

Preliminary Report of Visitor

July 3rd, 2017

Organiser:

Reed Exhibitions Japan Ltd.

Co-organiser:

Japan Soft Drink Association

Drink JAPAN 2017

2nd Int'l Beverage & Liquid Food Development / Manufacturing Expo

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.

	June 28 th [Wed]	June 29 th [Thu]	June 30 th [Fri]	Total
1) On-site Registrants	2,696	3,400	3,444	9,540
2) VIP Registrants	422	579	391	1,392
3) Special Guests	1	0	3	4
Number of Visitors (Sum of above 1 – 3)	3,119	3,979	3,838	10,936

Co-held Shows INTERPHEX JAPAN 2017/in-PHARMA JAPAN 2017 BIOtech 2017/BioPharma 2017	12,006	13,378	12,569	37,953
--------------------------------------------------------------------------------------------------	---------------	---------------	---------------	---------------

Total Number of Visitors	15,125	17,357	16,407	48,889
---------------------------------	---------------	---------------	---------------	---------------

All registrations are counted only once per visit. Those who registered on Day 1 & 2 are not included.

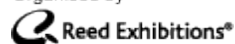
	June 28 th [Wed]	June 29 th [Thu]	June 30 th [Fri]	Total
Number of Seminar Attendees Total of all seminars' attendees on each day	714	1,106	792	2,612

	June 28 th [Wed]	June 29 th [Thu]	June 30 th [Fri]	Total
Number of Press Registrants Total of reporters on each day	142	105	74	321

*Seminar attendees and press are not counted as visitors. They are listed separately in the bottom columns.

*This is a Preliminary Report. Those figures may be revised after verification.

Organised by



Masaki Soda, Show Director, Drink JAPAN Show Management