

Manufacturing World **Nagoya 2019**

April 22, 2019

Reed Japan's Solemn Declaration of Non-Inflated Numbers

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 visitor registration counter on-site, and will be counted as one visitor based on their business cards 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 counter 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 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 those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

② **VIP Registrants**

- Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

③ **Special Guests**

- Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

VISITOR FIGURES

	April 17 [Wed]	April 18 [Thu]	April 19 [Fri]	3-days total
① <i>On-site Registrants</i>	9,298	10,162	11,627	31,087
② <i>VIP Registrants</i>	2,015	1,406	1,604	5,025
③ <i>Special Guests</i>	60	5	0	65
(A) Total number of visitors "Manufacturing World Nagoya"	11,373	11,573	13,231	36,177

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

<i>Number of Seminar Attendees of the day</i>	3,596	2,401	2,625	8,621
<i>Number of Press Registrants of the day</i>	45	7	6	58

* These figures are an advance announcement before the verification process.



Takeshi Fujiwara, Show Director
Manufacturing World Nagoya Show Management