

## Official Announcement of Visitor Count

# 2nd *Japan IT Week* **Osaka**

February 26, 2018

### The Solemn Declaration of No Inflated Numbers

We consistently count visitor numbers stringently based on the following principles.

#### 1. Fundamental Philosophy of the Visitor Number Announcement

The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors. As such, we do not inflate the numbers whatsoever.

#### 2. The Principle of the Counting Method

One business card submitted at the on-site registration counter is counted as one visitor no matter how many times the person enters the exhibition.

#### 3. Verification of the Number Announced

After the exhibition, a certified public accountant will verify that the number of the business cards collected at the registration is equivalent to the number that is announced by the organiser, and to telephone visitors at random to verify their authenticity.

#### 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

	Feb 21 [Wed]	Feb 22 [Thu]	Feb 23 [Fri]	3-days total
① <i>On-site registrants</i>	5,897	6,979	7,373	20,249
② <i>VIP Registrants</i>	823	855	877	2,555
③ <i>Special Guests</i>	0	0	0	0
<b>Total number of visitors</b>	<b>6,720</b>	<b>7,834</b>	<b>8,250</b>	<b>22,804</b>

All registrations are counted once per person, regardless of the repeat visits on following days.

<i>Number of Seminar Attendees of the day</i>	2,822	3,353	2,176	8,351
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<i>Number of Press Registrants of the day</i>	7	11	5	23
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\* These figures are an advance announcement before the verification process.

*Naohiro Okubo*

Naohiro Okubo  
Show Director

Japan IT Week Show Management