

Lesson 56: Trade Show

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Miho works for Hydra Computers. The company is participating in a trade show, and Miho is in charge of Hydra's booth. Ms. Williams is checking out Hydra's display.

Ms. Williams: Are these your latest products?

Miho: Yes. This is our new laptop computer. It has a 20-inch screen and has very high-powered computer chips.

Ms. Williams: You have tablets too? I didn't know that Hydra made tablets.

Miho: The company has been making them for five years now. This tablet is actually the 5th model.

Ms. Williams: What makes it different from other tablets?

Miho: It can work for days without re-charging. **As far as** I know, it has the longest running battery among all the tablets.

Ms. Williams: That's impressive.

Miho: Why don't you take a brochure? It has all the information you need.

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. **As far as** the economy is concerned, Japan is slowly recovering from the crisis.
2. **As far as** I know, the company president doesn't like Mr. Lee.
3. **As far as** the eye could reach, there are only forests in this area.

* **as [so] far as ~ / ~の範囲までは、~の限りは**

3. Your Task

You are in charge of your company's booth at the trade show. Your company manufactures hair and skin care products made from organic materials. Someone (=your tutor) has come to your booth and has introduced herself as a writer for a famous magazine. She would like to write about your products. Introduce yourself to the writer, and give her the following information: 1) your company makes soap, shampoo and lotion, 2) there are different scents such as strawberry, vanilla and olive oil, 3) products can be shipped worldwide, 4) organic products are better for the skin.

4. Let's Talk

What do you think about when you hear the phrase 'trade show'?

Why do companies participate in trade shows?

What are the do's and don'ts for exhibitors in a trade show?

5. Today's photo

Describe the photo in your words as precisely as possible.



Image courtesy of adamr / FreeDigitalPhotos.net