

「101 年度展覽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 phone conversation between the Marketing Manager of an exhibiting fashion house from Taiwan and a PEO below. They discuss brand recognition for the booth at a trade show for women's wear and accessories in Duesseldorf, Germany.
- For each statement please mark T (True) or F (False) in your answer sheet. Make sure your answers are properly numbered.

Exhibitor	What are your recommendations for increasing our brand awareness at the booth at the Igedo?
PEO	As you have only a 24 m ² booth and are new to the Igedo, I would recommend you to be bold.
Exhibitor	What do you mean with 'bold'? We can't invest too much as we don't know whether customers will accept our style and our products.
PEO	It doesn't have to be a major part of your costs. But I mean that your name and logo as the most important carriers of brand recognition have to play a predominant role in your booth decoration.
Exhibitor	That won't be easy with only a terrace booth.
PEO	I agree. With only about 4 m of exposure we have to be creative. I would suggest not only a banner on the open side, but also a banner at least 1 m high along all the walls in the booth repeating the brand name and logo throughout.
Exhibitor	How much would that cost?
PEO	I will get some quotations, but I am sure it is within your budget.

0. T .	Example: The booked booth is open on one side.
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- _____ The exhibitor wants to increase the number of customers.
- _____ The PEO recommends using the company slogan to become more widely known.
- _____ The exhibitor fears that customers might not like their range of clothes.
- _____ According to the PEO, the logo does not need to be shown as important part of the marketing strategy.
- _____ The PEO recommends placing the brand name and logo on three walls plus the side of the booth where visitors pass by.

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

- Read an excerpt of the *International Test Exhibition*.
- Choose the best word for each gap and mark one letter (**A**, **B**, **C** or **D**) in your answer sheet. Make sure your answers are properly numbered.

EXHIBIT RULES & REGULATIONS

The rules and regulations governing the exhibit are an **(6)**_____ part of your contract for space. While some may seem at times to be **(7)**_____, they have been established for the protection of everyone. The overriding principle contained in these rules is equity for all. In processing an application agreement to exhibit and in order to **(8)**_____ with rules and regulations, please understand that all Exhibitor Bulletins, the Exhibitor Manual and all correspondence are duly made part of the contract.

ITC Exhibit Management shall have the sole and final **(9)**_____ in the interpretation of these rules and their application. In the event of **(10)**_____, ITC Exhibit Management shall have the authority to establish penalties, including removal from the current Exhibition and exclusion from future Exhibitions. ITC Exhibit Management **(11)**_____ the right to amend these rules and regulations or to make additions.

Signs:

- No signs or graphics may be placed outside the booth area. Under certain circumstances and with ITC Exhibit Management **(12)**_____ written approval, display material may be placed around posts or pillars entirely contained within the boundaries of the booth, but not directly adhered to these structures.
- All signs, posters and graphics must be professionally lettered. ITC Exhibit Management reserves the right to change or remove signs at exhibitor's expense that do not conform with the overall high quality of the Exhibition as defined in the rules and regulations. Large signs may require a Fire Retarding Certificate
- High signs are permitted only in perimeter booths, peninsula, island, split-island and cross-aisle booth configurations.

Restrictions:

Peninsula, Split Island, and Island booths only:

- Signage must be a minimum of 1.50 meters from any adjacent booths
- Maximum height from hall floor to top of sign: 6 meters **(13)**_____ on any height/rigging restrictions
- Minimum clearance from hall floor to bottom of sign: 3 meters
- Possible weight and height restrictions depending on area
- All signs should be **(14)**_____ of lightweight materials to allow for greater flexibility and ease of installation
- Hanging canopies, ceilings, or closed-bottom signs may **(15)**_____ special fire protection measures in the exhibits beneath them

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|----------|----------------|--------------|----------------|----------------|
| 6._____ | A. integrating | B. included | C. integral | D. related |
| 7._____ | A. contrary | B. likely | C. restrictive | D. related |
| 8._____ | A. comply | B. obey | C. abide | D. perform |
| 9._____ | A. influence | B. authority | C. power | D. author |
| 10._____ | A. violence | B. breach | C. violating | D. violations |
| 11._____ | A. reserves | B. keeps | C. supplies | D. reservation |
| 12._____ | A. before | B. prior | C. after | D. former |
| 13._____ | A. depended | B. counting | C. provided | D. depending |
| 14._____ | A. connected | B. founded | C. constructed | D. located |
| 15._____ | A. necessitate | B. call | C. necessary | D. ask |

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

- Read the excerpt of the exhibition preparation guide from the *Electronic Design and Solution Fair in Yokohama*.
- For each statement, choose the best ending and mark one letter (**A**, **B**, **C** or **D**) in your answer sheet. Make sure your answers are properly numbered.

Set-up

1. Exhibition materials should be set up between 8:00 a.m. to 6:00 p.m. on Thursday, January 24 and Friday, January 25, 2013.
2. A vehicle sticker is required to gain access to the show premises. This sticker is valid only for the time period mentioned above, and will not be usable on other days.
3. Under normal circumstances, materials brought into the exhibition site cannot be taken out until the end of the exhibition period.
4. Each exhibitor is responsible for arranging transportation of the exhibition materials into the show site, and for preparing necessary equipment, machinery or tools for transportation. Such equipment will not be provided by Show Management.

Load-out

1. Removal of the exhibition materials should be carried out from 6 p.m. to 10 p.m. on Sunday, January 27, 2013.
2. Vehicle stickers will be issued for access to the show premises for vehicles used to carry items out. This sticker is valid only for the load-out day; vehicle entrance with this sticker will not be allowed at other times.
3. All vehicles should wait in the designated waiting area. At the waiting area, they will receive a Removal Order Number Ticket from exhibition staff. Wait for and follow instructions from the exhibition staff referring to the Removal Order Number. Vehicles will have no priority in line if they do not have a Removal Order Number

Ticket, are waiting in the wrong area or are not ready at the specified escort time.

4. Vehicles without a Removal Vehicle Sticker are requested to wait until all vehicles with the sticker enter the show premises.
5. All staff must wear either the exhibitor badges or staff badges when entering the show premises.
6. The Management Office will not be responsible for any damage to exhibits left at the show site after 10:00 p.m. on Sunday, January 27, 2013. Please note that if removal has not been completed by this time, the exhibitor responsible should pay a surcharge corresponding to the show site rent overcharge.

16. ____ The booth must be constructed

- A. within 20 hours beginning 8:00 a.m. on Thursday, January 24, 2013.
- B. within 34 hours beginning 8:00 a.m. on Thursday, January 24, 2013. .
- C. within 48 hours beginning 8:00 a.m. on Thursday, January 24, 2013.
- D. within 58 hours beginning 8:00 a.m. on Thursday, January 24, 2013.

17. ____ The exhibition materials must

- A. be completely left on site until the end of the show.
- B. be taken out of the exhibition site until the end of the show.
- C. be cleared at any time the exhibition.
- D. be completely left on site after the end of the show.

18. ____ Show Management

- A. will supply machinery for exhibitors to use at their booth.
- B. will not supply tools for contractors to use for constructing the booth.
- C. will not supply any means of transporting equipment for exhibitors.
- D. will not supply equipment for installing materials at the booth.

19. ____ Removal Order Number Tickets

- A.. entitle the vehicle to enter the exhibition premises when it is their turn.
- B.. are not necessary if the vehicle is first in line.
- C.. entitle the vehicle to enter the exhibition premises first.
- D.. are necessary to enter the designated waiting area.

20. ____ Responsibility for Damage to Exhibits

- A. is taken on by the Management Office if the damage was caused by the organizer after removal.
- B. is not taken on by the Management Office if the damage was caused by the exhibitor during removal.
- C. is taken on by the Management Office if the damage was caused by another exhibitor.
- D. is not taken on by the Management Office if the damage occurred after the official removal period.

第二部分：英譯中(20%)

Technology is bringing new tools to the MICE industry. Similar to other industries, new technologies are being introduced to the MICE community all the time, and are fundamentally changing the way they work, communicate and do business. For example, the adoption of social media platforms by MICE professionals has increased significantly over the past few years. According to a recent survey, 71% of MICE organizers are now using Facebook for networking or marketing, up 11% from 2010, while Twitter usage has risen by 14% to 41%. The survey also confirmed the growing popularity of the iPhone, with 72 % of respondents using the mobile device to utilise the free event venue Wi-Fi, compared to 23% who used iPads and a lowly 9% who used Blackberries.

第三部分：中譯英(20%)

國家發展會展產業時，不能只考量會展產業的本身所能創造的經濟效益，而是應該由城市發展的角度全面評估。如果能從城市發展的思維出發，就能夠有效透過發展會展產業提升城市的國際競爭力，以爭取全球專業及商業人士帶來的龐大商機。因此，會展規劃也可以與城市發展相輔相成。會展活動內容可以融入城市特色，鼓勵當地社區參與；而城市則可以藉由會展活動參與國際活動，擴大城市居民的世界觀。