

Official Announcement of Visitor Count

1st Japan IT Week Osaka

February 20, 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

	Feb 15 [Wed]	Feb 16 [Thur]	Feb 17 [Fri]	3-days total
① <i>On-site registrants</i>	5,200	6,145	5,452	16,797
② <i>VIP Registrants</i>	623	441	337	1,401
③ <i>Special Guests</i>	3	1	1	5
Total number of visitors	5,826	6,587	5,790	18,203

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

<i>Number of Seminar Attendees of the day</i>	2,608	3,260	850	6,718
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<i>Number of Press Registrants of the day</i>	15	11	5	31
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* These figures are an advance announcement before the verification process.