

Visitor Count Report

23rd

Tokyo International Book Fair

Sept. 26, 2016

The Solemn Declaration of No Inflated Numbers

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

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				
	Sept. 23 [Fri]	Sept. 24 [Sat]	Sept. 25 [Sun]	Total
1) On-site Registrants	10,947	13,968	12,738	37,653
2) VIP Registrants	1,845	638	378	2,861
3) Special Guests	50	0	0	50
Total Number of Visitors: Total of 1), 2), 3)	12,842	14,606	13,116	40,564

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

	Sept. 23 [Fri]	Sept. 24 [Sat]	Sept. 25 [Sun]	Total
Number of Seminar Attendees (Number of Press Registrants per day)	4,077	3,088	3,376	10,541

	Sept. 23 [Fri]	Sept. 24 [Sat]	Sept. 25 [Sun]	Total
Press (Number of Press Registrants per day)	138	35	26	199

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

Kenji Okabe
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Reed Exhibitions Japan Ltd.