

Official Announcement of Visitor Count



5th Int'l Variety-Gift Expo Tokyo
 2nd Baby & Kids Expo 2010
 1st Tableware & Dining Expo
 1st Fashion Goods & Accessories Expo
 1st Design Tokyo

July 12, 2010

We consistently count visitor registration numbers clearly and stringently and, without deception, continue to release the real numbers.

Fundamental Philosophy of the Totalled Visitor Numbers

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. Only those who visit the exhibition and complete registration on-site are counted.
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

- All registrations are counted only once per visit, no matter how many repeat days a visitor attends the show.
- Visitors are counted for only one show – visitors already registered for one of the concurrent shows will not be counted when visiting others.

② VIP Registrants

- VIP badge holders who did not go through registration are omitted from the count. Also, registrations are counted only once per visit, no matter how many repeat days a visitor attends the show.

③ Members of the Press

- Members of the press who went through registration at the Press Room are included only once in the count.

④ Special Guests

- Government related visitors are counted

	July 7(Wed)	July 8(Thur)	July 9(Fri)	3-days total
1) On-site registrants	6,015	6,681	7,256	19,952
2) VIP registrants	1,747	1,466	1,201	4,414
3) Press	204	151	141	496
4) Special guests	25	4	0	29
Total Registrants	7,991	8,302	8,598	24,891

The number above dose not include those who registered at ISOT, PROMOTIONAL GOODS EXPO, OFMEX and entered GIFTEX.

	July 7(Wed)	July 8(Thur)	July 9(Fri)	3-days total
Registrants of ISOT, OFMEX, PROMOTIONAL GOODS EXPO	12,672	14,560	13,880	41,112
Total Number of Visitors	20,663	22,862	22,478	66,003

All registrations are counted only once, no matter how many repeat days a visitor attends the show.

Kenji Okabe
 Show Director
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