

Preliminary Report of Visitor Count

4th WEARABLE EXPO

The Solemn Declaration of No Inflated Numbers

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

Jan. 22, 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

	Jan. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
1) On-Site Registrants	2,914	3,530	4,554	10,998
2) VIP Registrants	1,228	1,345	1,180	3,753
3) Special Guests	0	0	0	0
Number of Visitors (4th WEARABLE EXPO)	4,142	4,875	5,734	14,751

Concurrent Shows

47 th NEPCON JAPAN	9,103	9,960	10,421	29,484
10 th AUTOMOTIVE WORLD	12,163	12,853	14,906	39,922
2 nd RoboDEX	4,729	5,725	6,732	17,186
2 nd SMART FACTORY Expo	3,950	4,266	4,821	13,037

Total Number of Visitors	34,087	37,679	42,614	114,380
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These numbers don't include the number of the previous day.

	Jan. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
Number of Seminar Attendees	9,713	9,487	6,670	25,870

	Jan. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
Number of Press Registrants	439	240	212	891

* These figures are preliminary and they are subject to change after being certified by an official institute.
* The numbers of seminar attendees and press registration are not included in the total number of visitors.

Yuhi Maezono
Show Director

Reed Exhibitions Japan Ltd.

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