

**Business English  
Useful Expression  
BIN14**



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Hiro : I think it should be here -- in front.

Johnson: Why?

Hiro : Because.

Johnson: Because why?

Hiro : Because always put the new products in front.

Johnson: We? You mean people from the home office?

Hiro : Yes, and you should do the same.

Johnson: But this market is different.

Do you get my point?

Hiro : Yes, I see what you mean?

## 1. Pronunciation

The sound of ER as in chURch, bIRd

**Pronounce these words in pairs:**

fur-fear, her-here, burr-beer, girl-gear, sir-sear

*dirty circle, hurt jerk, murder*

## 2. Vocabulary

1. emphasize-(v) - To highlight the importance of something specific.
2. evoke-(v) - To call to mind.\*
3. likely-(adj) - Probable.
4. literature-(n) - Written art.\*
5. memorable-(adj) - Important, should be remembered.
6. metal-(n) - An element that forms a base by combining with oxygen, is usually hard and heavy.

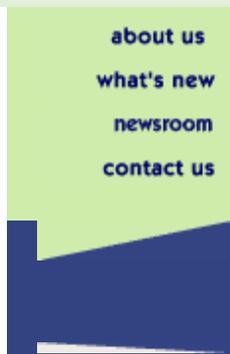
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## Exhibit Design Tips

Below are some of the "tips" we advise our clients to keep in mind when we work with them to design their trade show displays.

## Visual Concepts

- Try to design a booth that is memorable and evokes emotion from the event attendees. Give a full experience, not a passive sales pitch.
- Focus on your target audience and design your booth to appeal to them. Make it clear what product or service you are offering.
- Take advantage of the backwalls of trade show displays to wash your booth in a color that sets the mood.
- Limit the main colors to three or less; the same applies to textures used in your booth such as brushed metal, matte vinyl, and clear acrylic.
- Even if your booth is small, be sure to light it adequately especially for a large trade show. Without light, exhibits suffer in an expo hall.
- Use multimedia (animation, video, audio and interactive kiosks) for attention grabbing impact.

## Graphic Design

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## Promotional Items

- Giveaway gifts should pertain to your business and appeal to the target market, imprint them with your company's logo and contact information.
- If possible hand out useful, high quality gifts—they're more memorable and more likely to be used after the show.
- Choose a trade show gift that you can keep giving after the event, in case you have some left over.
- Make sure you have plenty of business cards. More are handed out at a tradeshow than any other item.

Identify 3 important supporting details that contribute to the main idea of the passage.	
Identify 2 details that are not very important to the main idea of the passage.	
Write 1 brief paragraph summarizing the main idea of the passage. Use the important details to support your discussion of the main idea.	

## 4 Comprehension Questions

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1. She helps clean the park as a \_\_\_\_\_ to her community.
2. It is \_\_\_\_\_ to sail around the world.
3. He was very \_\_\_\_\_ in the meeting and did not say a word.
4. Pay \_\_\_\_\_ to cars when you cross the street.
5. There was a small \_\_\_\_\_ for the play.
6. He didn't say a word, but his eyes \_\_\_\_\_ his anger.
7. The clouds are very dark, it is \_\_\_\_\_ that it will rain.
8. The smell of cookies \_\_\_\_\_ my grandmother's house because she loved to bake.
9. His parents always \_\_\_\_\_ the importance of hard work.
10. Iron, tin and gold are \_\_\_\_\_ s that can be found in the earth.
11. It was a great concert and a \_\_\_\_\_ night.
12. Some people think Moby Dick was America's first great \_\_\_\_\_.