

ISOT 2017 GIFTEX TOKYO

2017 Summer

The Solemn Declaration of No Inflated Numbers

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

July 10, 2017

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 5 [Wed]	July 6 [Thurs]	July 7 [Fri]	Total
1) On-Site Registrants	15,015	14,572	13,208	42,795
2) VIP Registrants	2,764	2,359	1,859	6,982
3) Special Guests	99	2	2	103
Total Number of Visitors of ISOT/GIFTEX 2017 (Total of 1), 2), 3))	17,878	16,933	15,069	49,880
Total Number of Visitors of Sales Promotion World 2017	8,883	10,655	10,878	30,416
	July 5 [Wed]	July 6 [Thurs]	July 7 [Fri]	Total
Total Number of Visitors (Number of Visitor Registrants per day)	26,761	27,588	25,947	80,296

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

PRESS

	July 5 [Wed]	July 6 [Thurs]	July 7 [Fri]	Total
Number of Press Registrants	234	106	104	444

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



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Reed Exhibitions Japan Ltd.