

Preliminary Report of Visitor Count

2nd 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. 22, 2018

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. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
1) On-Site Registrants	2,925	3,594	4,177	10,696
2) VIP Registrants	1,025	672	644	2,341
3) Special Guests	0	0	0	0
Number of Visitors (2nd SMART FACTORY Expo only)	3,950	4,266	4,821	13,037

Concurrent Shows

	Jan. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
47th NEPCON JAPAN	9,103	9,960	10,421	29,484
10th AUTOMOTIVE WORLD	12,163	12,853	14,906	39,922
4th WEARABLE EXPO	4,142	4,875	5,734	14,751
2nd RoboDEX	4,729	5,725	6,732	17,186

Total Number of Visitors	34,087	37,679	42,614	114,380
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These numbers don't include the number of the previous day.

	Jan. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
Number of Seminar Attendees	9,713	9,487	6,670	25,870

	Jan. 17 [Wed]	Jan. 18 [Thurs]	Jan. 19 [Fri]	Total
Number of Press Registrants	439	240	212	891

* 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
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