



录

CONTENTS

Unit 1	Preparations for Exhibitions	1
Unit 2	Exhibition Promotion and Enquiry	19
Unit 3	Booth Sale and Application	37
Unit 4	Booth Design and Construction	55
Unit 5	Exhibition Services and Booth Reception	71
Unit 6	Dismantling and Follow-up Contact	87
Unit 7	Virtual Exhibition Organizing and Attendance	103
Unit 8	Conference Organizing and Attendance	121

Appendix I	Self-assessment Form	140
Appendix II	Peer Assessment Form	141
Appendix III	Teacher Assessment Form	143