

# Preliminary Report of Visitor Count

## 6th WEARABLE EXPO

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

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

Mar. 4, 2020

#### 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

	Feb. 12 [Wed]	Feb. 13 [Thurs]	Feb. 14 [Fri]	Total
1) On-Site Registrants	2,152	3,255	4,009	9,416
2) VIP Registrants	1,307	1,267	1,232	3,806
3) Special Guests	0	0	0	0
<b>Number of Visitors (6th WEARABLE EXPO)</b>	<b>3,459</b>	<b>4,522</b>	<b>5,241</b>	<b>13,222</b>

#### Concurrent Shows

4th RoboDEX	4,646	5,819	6,721	17,186
4th SMART FACTORY Expo	3,719	5,481	6,251	15,451

<b>Total Number of Visitors</b>	<b>11,824</b>	<b>15,822</b>	<b>18,213</b>	<b>45,859</b>
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These numbers don't include the number of visitors who registered on the previous days.

	Feb. 12 [Wed]	Feb. 13 [Thurs]	Feb. 14 [Fri]	Total
Number of Seminar Attendees	4,423	7,958	5,966	18,347

	Feb. 12 [Wed]	Feb. 13 [Thurs]	Feb. 14 [Fri]	Total
Number of Press Registrants	123	81	80	284

\* 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.

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Show Director

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Organised by

Reed Exhibitions