

Preliminary Report of Visitor Count

ISOT 2016

GIFTEX 2016

July 11, 2016

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 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				
	July 6 [Wed]	July 7 [Thur]	July 8 [Fri]	Total
1) On-site Registrants	16,072	15,920	15,143	47,135
2) VIP Registrants	3,715	3,299	2,653	9,667
3) Special Guests	102	3	0	105
Total Number of Visitors of ISOT/GIFTEX: Total of 1), 2), 3)	19,889	19,222	17,796	56,907

Total Number of Visitors of Sales Promotion World	9,365	11,051	11,545	31,961
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	July 6 [Wed]	July 7 [Thur]	July 8 [Fri]	Total
Total Number of Visitors (Number of Visitor Registrants per day)	29,254	30,273	29,341	88,868

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

PRESS				
	July 6 [Wed]	July 7 [Thur]	July 8 [Fri]	Total
Press (Number of Press Registrants per day)	263	144	113	520

* Stated numbers are flash numbers. Please note that the number might change slightly after the detailed confirmation.