

# Preliminary Report of Visitor Count

## Drink JAPAN 2018

3rd 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. 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.

	June 27 <sup>th</sup> [Wed]	June 28 <sup>th</sup> [Thu]	June 29 <sup>th</sup> [Fri]	Total
1) On-site Registrants	<b>2,980</b>	<b>2,955</b>	<b>3,282</b>	<b>9,217</b>
2) VIP Registrants	<b>576</b>	<b>634</b>	<b>416</b>	<b>1,626</b>
3) Special Guests	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Number of Visitors</b> (Sum of above 1 – 3)	<b>3,558</b>	<b>3,589</b>	<b>3,698</b>	<b>10,845</b>

<b>Co-held Shows</b> INTERPHEX JAPAN 2018 / in-PHARMA JAPAN 2018 BIOTECH JAPAN 2018 / BioPharma Expo 2018	<b>12,406</b>	<b>12,413</b>	<b>11,991</b>	<b>36,810</b>
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<b>Total Number of Visitors</b>	<b>15,964</b>	<b>16,002</b>	<b>15,689</b>	<b>47,655</b>
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All registrations are counted only once per visit, no matter how many repeat days a visitor attends the show.

	June 27 <sup>th</sup> [Wed]	June 28 <sup>th</sup> [Thu]	June 29 <sup>th</sup> [Fri]	Total
<b>Number of Seminar Attendees of the day</b>	<b>1,264</b>	<b>1,426</b>	<b>930</b>	<b>3,620</b>

	June 27 <sup>th</sup> [Wed]	June 28 <sup>th</sup> [Thu]	June 29 <sup>th</sup> [Fri]	Total
<b>Number of Press Registrants of the day</b>	<b>121</b>	<b>76</b>	<b>67</b>	<b>264</b>

\* These figures are preliminary and they are subject to change after being certified by an official institute.

