

Preliminary Report of Visitor Count

12th AUTOMOTIVE WORLD

Reed Japan's Solemn Declaration of Non-Inflated Numbers

Jan.20, 2020

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

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 registration counter on-site, and will be counted as one visitor based on their business card 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 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 made 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

	Jan. 15 [Wed]	Jan. 16 [Thurs]	Jan. 17 [Fri]	Total
1) On-Site Registrants	8,064	10,300	11,901	30,265
2) VIP Registrants	3,841	2,601	2,285	8,727
3) Special Guests	0	0	0	0
Number of Visitors (12th AUTOMOTIVE WORLD)	11,905	12,901	14,186	38,992

Concurrent Show

34 th NEPCON JAPAN	8,457	9,158	10,562	28,177
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Total Number of Visitors	20,362	22,059	24,748	67,169
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These numbers don't include the number of visitors who registered on the previous days.

	Jan. 15 [Wed]	Jan. 16 [Thurs]	Jan. 17 [Fri]	Total
Number of Seminar Attendees	8,776	8,366	7,181	24,323

	Jan. 15 [Wed]	Jan. 16 [Thurs]	Jan. 17 [Fri]	Total
Number of Press Registrants	249	111	88	448

* 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
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