

# 「100 年度會議專業人員進階認證考試」 展覽英語試題

說明：請將答案書寫在答案卷上，不必抄題，但務必要標明題號，否則不予計分。

## 第一部分：閱讀測驗（60%）

### PART ONE: Question 1-5 ( 3 points each)

- Look at the excerpt of a telephone call between a PEO and an official contractor below. They discuss the booth design for a major manufacturer for a bicycle trade show.
- For each statement please mark T (True) or F (False) in your answer sheet. Be sure your answers are properly numbered.

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PEO</b>        | My customer decided to book a peninsular booth and part of the outside track to give prospects the opportunity to use the bicycles.                                                                                                                                                                                                                                                                                    |
| <b>Contractor</b> | How big will the booth be and do they plan to register for an end-cap booth?                                                                                                                                                                                                                                                                                                                                           |
| <b>PEO</b>        | They want to send at least 4 sales reps and need ample space for the bicycles. I believe it should be at least 30 m <sup>2</sup> open space and the same size for negotiation and display. They haven't decided yet whether they want to pay the extra fee for an end-cap. What about storage? Does the organizer supply extra space for the crates etc.?                                                              |
| <b>Contractor</b> | Yes, they do depending on the size and type of the booth. It will not be more than 10% of the booth size though. Otherwise there is an additional charge to pay, which is quite high.                                                                                                                                                                                                                                  |
| <b>PEO</b>        | That should suffice. They have displays from last year that need reworking and new light fixtures. Do you offer that kind of service or do we need to hire a subcontractor?                                                                                                                                                                                                                                            |
| <b>Contractor</b> | No problem. We have an electrician on site, but the exhibition organizer reserves the right to install fixtures that exceed 3 m in height. As for the displays, the material used and the state the displays are in decide whether it is worthwhile or whether the company should just acquire new displays. Usually old displays visually don't represent the newest trends in the industry. When can we have a look? |

|              |                                                           |
|--------------|-----------------------------------------------------------|
| <b>0. F.</b> | <b>Example:</b><br>The booked booth is open on two sides. |
|--------------|-----------------------------------------------------------|

1. \_\_\_\_\_ The difference between a peninsular booth and an end-cap booth is that both are open on three sides but the end-cap booth comprises of two booths combined.
2. \_\_\_\_\_ The bicycle manufacturer wants to book a booth with 40 m<sup>2</sup> including display.
3. \_\_\_\_\_ The exhibition organizer charges an extra fee in case the exhibitor wants to store crates in the booth.
4. \_\_\_\_\_ The official contractor has to get permission from the exhibition organizer when they want to fix lights higher than 3 m.
5. \_\_\_\_\_ Does the contractor recommend the exhibitor to get new displays because the old displays are out of fashion?

**PART TWO: Question 6-15 (2.5 points each)**

- Read an excerpt of the security regulations at an exhibition center in Montreal, Canada.
- Choose the best word for each gap and mark one letter (**A, B, C** or **D**) in your answer sheet. Be sure your answers are properly numbered.

**Construction and Placements of Booths**

- A.** Booths and displays should be installed and operated without obstructing:
- **(6)** \_\_\_\_\_ to any exit or visibility of any exit;
  - The width of any exit;
  - The visibility of any exit sign.
- B.** No part of an object displayed should **(7)** \_\_\_\_\_ to an aisle or corridor designated as such.
- C.** Booths of **(8)** \_\_\_\_\_ constructions should be a nominal thickness of more than ¼ inch (6 mm) or be fireproofed with Gardex.
- D.** The minimum width of aisles serving **(9)** \_\_\_\_\_ exhibits and displays is 10 feet (3 m).
- The minimum width of aisles serving booths and exhibit displays at trade shows is 8 feet (2.4 m).
- E.** Any installation with a ceiling, rigid roof, membrane, fabrics or any other material of which surface is more than 300 square feet must be **(10)** \_\_\_\_\_ automatic sprinklers or **(11)** \_\_\_\_\_ the approval of the Security Department of the Palais des Congrès de Montréal.

F. The stages for services, shows or speech (training course) of more than 300 square feet can not be used as shelter for a person or storage place of flammable material. Should this happen, the installation of sprinklers is **(12)**\_\_\_\_\_.

G. A **(13)**\_\_\_\_\_ clearance of 18 inches (45 cm) is required under the sprinkler heads.

#### **Ignition sources**

H. Unless there is a regulator or control device to **(14)**\_\_\_\_\_ the risk of fire or explosion, it is forbidden to produce open flames, sparks or heat using an ignition device or during an activity. The proposed control device must be submitted to the Security Department for approval.

I. Use of candles and paraffin lamps are subject to a request for approval by the Security Department. They should be mounted on non-combustible (non-floating) supports and be placed in a container or candle holder ideally exceeding 1.5 inches (3.8 cm) the height of the flame, so that the flame does not accidentally enter into contact with combustible materials (tablecloths, etc.). It is **(15)**\_\_\_\_\_ to use vegetable oil as fuel.

6.\_\_\_\_ A. Entrance B. Adjacent C. Access D. Admission

7.\_\_\_\_ A. develop B. extend C. amplify D. continue

8.\_\_\_\_ A. tree B. wood C. woods D. woodland

9.\_\_\_\_ A. civil B. public C. mutual D. protected

10.\_\_\_\_ A. equipped with B. equipped C. equipped from D. equipped out

11.\_\_\_\_ A. achieve B. win C. obtain D. access

12.\_\_\_\_ A. important B. superfluous C. unnecessary D. mandatory

13.\_\_\_\_ A. bottom B. maximum C. smallest D. minimum

14.\_\_\_\_ A. eliminate B. get rid C. cancel D. throw

15.\_\_\_\_ A. off limits B. permitted C. forbidden D. barred

**PART THREE: Question 16-20 (4 points each)**

- Read the excerpt of the exhibition manual from the Bali International Convention Centre (BICC).
- For each statement, choose the best ending and mark one letter (**A, B, C** or **D**) in your answer sheet. Be sure your answers are properly numbered.

**Standard Requirements for General Contractors**

- a)** All workers (exhibition contractors) must wear a uniform (properly attired complete with identification of their company) and acquire the BICC security pass and display the pass in a prominent position while working in the BICC. Passes are available in the Security Office.
- b)** Only designated service entrances and elevators are to be used for transportation of workers and materials.
- c)** All workers must bring their own tools. The Centre's equipment shall not be used unless prior approval has been obtained.
- d)** Use of guest's facilities is strictly prohibited and workers are not allowed to loiter in guest's areas.
- e)** Smoking inside the exhibition halls during the contraction works is highly prohibited.
- f)** All materials used, method of installation and structural fitness must comply with all local safety codes; any temporary structure should not be installed in such a way that hinder or obstruct the operation of the Centre's fire and safety routes and equipment.
- g)** Contractor(s) will not permit any damage to the Centre's building or any part thereof, nor shall any alterations to the structure be allowed. Hacking, drilling, nailing, adhesive or devises of any description likely to deface or damage walls, floor, furniture and furnishing are not allowed on Centre's finishes.
- h)** Contractor / Stand Builder shall protect, defend, pay on behalf of, save and hold harmless BICC, affiliated companies and their employees against and from all claims, damages, losses and expenses. However, the same may be caused by reason of any suits, claims, judgement or cause of action initiated by any person arising directly or indirectly out of the performance of the work by the Contractor(s).
- i)** All construction debris or garbage generated in exhibition areas should be collected and disposed of by the Exhibition Contractor or Stand Builder on a daily basis and the BICC refuse compartments should not be used.
- j)** Naked flames and any other temporary electrical fittings are strictly prohibited.
- k)** The exhibition and contractor will be charged for all repair costs and cleaning resulting from setting and dismantling or during the event itself.

**16. \_\_\_ Uniforms and security passes must be worn by**

- A.** the Contractor's employees working at the exhibition.
- B.** everyone entering the exhibition grounds.
- C.** all employees of the Contractor entering the exhibition.
- D.** everyone working at the exhibition grounds.

- 17.\_\_\_\_ **Service entrances must be**
- A. available to every worker at the exhibition.
  - B. open to the general public.
  - C. ready for use by trucks.
  - D. marked as allocated for use by contractors.
18. \_\_\_\_ **The Contractor is not allowed to hamper fire and safety measures**
- A. when a fire breaks out and the fire trucks move in.
  - B. during the entire time the exhibition lasts.
  - C. at all times e.g. by using materials approved by regional rules and regulations.
  - D. in case they damage or deface any surface of the Centre's building or any part thereof.
- 19.\_\_\_\_ **In which of the following events will the Contractor NOT be held accountable by BICC?**
- A. An employee of the Contractor damaged a display in the booth, which had to be replaced completely.
  - B. The Contractor lost the key to the company truck and could only move it out of the exhibition hall after three hours.
  - C. A part of a display was unloaded by the Contractor in an aisle and subsequently a BICC truck was damaged by an employee of BICC.
  - D. A BICC electrician was injured in the booth because of his own fault.
- 20.\_\_\_\_ **The Contractor has to remove all construction waste on a daily basis**
- A. in case BICC has not enough manpower available.
  - B. and deposit it at the designated waste disposal area.
  - C. taking it off the exhibition grounds for discarding.
  - D. or at the end of the construction period

## 第二部分：英譯中（20%）

Site selection is getting more important and more complex. There are more options today for event producers in terms of cities, venues and hotels. A 2010 survey indicates that seventy-five percent of shows say they have changed their site selection process due to the economic recession, and 64 percent of these show producers say the changes will last more than two years.

The biggest change from the economic downturn is that over half of show producers are looking for value locations and lower costs for venues, hotels and services. Forty-six percent said they are booking smaller hotel room blocks.

Among factors considered, hotels, not convention centers, have been the key way shows differentiate cities for years, but that airport capacity and airfares has become so critical is new.

## 第三部分：中譯英（20%）

展覽產業涉及範圍相當廣泛，若以構成核心來看，其供應鏈可大致分為展場、展覽主辦單位及周邊協力廠商三大部分。而籌辦國際展覽需要各方面專業人才的結合，其中的靈魂人物為專業展覽籌辦者。近年來國內會展人才培訓課程不斷增加，除了政府開辦的課程外，公協會及學校也積極投入會展人才培訓。幾年下來，各種會展課程培育的人才已超過一萬人。