

Preliminary Report of Visitor Count

2nd AUTOMOTIVE WORLD Nagoya

Reed Japan's Solemn Declaration of Non-Inflated Numbers

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

Sept 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.

VISITOR FIGURES

	Sept.18 [Wed]	Sept.19[Thurs]	Sept.20 [Fri]	Total
1) On-Site Registrants	3,279	3,902	4,401	11,582
2) VIP Registrants	2,435	1,381	1,375	5,191
3) Special Guests	45	0	0	45
Number of Visitors (2 nd AUTOMOTIVE WORLD Nagoya)	5,759	5,283	5,776	16,818

Concurrent Shows

	Sept.18 [Wed]	Sept.19[Thurs]	Sept.20 [Fri]	Total
2 nd NEPCON NAGOYA	1,529	1,856	1,891	5,276
2 nd RoboDEX Nagoya	2,436	2,417	2,605	7,458
2 nd SMART FACTORY Expo Nagoya	2,185	2,252	2,885	7,322

Total Number of Visitors	11,909	11,808	13,157	36,874
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	Sept.18 [Wed]	Sept.19[Thurs]	Sept.20 [Fri]	Total
Number of Seminar Attendees	6,377	5,064	4,988	16,429

	Sept.18 [Wed]	Sept.19[Thurs]	Sept.20 [Fri]	Total
Number of Press Registrants	50	24	9	83

* These figures are preliminary and they are subject to change after being certified by an official institute.
* The numbers of seminar attendees and press registration are not included in the total number of visitors.

Masaki Soda
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