



Do you organise events at work?

Trade shows and exhibitions

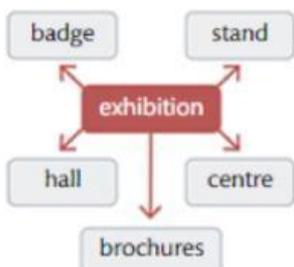
Lead-in 1A What type of events are these? Choose from the options in the box.

business conference
motor show
technology exhibition
tourism fair



B Do you go to trade shows and exhibitions? What shows and exhibitions do you want to go to?

2 Use the spidergram to write the names of the objects and places 1-5.



1 exhibition badge



2 _____



3 _____



4 _____



5 _____

3A Read the email about a trade fair. Are the sentences *true* (T) or *false* (F)?

- 1 The company went to the trade show last year.
- 2 They plan to have the same exhibition stand.
- 3 They want visitors to relax at the stand.
- 4 Exhibitors come from hundreds of countries.

We're attending the trade fair in Düsseldorf again this year and there are some exciting changes to the event. Last week we decided that we're **going to set up** a bigger stand. We have a new space in the main exhibition hall so we **aren't going to be** in our usual location. We also decided that we're **going to launch** our new app for online shopping at the show and we're designing a new, attractive brochure to help us! We're **going to create** a really special experience at the stand with comfortable sofas and TV screens with videos of our new products. We're also **going to provide** visitors with free coffee, a special cake and lots of freebies. There are 1,100 exhibitors from forty-five countries this year and thousands of visitors. This will be a great opportunity to meet clients and colleagues from our industry.

an app a brochure clients
freebies a stand a trade fair

B Read the email again. Match the words from the box with the verbs (1-6).

1 attend _____

3 launch _____

5 provide _____

2 design _____

4 meet _____

6 set up _____

4 Match the questions (1-6) with the replies (a-f).

- 1 Are we **going to be** in the same hotel this year?
- 2 How many people **are going to be** on the stand?
- 3 How big **is** the stand **going to be**?
- 4 Are we **going to have** some rest breaks this year?
- 5 Are there **going to be** any freebies for visitors?
- 6 When **are** we **going to receive** our badges?

- a It's **going to be** 20 square metres.
- b There **are going to be** at least three people all the time.
- c Of course. Everyone **is going to get** coffee breaks and lunch breaks.
- d On the first day of the trade show. I'm **going to send** more details soon.
- e No, we **aren't going to stay** in the same hotel.
- f Yes, and we're **going to organise** a competition this year.

Talking about intentions

- + I'm **going to set up** a bigger stand. He's **going to provide** free coffee.
We're **going to launch** our new app.
- We **aren't going to be** in our usual location. I'm **not going to stay** in the same hotel.
- ? Are there **going to be** any freebies? When **are** we **going to get** our badges?

have not attend
not launch not provide
phone set

★ 5 Complete the sentences with *be going to* and the verbs in the box.

- 1 We _____ up a stand in the main hall this year.
- 2 She _____ the first day of the trade show. She's on holiday.
- 3 I _____ the exhibition organiser about the badges today.
- 4 We _____ new brochures at the next show.
- 5 They _____ the new product at the show. It isn't ready.
- 6 The conference centre _____ free parking this year.

6A Put the words in the correct order to make questions. The first word is given.

- 1 the exhibition hall / is / big / How / be / going / to / ?
How _____ ?
- 2 Are / freebies / we / to / provide / any / going / ?
Are _____ ?
- 3 we / are / the stand / going / to / When / set up / ?
When _____ ?
- 4 launch / going / we / to / any / products / Are / new / ?
Are _____ ?
- 5 are / to / Why / the brochures / they / going / change / ?
Why _____ ?

B Match questions (1-5) in Exercise 6A with the answers (a-e).

- | | |
|--|-----------------------------------|
| a The day before the show. | d Because they have new products. |
| b Yes, we have some new office chairs. | e 1000 square metres. |
| c Yes, we're going to give away bags. | |

1 Match the sentence halves.

- | | |
|----------------------------------|---|
| 1 We always attend | a clients after lunch. |
| 2 We are designing | b the summer trade fair in Vilnius. |
| 3 The company is going to launch | c the stand next week. |
| 4 Paul and Tina are meeting | d a brochure for the new range of products. |
| 5 They always provide | e free tea and coffee on their stand. |
| 6 He's going to help us set up | f a new app for the fair. |

2 Complete the words with missing letters.

- 1 There are twenty **h** _ _ _ **s** in the exhibition centre.
- 2 Exhibitors need to wear their **b** _ _ _ _ **s** at all times.
- 3 Where is your **s** _ _ _ **d** this year?
- 4 They're going to design a **b** _ _ _ _ _ **e** for the new range.
- 5 Where is the exhibition **c** _ _ _ _ **e** going to be next year?

7A  5.1.1 Watch the video introduction. What is Graduate Fashion Week? Where is it?

B Watch the complete video. Which of the things in the box are mentioned? Tick (✓) the words you hear.

app awards badges brochures cafes entry cost
exhibition hall freebies stands sponsors shops TV

C Watch the video again. Are the sentences *true* (T) or *false* (F)?

- 1 The Graduate Fashion Week is going to open on 2 June.
- 2 13,000 people are going to visit Graduate Fashion Week.
- 3 There are going to be thirty-eight stands from international universities.
- 4 Givenchy, Ralph Lauren and LVMH are going to give presentations.
- 5 There is space for 400 people in the catwalk hall.
- 6 There are going to be twenty-four catwalk shows.



1 Your manager asks you to attend an industry trade show next month with a colleague. Choose six things you intend to do there.

- check my work email
- do some exercise in the hotel gym
- go to a networking event
- get/provide some freebies
- have dinner with colleagues
- launch an app
- meet an important client for lunch
- set up your company's stand
- visit other stands
- watch presentations
- visit the town
- work on the stand

2 Complete your diary with six things you are going to do at the trade show.

Session	Tuesday	Wednesday	Thursday
Morning	<i>set up the company stand</i>		
Afternoon			
Evening			<i>final evening party</i>

3 Work in pairs. Tell your partner about your intentions at the trade fair and answer their questions. Then swap roles.

A: *On Tuesday, I'm going to...*

B: *Are you going to visit other stands?*

1 Write a sentence with *be going to* for each picture. Use the prompts and one of the verbs in the box.

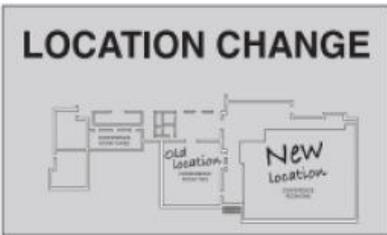
change launch not be not phone provide set up



1 they / a new product



2 he / a stand



3 we / in the usual location



4 they / freebies



5 she / her boss



6 I / the brochures

2 Work in pairs. You are going to organise a stand at an upcoming conference to represent your company. Use the ideas below to plan what your stand is going to look like. Make notes.

- launch a product?
- brochures?
- freebies?
- technology/TVs?
- free coffee?
- furniture?
- size of stand?

We're going to ...

Our stand is going to ...

There is/are going to be ...

3 Present your ideas to the class. Listen to other presentations and ask questions.

Are you going to ...?

Is your stand going to be ...?

When/How/What are you going to ...?