

Preliminary Report of Visitor Count

1st SMART FACTORY Expo

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 | 3,129 | 2,908 | 3,590 | 9,627 |
| 2) VIP Registrants | 727 | 589 | 411 | 1,727 |
| 3) Special Guests | 0 | 0 | 0 | 0 |
| Number of Visitors (1st SMART FACTORY Expo only) | 3,856 | 3,497 | 4,001 | 11,354 |

Concurrent Shows

| | Jan. 18 [Wed] | Jan. 19 [Thurs] | Jan. 20 [Fri] | Total |
|----------------------------------|---------------|-----------------|---------------|--------|
| 46 th NEPCON JAPAN | 9,483 | 9,860 | 9,549 | 28,892 |
| 9 th Light-Tech Expo | 1,197 | 1,207 | 975 | 3,379 |
| 9 th AUTOMOTIVE WORLD | 11,561 | 11,039 | 11,942 | 34,542 |
| 3 rd WEARABLE EXPO | 4,603 | 5,313 | 5,847 | 15,763 |
| 1 st RoboDEX | 4,428 | 5,674 | 6,202 | 16,304 |

| | | | | |
|---------------------------------|---------------|---------------|---------------|----------------|
| Total Number of Visitors | 35,128 | 36,590 | 38,516 | 110,234 |
|---------------------------------|---------------|---------------|---------------|----------------|

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®

