

**Business English
Useful Expression
BIN14**



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Your teacher can send you the complete material.

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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.

English Teachers On Call  <http://www.etoc.biz>

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 _____.