

# Preliminary Report of Visitor Count

## 9th AUTOMOTIVE WORLD

### The Solemn Declaration of No Inflated Numbers

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

Jan. 20, 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

	Jan. 18 [Wed]	Jan. 19 [Thurs]	Jan. 20 [Fri]	Total
1) On-Site Registrants	8,498	9,622	10,612	28,732
2) VIP Registrants	3,012	1,417	1,330	5,759
3) Special Guests	51	0	0	51
<b>Number of Visitors (9th AUTOMOTIVE WORLD)</b>	<b>11,561</b>	<b>11,039</b>	<b>11,942</b>	<b>34,542</b>

#### Concurrent Shows

46th NEPCON JAPAN	9,483	9,860	9,549	28,892
9th Light-Tech Expo	1,197	1,207	975	3,379
3rd WEARABLE EXPO	4,603	5,313	5,847	15,763
1st RoboDEX	4,428	5,674	6,202	16,304
1st SMART FACTORY Expo	3,856	3,497	4,001	11,354

<b>Total Number of Visitors</b>	<b>35,128</b>	<b>36,590</b>	<b>38,516</b>	<b>110,234</b>
---------------------------------	---------------	---------------	---------------	----------------

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

	Jan. 18 [Wed]	Jan. 19 [Thurs]	Jan. 20 [Fri]	Total
Number of Seminar Attendees	13,731	12,242	8,559	34,532
	Jan. 18 [Wed]	Jan. 19 [Thurs]	Jan. 20 [Fri]	Total
Number of Press Registrants	497	212	193	902

\* 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.

Masaki Soda  
Show Director  
Reed Exhibitions Japan Ltd.

Organised by

 Reed Exhibitions®

