

**Business English  
Useful Expression  
BIN14**



**Do you get my point? Yes, I  
see what you mean...**

Hiro tells Johnson he doesn't like the way the products are displayed. He suggests some changes.

Hiro : I don't like the new laptop there.

Johnson: Why no?

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:

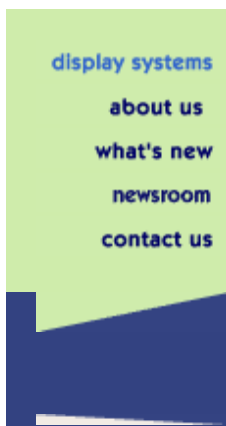
fur-fear, her-here, burr-beer, girl-gear, sir-sear

*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.
7. passive-(adj) - Not active.
8. possible-(adj) - Can be done
9. service-(n) - Work done for the benefit of another.
10. convey-(v) - To move something or communicate a message.\*
11. audience-(n) - The people who gather to see or hear a concert, play, speech or other performance.
12. attention-(n) - Mental focus; concentration.

## 3Reading



## 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

- Use graphics from your products or marketing literature for your trade show booth design. It will help create a consistent branding image.
- For smaller displays, emphasize one strong point. Use a larger display if you need to convey more information.

## Text Layout

- Make sure your text is large enough to be read from a distance.
- Place text in the upper half of your display design, so people standing in front of the booth won't block it.
- Don't place text over textured backgrounds that make it difficult to read.

## 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

1. Explain and give example: Give a full experience, not a passive sales pitch.
2. What do you mean by "branding image"?
3. What do you think is the most appropriate giveaway gift for Yamamoto computers?
4. Why is giving away plenty of business cards significant?

## 5. Vocabulary

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 \_\_\_\_\_.