

Visitor Count

Education & School Trade Show **EDIX**

10th
Educational IT Solutions Expo Tokyo

2nd
School Facility & Service Expo Tokyo

The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

June 24, 2019

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 registration counter on-site, and will be counted as one visitor based on their business card 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 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 made 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 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.

	June 19 [Wed]	June 20 [Thur]	June 21 [Fri]	Total
1) On-Site Registrants	7,841	8,205	8,249	24,295
2) VIP Registrants	2,021	1,847	1,561	5,429
3) Special Guests	4	0	1	5
Total Number of Visitors	9,866	10,052	9,811	29,729

	May 16 [Wed]	May 17 [Thur]	May 18 [Fri]	Total
Number of Seminar Attendees	5,359	7,023	4,870	17,252

	May 16 [Wed]	May 17 [Thur]	May 18 [Fri]	Total
Number of Press Registrants	95	74	53	222

* These figures are an advance announcement before the verification process

Kenji Okabe
Executive Show Director
Reed Exhibitions Japan Ltd.

Organised by