

# Visiting a Trade Show: Everyday Dialogues [B1]

Un dialogo interattivo che mette in evidenza il vocabolario commerciale nel contesto di eventi e fiere.

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Oliver: Hi, welcome to our stand. Can I **show you around**? Bea: Yes, that would be great. Oliver: Is there anything in particular you're interested in here today? Bea: Well, I'm just scouting around for ideas. Oliver: What business are you in? Bea: We're a telecoms company, with offices all around Europe. Oliver: Oh yes, I see your badge now. You're one of the leading players in the field! Bea: Thank you. I like to think we **deliver** a good service. Oliver: I'm sure you do. So, are you looking for a cloud solution? Bea: Nothing specific. I'm just visiting the show to see what's new Oliver: OK, I'll show you our latest solutions and you can let me know if you'd like a demonstration of any that catch your interest. How does that sound? Bea: Perfect! Lead the way.

## NOW LET'S REVIEW THE VOCABULARY!

A stand is a section of an exhibition where a company shows its products or services. It is sometimes called a **booth**. To scout around means to look in different places to find something. At an exhibition, a badge is the temporary identification document you usually wear around your **neck**, showing your name, title and company and the type of **attendant** you are – visitor, exhibitor or press. Leading player refers to an important and successful company in a particular market. Field is a generic term for an area of activity, like a technology, sector, market or industry. If you want to state an opinion which is subjective (or even **hopeful**), you can start by saying, “I like to think (that)...” A cloud solution (or cloud-based solution) is a software or service that is provided and accessed through the internet, rather than **stored** locally on a computer. An exhibition can also be called a show or **fair**. If it is a professional exhibition, it can also be called a trade show or ‘trade **fair**’. To catch your interest means to make you curious or interested. Lead

the way is a common phrase used to offer someone to go first and show you where to go.

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# Glossary

- **deliver** = fornire
- **booth** = stand
- **neck** = collo
- **attendant** = partecipante
- **hopeful** = fiduciosa
- **stored** = archiviare
- **fair** = fiera
- **show you around** = mostrare la zona