

# 26th **Japan IT Week** **Spring**

## Japan's Largest IT Show

May 15, 2017

### 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 those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

#### ② VIP Registrants

- Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

#### ③ Special Guests

- Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

VISITOR FIGURES				
	May 10 [Wed]	May 11 [Thur]	May 12 [Fri]	3-days total
① <i>On-site Registrants</i>	20,325	27,336	33,266	80,927
② <i>VIP Registrants</i>	2,864	2,523	2,400	7,787
③ <i>Special Guests</i>	1	9	1	11
<b>Total number of visitors</b>	<b>23,190</b>	<b>29,868</b>	<b>35,667</b>	<b>88,725</b>

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These numbers don't include the number of the previous day.

<i>Number of Seminar Attendees of the day</i>	5,907	9,867	7,681	23,455
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<i>Number of Press Registrants of the day</i>	209	118	119	446
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\* These figures are preliminary and they are subject to change after being certified by an official institute.