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[2.1 总体态势 11](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478653)

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[7.1.3行业分布 49](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478679)

[7.1.4经营效益 50](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478680)

[7.1.5 展位价格 54](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478681)

[7.1.6举办类型 58](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478682)

[7.1.7 时间分布 59](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478683)

[7.1.8 境外参展商结构 60](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478684)

[7.1.9 专业观众结构 64](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478685)

[7.2 展览组织单位 68](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478686)

[7.2.1 类型分布 68](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478687)

[7.2.2 营业规模 69](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478688)

[7.2.3 营业效益 72](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478689)

[7.2.4 费用支出 74](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478690)

[7.2.5 从业情况 75](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478691)

[7.3 展览场馆 75](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478692)

[7.3.1 类型分布 76](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478693)

[7.3.2 规模分布 77](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478694)

[7.3.3 省市分布 78](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478695)

[7.3.4 省市集中度 79](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478696)

[7.3.5 经营效益 82](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478697)

[7.3.6 从业情况 84](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478698)

[7.4 展览服务商 85](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478699)

[7.4.1类型分布 85](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478700)

[7.4.2 经营效益 86](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478701)

[7.4.3 从业情况 91](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478702)

[八、区域发展情况 92](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478703)

[8.1总体情况 92](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478704)

[8.1.1长三角 92](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478705)

[8.1.2珠三角 93](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478706)

[8.1.3京津冀及环渤海 93](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478707)

[8.1.4中部 94](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478708)

[8.1.5西南 95](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478709)

[8.1.6西北 96](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478710)

[8.1.7东北 97](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478711)

[8.2市场规模 98](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478712)

[8.2.1展览会 99](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478713)

[8.2.2展览场馆 106](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478714)

[8.2.3展览服务商 107](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478715)

[8.3经营效益 108](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478716)

[8.4从业情况 109](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478717)

[8.5品牌传播 110](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478718)

[第三部分 行业篇 117](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478719)

[3.1产业发展周期 117](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478720)

[3.2产业政策调整 119](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478721)

[3.3新兴产业发展 120](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478722)

[3.4流通渠道变革 122](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478723)

[第四部分 政策篇 124](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478724)

[第五部分 附录篇 242](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478737)

[2017年各行业展会规模排行（前十名） 242](file:///C%3A%5CUsers%5CLenovo%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CU11HBG8Z%5C%E5%95%86%E5%8A%A1%E9%83%A8%E5%8F%91%E5%B8%83%E4%B8%AD%E5%9B%BD%E5%B1%95%E8%A7%88%E4%B8%9A%E5%8F%91%E5%B1%95%E7%BB%9F%E8%AE%A1%E5%88%86%E6%9E%90%E6%8A%A5%E5%91%8A%EF%BC%882017%EF%BC%890509-1%5B1%5D.doc#_Toc513478738)