

# Official Announcement of Visitor Count



6<sup>th</sup> Int'l Variety-Gift Expo Tokyo  
 3<sup>rd</sup> Baby & Kids Expo 2011  
 2<sup>nd</sup> Tableware & Dining Expo  
 2<sup>nd</sup> Fashion Goods & Accessories Expo  
 2<sup>nd</sup> Design Tokyo

July 11, 2011

## <The Solemn Declaration of No Inflated Numbers>

**We consistently count visitor registration numbers clearly and stringently and, without deception, continue to release the real numbers.**

### Fundamental Philosophy of the Totalled Visitor Numbers

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. Only those who visit the exhibition and complete registration on-site are counted.
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

- All registrations are counted only once per visit, no matter how many repeat days a visitor attends the show.
- Visitors are counted for only one show – visitors already registered for one of the concurrent shows will not be counted when visiting others.

#### ② VIP Registrants

- VIP badge holders who did not go through registration are omitted from the count. Also, registrations are counted only once per visit, no matter how many repeat days a visitor attends the show.

#### ③ Seminar Attendees and Speakers

- The actual number of attendees and speakers at the seminar are included in the count.

#### ④ Members of the Press

- Members of the press who went through registration at the Press Room are included only once in the count.

#### ⑤ Special Guests

- Government related visitors; members of the related associations are counted.

	July 6 (Wed)	July 7 (Thur)	July 8 (Fri)	3-days total
<b>1) On-site registrants</b>	<b>5,863</b>	<b>7,598</b>	<b>7,106</b>	<b>20,567</b>
<b>2) VIP registrants</b>	<b>2,146</b>	<b>2,123</b>	<b>1,674</b>	<b>5,943</b>
<b>3) Press</b>	<b>213</b>	<b>130</b>	<b>124</b>	<b>467</b>
<b>4) Special guests</b>	<b>21</b>	<b>4</b>	<b>0</b>	<b>25</b>
<b>Total Registrants</b>	<b>8,243</b>	<b>9,855</b>	<b>8,904</b>	<b>27,002</b>

The number above does not include those who registered at ISOT, OFMEX, OFFICE FURNITURE JAPAN, PROMOTIONAL GOODS EXPO and entered GIFTEX World.

	July 6 (Wed)	July 7 (Thur)	July 8 (Fri)	3-days total
<b>Registrants of ISOT, OFMEX, OFFICE FURNITURE JAPAN, PROMOTIONAL GOODS EXPO</b>	<b>12,855</b>	<b>14,560</b>	<b>14,451</b>	<b>41,866</b>
<b>Total Number of Visitors</b>	<b>21,098</b>	<b>24,415</b>	<b>23,355</b>	<b>68,868</b>

**All registrations are counted only once, no matter how many repeat days a visitor attends the show.**