

Preliminary Report of Visitor Count

MARKETING & SALES PROMOTION EXPO 2018 July

The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

July 9, 2018

Fundamental Philosophy of the Total Visitor Number Announcement

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

Three Major Principles of the Counting Method

1. One business card submitted at the on-site registration counter is counted as one visitor.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures; therefore, this counting method is prohibited.

① On-Site Registrants

Only visitors who completed registration on-site are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

② VIP Registrants

Only VIP badge holders who completed registration on-site are counted. Also, registrations are counted only once, no matter how many repeat days a visitor attends the show.

③ Special Guests

Government related visitors, embassy officials, members of the related associations are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

VISITOR FIGURES				
	July 4 [Wed]	July 5 [Thurs]	July 6 [Fri]	Total
1) On-Site Registrants	9,377	10,136	10,549	30,062
2) VIP Registrants	3,419	2,662	2,277	8,358
3) Special Guests	0	0	0	0
Total Number of Visitors of MARKETING & SALES PROMOTION EXPO (Total of 1), 2), 3))	12,796	12,798	12,826	38,420
Total Number of Visitors of ISOT/LIFESTYLE EXPO TOKYO[JULY]	18,451	16,816	15,258	50,525
	July 4 [Wed]	July 5 [Thurs]	July 6 [Fri]	Total
Total Number of Visitors (Number of Visitor Registrants per day)	31,247	29,614	28,084	88,945

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

SEMINAR				
	July 4 [Wed]	July 5 [Thurs]	July 6 [Fri]	Total
Number of Seminar Attendees	5,112	3,708	2,544	11,364

PRESS				
	July 4 [Wed]	July 5 [Thurs]	July 6 [Fri]	Total
Number of Press Registrants	238	124	145	507

* Stated numbers are flash numbers. Please note that the number might change slightly after the detailed confirmation.

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