

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 learn:

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



I. Lead-in Practice

Task 1 Vocabulary: Look at the pictures. Match the pictures on the left with the equivalent information about exhibition centers on the right.

	<p>National Exhibition and Convention Center (Shanghai)—Shanghai, China 500,000 m² indoor space and more than 100,000 m² outdoor space</p>
	<p>Shenzhen World Exhibition & Convention Center (Shenzhen World)—Shenzhen, China 400,000 m² indoor space (500,000 m² planned in the long term) and 19 halls</p>
	<p>Deutsche Messe—Hannover, Germany 392,453 m² indoor space and 58,000 m² outdoor space, 24 halls and pavilions</p>
	<p>Messe Frankfurt—Frankfurt, Germany 11 exhibition halls for a total surface area of 400,000 m² as well as 59,500 m² outdoor space</p>

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	<p>Kunming International Convention and Exhibition Center—Kunming, China 353,000 m² indoor space and 147,000 m² outdoor space</p>
	<p>Crocus Expo International Exhibition Center—Moscow, Russia 366,100 m² indoor space and 219,000 m² outdoor space</p>

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 company that pays for an event in exchange for the right to advertise at that event
sponsor	a company that arranges for goods to be transported
contractor	a 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 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 2022, 820 member organizations in 86 countries and regions around the world are signed up as members, and more than 909 UFI approved (international) events proudly bear the UFI approved label.

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.

Exhibition comes from the Latin word “expositio”, meaning “displaying” or “putting on a show”. 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, however, 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, the commercial activity or selling of the displayed goods is not usually involved. However, the inherent purpose of displaying the goods is to hopefully stimulate 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 B2B (Business to Business) 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.

Virtual Fairs appeared in the 1970s when Internet use became widespread. Possible advantages include the elimination of usual trade show time constraints, space factors and exhausting, long-distance travel.



Notes

- * **tag line** a variant of a branding slogan typically used in marketing materials and advertising (广告中的) 主题句
- * **inherent** *adj.* existing as an essential constituent or characteristic; intrinsic 固有的; 内在的
- * **pavilion** *n.* a temporary structure erected at a fair or show for use by an exhibitor 展馆; 展室
- * **outlet** *n.* a store that sells the goods of a particular manufacturer or wholesaler 专营店; 经销店
- * **elimination** *n.* the process of removing something 消除; 清除
- * **constraint** *n.* something that controls what you do by keeping you with particular limits 限制; 约束

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	
Tag line	

Task 2 Read the text again and tick the features of the two concepts according to the text.

	Exhibition	Fair
Coming from Latin “feria”		
Coming from Latin “expositio”		
Usually one-time events		
Being housed in permanent facilities		
Being held regularly		
Not being highly organized		
Being highly organized		
Goods being bought or sold		
Displaying goods to stimulate future sales		

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 regard 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；召集
- * **revenue** n. all the income produced by a particular source (总) 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.* certain to succeed 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 研讨班; 讲习班

Task 1 Read the text and fill in the blanks with the given words and phrase 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 printed invitation or invitation email letter is a key business marketing tool 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 the 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 to exhibitors

Dear Exhibitor,

We invite you to join the 19th Qingdao International Furniture Fair, May 19-22, 2022, co-sponsored by China National Forestry Machinery Association, Shandong Furniture Association and Shenzhen Furniture Industry Association. The event is ranked among the highest profile fairs of its kind in the furniture and interior decoration fields in Asia.

QIFF 2022 promises to attract more than 350,000 attendees, providing you the best opportunity to attract new prospects, introduce latest designs and products, and give product demonstrations to buyers in your field. You can directly communicate with your future partners in the efficient and comfortable setting of a modern business oriented trade show.

We give you the possibility to take advantage of our EXHIBITOR PROGRAM and get free multiple entrance tickets, business tickets for your clients/partners, free catalogs and all necessary lists, contacts, and information regarding hosted buyers.

Please just confirm you are interested by replying to this email: Qiff@163.com and you will get all necessary information ASAP.

Booth booking deadline: please contact us by the end of March 2022.

Yours Sincerely,
Amber Li

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

Item	Content
Exhibition name	
Date	
City	
Expected number of attendees	
Priority deadline for booth application	
Exhibition rank	



Here is a
sample.

Sample 2: Exhibitor to visitors

Hark Machinery Limited
28, Linden Park
Hyderabad
June 29, 2023
Dear Mr. Jones,

The Garment Technology Expo will be held in NSIC Exhibition Complex, New Delhi, India from Sept. 3 to 6, 2023. For the convenience of everybody, the timings have been arranged from 9:00 am to 5:00 pm.

This exhibition is to provide an opportunity for everybody who is interested in our products to interact with one another. During the exposition, Hark will exhibit the world's first Hark Computerized Single Head Quilting Machine, Hark Automatic Tufting Machine, and Hark Five-in-one Special Embroidery Machine. We cordially invite you to join us and visit us at Booth W408, W409.

We look forward to meeting you at the venue.

Best Regards,
Stella Blackwell

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 Exhibition Co., Ltd., 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 will 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 good. 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 Exhibition Co., Ltd., 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 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.
- 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, multiuse 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 stations. 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 transportation 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 multiuse 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 Ms. Yao.

Mr. Joe Hemingway is the Marketing Manager of an exhibition company, the organizer of a toy exhibition. He is discussing with his colleague Ms. Yao about choosing the time and venue of a new trade fair—Hong Kong Toys & Games Fair in Hong Kong, China.

Event Info.: Hong Kong Toys & Games Fair 香港玩具展（香港）

Organized by the HKTDC (Hong Kong Trade Development Council) and held at the HKCEC (Hong Kong Convention and Exhibition Center) annually in January, Hong Kong Toys & Games Fair is the largest toy industry event in Asia and the second largest in the world. It features over 2,000 international exhibitors and caters to the needs of buyers from around the world.

Part II Exhibitor's Diary



During this period, I will learn:

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



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 an 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 products or services. 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

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 your products but you can also compare your products with 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；陈列
- * **networking** *n.* the practice of meeting and talking to people who may be useful to you in your work 建立人际关系网
- * **keep abreast of** to make sure that you know all the most recent facts about a subject 了解某事物的最新情况
- * **the ebb and flow** the repeated, often regular, movement from one state to another; the repeated change in level, number or amount 涨落；起伏
- * **on the horizon** likely to happen soon 即将发生的
- * **state of the art** the most modern or advanced techniques or methods 前沿动态；最新进展
- * **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 了解；查清；探明
- * **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 Trade Shows	What Can an Exhibition Do or Help You Do?
Making connections	<ul style="list-style-type: none"> ➤ To strengthen relationships with existing customers ➤ To develop new contacts and potential new business partners ➤ ➤
Staying updated on industry trends	<ul style="list-style-type: none"> ➤ To present the state of the art for an industry ➤ ➤ To act as a medium for market research and development
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.



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 on a famous exhibition center/hall.

Name of the exhibition center/hall	
Location	
History	

(To be continued)

(Continued)

Appearance and design	
Transportation	
Advantages	
Facilities	
Successful events	



IV. Situational Dialogs



Dialog Discussing attending a show

Stella Li: the Marketing Manager of Teicheng 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 a trade show?

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 accommodations.

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, Ms. Lau and Mr. Lin.

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

Event Info.: China Hi-Tech Fair 中国国际高新技术成果交易会 (广东·深圳)

Renowned as "the No.1 Technology Show in China", China Hi-Tech Fair (CHTF) is the largest and most influential scientific and technological fair in China. CHTF has been held annually in Shenzhen since 1999 which is co-hosted by Ministries and Commissions of the national government and Shenzhen Municipal People's Government.

Project: Writing and Replying to an Invitation Email

Step 1 Work in groups of four. Search the Internet for information on a trade show you are interested in.

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

Step 3 The other two students write a reply email 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 email and reply the email of your group in class next time.

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