

Preliminary Report of Visitor Count

ISOT₂₀₁₈ LIFESTYLE EXPO TOKYO 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	14,374	13,611	12,709	40,694
2) VIP Registrants	3,973	3,198	2,549	9,720
3) Special Guests	104	7	0	111
Total Number of Visitors of ISOT/LIFESTYLE EXPO TOKYO[JULY] (Total of 1), 2), 3))	18,451	16,816	15,258	50,525

Number of Visitors of MARKETING & SALES PROMOTION EXPO [JULY]	12,796	12,798	12,826	38,420
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	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.

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.

Akira Matsumoto
Show Director
Reed Exhibitions Japan Ltd.

