

## 11th **MARKETING & SALES PROMOTION EXPO** June

### Reed Japan's Solemn Declaration of Non-Inflated Numbers

June 24, 2019

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

#### 1. The reason for not inflating the visitor numbers

Inflating visitor numbers is a misrepresentation of the exhibition's content, and a fraudulent act toward the exhibitors. Therefore, Reed will not commit such an act.

#### 2. The visitor number counting method

Every visitor is to submit one business card at the visitor registration counter on-site, and will be counted as one visitor based on their business cards no matter how many times he/she re-enters the show.

#### 3. Visitor numbers will be verified by an external party

Once the exhibition is completed, all the business cards submitted at the visitor registration counter will be presented to a certified accountant, who will verify that they are the same number as the number of visitors announced by the organiser. Random checks will be conducted through phone calls to the persons on the business cards to confirm that they had attended the exhibition.

#### 4. Written official announcement of the visitor count

Immediately following the exhibition, the visitor number will be announced alongside the counting method, in written form.

#### 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

	June 19 [Wed]	June 20 [Thurs]	June 21 [Fri]	Total
1) On-Site Registrants	9,851	10,657	12,497	33,005
2) VIP Registrants	3,064	2,510	2,767	8,341
3) Special Guests	3	0	0	3
<b>Total Number of Visitors</b> of <b>MARKETING &amp; SALES PROMOTION</b> <b>EXPO</b> (Total of 1), 2), 3))	<b>12,918</b>	<b>13,167</b>	<b>15,264</b>	<b>41,349</b>

These numbers don't include the number of visitors who registered on the previous days.

### SEMINAR

	June 19 [Wed]	June 20 [Thurs]	June 21 [Fri]	Total
Number of Seminar Attendees	3,776	3,155	4,926	11,857

### PRESS

	June 19 [Wed]	June 20 [Thurs]	June 21 [Fri]	Total
Number of Press Registrants	53	48	45	146

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

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