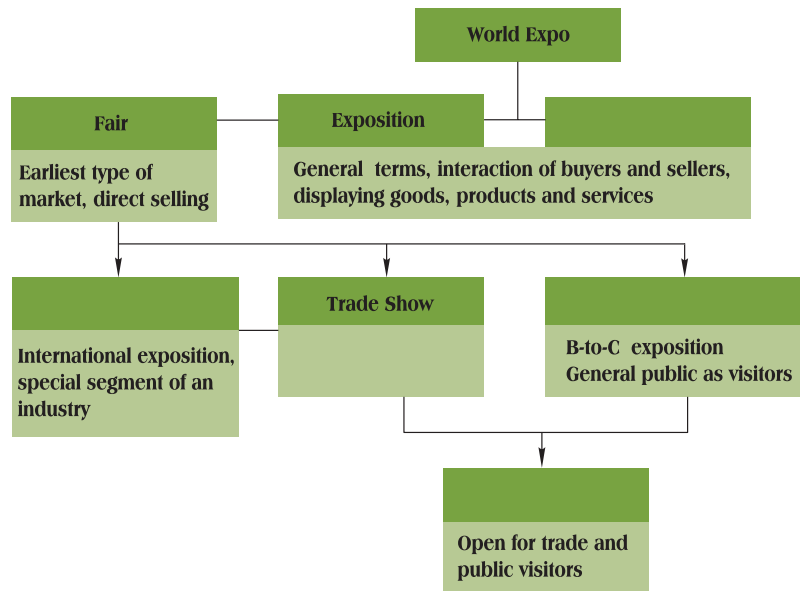
Notes

- * **tag line** a variant of a branding slogan typically used in marketing materials and advertising 标语; 口号
- * **inherent** *adj.* existing as an essential constituent or characteristic; intrinsic 固有的; 内在的
- * **pavilion** *n.* a usually temporary structure erected at a fair or show for use by an exhibitor 临时搭建的棚架或建筑物
- * **outlet** *n.* a store that sells the goods of a particular manufacturer or wholesaler 出售特定制造商或批发商的货物的商店

Task 1 Read the text and fill in the form below with the information from the text.

UFI (The Global Association of the Exhibition Industry)	
Founding time	
Founding place	
Initial name (French)	
Number of members	
Current name	

Task 2 Read the text again and fill in the diagram below with the information from the text.



Passage 2 

A Guide to Successful Exhibition Planning

As with any organized event which involves schedules and deadlines, the planning of an exhibition takes a lot of coordination and dedication to make it successful. There are various steps that need to be completed.



Setting up a Planning Committee

The first and most logical step in exhibition planning is assembling a team of people who have the necessary skills and experience. Once you have assembled your team, the next step is to 1 _____ an experienced exhibition coordinator.

Planning a Budget

An exhibition budget should be prepared through a 2 _____ process involving the sponsor, planning committee and coordinator. A budget is a listing of all 3 _____, funding sources and projected revenue.

Selecting a Venue and Negotiating Contracts

Choosing a suitable 4 _____ should be arranged as early as possible in order to avoid any last minute nightmare. The site should be located as centrally as possible with regards to your target audience. After selecting, it is a good practice to enter into a formal contract agreement with the venue, and the 5 _____ should be handled professionally.

Sourcing Exhibitors

Next in the planning process is finding potential exhibitors to take part in your show. Sending out personal 6 _____ is probably the most effective way to go.

Publicizing Your Exhibition

Publicity is of utmost importance in the planning of an exhibition. A sure-fire way of increasing the amount of interest in your show is to offer a diverse range of activities, such as seminars and interactive workshops.



Notes

- * **assemble** *v.* to bring or call together into a group or whole 集合或召集到一起
- * **revenue** *n.* all the income produced by a particular source 收入
- * **venue** *n.* a place for large gatherings 会场
- * **publicity** *n.* the act or process of disseminating information to gain public interest 宣传
- * **sure-fire** *adj.* bound to be successful or perform as expected 可靠的；一定能成功的
- * **seminar** *n.* a meeting for an exchange of ideas; a conference 研讨会；讨论会
- * **workshop** *n.* a period of discussion and practical work on a particular subject, in which a group of people share their knowledge and experience 研讨会；讲习班



Unit 1 Preparations for Exhibitions

Task 1 Read the text and fill in the blanks with the given words according to the context.

anticipated expenses
negotiations

appoint
thoughtful

invitations
venue

Task 2 Read the text again and answer the following questions.

1. What should be included in a budget?

2. What kind of place is suitable for an exhibition?

3. What is the most important thing in planning an exhibition?



III. Sample Study

A letter of invitation, or invitation letter, is a key business marketing letter that is typically used to invite clients or customers to participate in special business events.

It generally includes the following key elements:

- ❖ date, venue, and time of the event
- ❖ name of the person or organization sponsoring the event
- ❖ people to be invited
- ❖ type of the social event being held
- ❖ deadline for application or reply
- ❖ directions or a simple map if the location may be difficult to find



Here is a
sample.



Sample 1: Organizer to exhibitors

Invitation Letter

Dear Exhibitor:

We invite you to join SfN in Chicago, IL, Oct. 17–21, 2012, for this one-of-a-kind event which brings together scientists from around the globe to exchange ideas and debut cutting-edge research on the brain and nervous system.

Neuroscience 2012 promises to attract more than 30,000 attendees, providing you best opportunity to attract new prospects, introduce new products, and give product demonstrations to buyers in your field. The exhibit area is always a bustling marketplace for the latest and most innovative products and technologies in neuroscience.

Book Early to Save Money and Secure Your Space

Be among those who take advantage of this unparalleled marketing opportunity and book your booth space by May 15, the priority deadline, to receive the discounted booth fee.

Society for Neuroscience Annual Meeting Recognized by Industry Experts

The Society for Neuroscience annual meeting was ranked as having one of the best exhibit halls by scientists and exhibitors in research conducted by BioInformatics, LLC, a premier research firm in the life sciences market.

SfN's annual meeting was ranked No. 5 in *EXPO Magazine's* Top 25 Medical Shows list. *EXPO* provides strategies and solutions for trade show, convention, and corporate event management.

We look forward to welcoming you in Chicago, IL!

Yours Sincerely,
Leo Edward

Task 1 Fill in the form with the information from Sample 1.

Item	Content
Exhibition name	
Date	
Venue	
Purposes of exhibition	
Priority deadline for booth application	
Exhibition features	



Unit 1 Preparations for Exhibitions

Sample 2: Exhibitor to visitors

AML Mobiles Limited
 18, Pretty Park
 Hyderabad
 June 29, 2012
 Dear Mr. Ram,

It makes great happiness and pleasure for me to invite you to the AML Gadgets Expo, to be held in Skyway Exhibition Center, New York from January 14 to 16, 2013. For the convenience of everybody, the timings have been arranged between 9:00 am to 8:00 pm.

This exhibition is to provide an opportunity for everybody who is interested in AML gadgets to interact with one another. Our new products and demand in worldwide market will also be shown in the exhibition. Please be the part of this exhibition so that we can move to the successful venture together.

Booth Number: A-G-306, 307.

We look forward to meeting you at the venue.



Here is a
sample.

Sincerely,
Charles Gupta

Task 2 Fill in the form with the information from Sample 2.

Item	Content
Exhibition name	
Date	
Venue	
Purpose of exhibition	
Booth number	



IV. Situational Dialogs

Dialog one Discussing the exhibition time

Chris Davis: the Sales Manager of Saidel Group, a famous international convention and exhibition company

Lily Wang and Charles Zhang: Chris' colleagues in the Sales and Marketing Department



Task 1 Close your book and listen to the dialog.

Chris: Morning everyone. You know we will organize a new trade fair—Asia Spring Fair, which features a wide spectrum of light-industry products. And today we will choose a suitable time for the show. Lily, please take meeting minutes.

Lily: OK.

Charles: Organizing a new show is really hard, because few people want to attend a new show.

Chris: I know. That's why we should choose an appropriate time and venue.

Charles: As the name is Spring Fair, what do you think of the middle of March?

Chris: I'm afraid it will be too late. I prefer late February.

Lily: But the traditional Chinese Spring Festival may be in February. How about the middle of January? I think it is the best time slot before the launch of major trade fairs in Europe and the United States.

Chris: Sounds reasonable. The suppliers can accommodate the buyers' needs.

Charles: I agree. And there are many similarly themed trade shows held in Asia during January, which gather a large number of buyers in the region for sourcing products.

Chris: Yes. As the consumer products cycle shortens, international buyers are now sourcing more frequently. And January is the best timing for manufacturers to meet new buyers from around the globe.

Lily: Don't forget an old Chinese saying—A year's plan starts with spring. January is the beginning of the year, which provides buyers the most ideal time slot to source the latest products of the year.

Chris: Great. You should write down this sentence in our prospectus to promote our show.

Lily: No problem.

Task 2 Read the dialog again and recite the underlined expressions.

Task 3 Work in groups. Act as Chris Davis, Lily Wang and Charles Zhang and role-play the dialog.

Dialog two Choosing the exhibition venue

Chris Davis: the Sales Manager of Saidel Group, a famous international convention and exhibition company

Lily Wang and Charles Zhang: Chris' colleagues in the Sales and Marketing Department

Task 1 Close your book and listen to the dialog.

Chris: Last meeting was really productive and effective. We decided the time of the new



Unit 1 Preparations for Exhibitions

Spring Fair, and today we will discuss the venue of the fair.

Lily: We will organize it in Hong Kong SAR, right?

Chris: Sure. That means we have two options—Hong Kong Convention and Exhibition Center, or HKCEC, and AsiaWorld-Expo Hong Kong.

Charles: I think the former is better.

Chris: OK. Tell us your reason.

Charles: Location, of course, is a top priority. It is a magnificent, multi-use venue located right in the heart of Hong Kong on the famous Victoria Harbor.

Lily: However, location is not just important for the venue itself, but for its distance from such things as airports, bus stations, and the train station. The closer the venue is to such places, the easier it will be for people to come to the exhibition. So, I think AsiaWorld-Expo is better.

Chris: Yes, AsiaWorld-Expo is located right next to the Hong Kong International Airport and at the center of an efficient air, land and marine transport network.

Lily: And it boasts an in-venue MTR station.

Charles: I agree. But distance from hotels is another thing we should consider. Adjacent and linked to the HKCEC there are two world-class hotels and there are over 6,000 rooms within walking distance.

Chris: What's more, it is one of the largest multi-use venues in Asia and continues to be a globally recognized landmark in Hong Kong.

Lily: Our fair attracts international exhibitors and buyers. It is desirable that a trade fair venue should be closer to the airport. AsiaWorld-Expo's good location and facilities will create a great atmosphere to both exhibitors and buyers.

Chris: As far as facilities and infrastructural capabilities are concerned, I think both of them are great. When choosing a location for the exhibition, don't forget the budget and availability.

Lily: Right. I will check whether they are available in January.

Task 2 Read the dialog and recite the underlined expressions.

Task 3 Work in groups. Act as Chris Davis, Lily Wang and Charles Zhang and role-play the dialog.

Task 4 Simulation: Make up a dialog with your partner, taking the roles of Mr. Hemingway and Miss Yao.

Mr. Joe Hemingway is the Marketing Manager of an exhibition company, the organizer of a toy exhibition. He is discussing with his colleague Miss Yao about choosing the time and venue of a new trade fair—South China Toy Fair in Guangzhou.



Part II Exhibitor's Diary



During this period, I will:

- visit the exhibition center/hall in our city;
- assign tasks to colleagues before attending a show.



I. Lead-in Practice

Task

Work with your partner and collect your thoughts on the following questions.

1. What are the purposes of attending trade shows?

2. What should be considered before attending a show?



II. Reading

Why Exhibit at Trade Shows?

Exhibitions are one of the most effective media for establishing and maintaining customer relations. They allow a company or individual to showcase the latest products; they are also used by sellers to find buyers for their products and vice versa.

Making Connections

The primary benefit of attending a trade show is networking. Besides strengthening relationships with existing customers, developing new contacts and potential new business partners can help expand your business and build a database for your company. Trade shows are good places to expand customer awareness of your product or service. They allow you to save time and energy in working to get meetings to develop business relationships since both buyers and sellers are represented at trade shows.

Staying Updated on Industry Trends

Keeping abreast of current trends is another excellent reason to attend a trade show



Unit 1 Preparations for Exhibitions

in your industry. From new technological innovations to the fast-paced world of fashion, change is an essential element to virtually any industry. This is why understanding the ebb and flow of your industry requires you to keep a keen eye on what is old, new and on the horizon. Trade shows present the state of the art for an industry to both exhibitors and attendees. Therefore, exhibitions not only serve as a part of the marketing mix and provide an opportunity for the exchange of information, but also act as a medium for market research and development.

Scoping out the Competition

A trade show gives you, or your company, an opportunity to see what your competitors will be offering as a part of their future product line. This can be advantageous if, for example, your company is considering assigning funding to develop a product, the equivalent of which is about to be marketed by a competitor. You, as exhibitors, not only sell or promote but you can also compare your products to those of your competitors.

Keeping Your Name out There

Another important reason for attending trade shows is to reinforce your market position and brand message. If your company decides to be a no-show for the major trade shows, your absence itself may generate comments, likely negative ones. Rumors that your company is on the decline may not be true, but can become a self-fulfilling prophecy if the public and other businesses believe them and act accordingly.



Notes

- * **showcase** v. to exhibit, especially in an attractive or favorable aspect 展现, 展示
- * **network** v. to try to meet and talk to people who may be useful to you in your work 建立工作关系
- * **keep abreast of** to make sure that you know all the most recent facts about a subject 了解最新情况; 跟上 (某事物的发展)
- * **the ebb and flow** the repeated, often regular, movement from one state to another; the repeated change in level, number or amount 盛衰; 起伏
- * **on the horizon** likely to happen soon 很可能即将发生
- * **state of the art** the most modern or advanced techniques or methods 最新技术
- * **marketing mix** a business tool to assist in defining the marketing strategy 营销组合
- * **scope out** to examine in more detail; to take a closer look at 仔细研究
- * **reinforce** v. to make a structure or material stronger 加强
- * **prophecy** n. a statement that something will happen in the future 预言



Task 1 Read the text and fill in the form below with the information from the text.

Reasons for Attending	What Can an Exhibition Do or Help You Do?
Making Connections	<ul style="list-style-type: none"> ➤ To strengthen relationships with existing customers ➤ ➤ ➤
Staying Updated on Industry Trends	<ul style="list-style-type: none"> ➤ To present the state of the art for an industry ➤ ➤
Scoping out the Competition	<ul style="list-style-type: none"> ➤ To provide an opportunity to see what your competitors will be offering as a part of their future product line ➤
Keeping Your Name out There	<ul style="list-style-type: none"> ➤

Task 2 Search the Internet and find out more reasons for attending trade shows.

Here are some references:

- www.saudidownstream.com
- www.whichfranchise.net.au
- www.allworldexhibitions.com
- www.fraudconference.com
- www.intl-spectrum.com



III. Do It Yourself

Visit exhibition center(s)/hall(s) in your city and fill in the form according to the information you gather. If there is no exhibition center/hall in your city, search the Internet or the library in your school, and gather information of a famous exhibition center/hall.



Unit 1 Preparations for Exhibitions

Name of the Exhibition Center/Hall	
Location	
History	
Appearance and Design	
Transportation	
Advantages	
Facilities	
Successful Events	



IV. Situational Dialogs

Dialog Discussing attending a show

Stella Li: the Marketing Manager of Desheng Toys Co., Ltd.

Lisa Su and Martin Zhao: Stella's colleagues in the Sales and Marketing Department

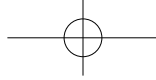
Task 1 Close your book and listen to the dialog.

Stella: Our company decides to attend trade shows to promote our products next year. You know that trade shows are more and more recognized as a major segment of a company's marketing mix.

Martin: Oh, yes. They are an incredibly effective promotion and sales tool for small- and medium-sized businesses like us. We not only sell products but also compare our products with those of our competitors.

Lisa: Sounds exciting! We have chances to meet our customers and competitors in one place at the same time.

Martin: What are our major goals for participation? There are many objectives for exhibiting, like selling products, launching new products, researching the market. What's more, we can make use of the chance to increase brand awareness and reinforce our company's image.



- Stella:** Selling products and reinforcing our company's image are our major purposes.
- Martin:** OK. We should search for some trade shows and try to select the best show for our purpose.
- Stella:** Yes. Martin, please do some research on trade shows in our industry, and submit a report this Friday.
- Martin:** No problem.
- Lisa:** Stella, what's the budget of attending trade shows?
- Stella:** Good question. Once we choose a particular trade show, we will plan our budget.
- Lisa:** I think the budget should be calculated based on the expected costs and must be defined before the trade show participation is contracted.
- Stella:** Sure. We will calculate the costs and number of people for the event, and then list all the things we need to do before and during the show.
- Lisa:** We'd better take advantage of early-bird discounts on booth space, travel and hotel accommodations.
- Martin:** How many of us will attend the show?
- Stella:** Four, I think. We have a lot of things to do, for example, preparing equipment, booking a booth, booking travel tickets and accommodation.
- Lisa:** Don't forget to plan our trade show displays, and advertise by inviting our clients, customers and suppliers.

Task 2 Read the dialog again and recite the underlined expressions.

Task 3 Work in groups. Act as Stella Li, Lisa Su and Martin Zhao and role-play the dialog.

Task 4 Simulation: Make up a dialog with your partners, taking the roles of Mr. Ford, Miss Lau and Mr. Lin.

Mr. Douglas Ford is the Marketing Manager of New-Tech Company. Miss Carol Lau and Mr. George Lin are Mr. Ford's colleagues. They are planning to attend the 15th China High-Tech Fair.



Project: Writing and Replying to an Invitation Letter

Step 1 Work in groups of four. Log on to the following websites to search for information of a trade show you are interested in.

- www.tsnn.com
- www.eventseye.com
- www.thetradeshowschedule.com
- www.hktdc.com

Step 2 Two students write an invitation letter of the event either to exhibitors or to visitors in paper form involving all the key elements, as listed in Sample Study.

Step 3 The other two students write a reply letter (to accept or decline the invitation).

Acceptance:

- compliments
- accepting the invitation
- confirming the date, venue, and time of the event

Decline:

- compliments
- declining the invitation
- giving reasons (inconvenience of time, attending other exhibitions, no budget, etc.)

Step 4 Give an example of the invitation letter and reply letter of your group in class next time.

Step 5 Give comments on the invitation and reply letters of other groups in terms of content and creativity.