

Visitor Count

21st INTERNATIONAL

IJK 2017

JEWELLERY KOBE

The Solemn Declaration of No Inflated Numbers

May 22, 2017

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.

| | May 17 [Wed] | May 18 [Thur] | May 19 [Fri] | Total |
|---------------------------------|--------------|---------------|--------------|---------------|
| 1) On-Site Registrants | 3,955 | 2,241 | 1,713 | 7,909 |
| 2) VIP Registrants | 2,863 | 857 | 408 | 4,128 |
| 3) Special Guests | 54 | 0 | 0 | 54 |
| Total Number of Visitors | 6,872 | 3,098 | 2,121 | 12,091 |

| | May 17 [Wed] | May 18 [Thur] | May 19 [Fri] | Total |
|-----------------------------|--------------|---------------|--------------|-------|
| Number of Press Registrants | 16 | 7 | 1 | 24 |

- * All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.
- * The numbers of press registration are not included in the total number of visitors.



Naozumi Matsuo
IJK Show Director
Reed Exhibitions Japan Ltd.

Organised by