

Official Announcement of Attendee Count

15th International Jewellery Kobe (IJK 2011)

<The Solemn Declaration of No Inflated Numbers>

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 in-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 once only, no matter how many repeat days the visitors attend the show.

(2) VIP Registrants

- Registrations with VIP badges (VIP badges are distributed to VIP Registrants before the show) are counted once only, no matter how many repeat days the visitors attend the show.

(3) Members of the Press

- Members of the press who registered at the Press Counter are counted once only, no matter how many repeat days the visitors attend the show.

(4) Special Guests

- Special guests from government organisations and Conference Committee members who attended the opening ceremony and VIP reception party are counted once only, no matter how many repeat days the visitors attend the show.

	May 11 (Wed)	May 12 (Thur)	May 13 (Fri)	3 Days Total
(1) On-site Registrants	4,452	2,301	1,798	8,551
(2) VIP Registrants	2,185	810	530	3,525
(3) Members of the Press	62	16	10	88
(4) Special Guests	142	0	0	142
Total Number of Visitors Total of (1) - (4)	6,841	3,127	2,338	12,306

First day registrants who attended the second and/or third day are not included in these numbers.

N. Matsuo
 Naozumi Matsuo
 Show Director
 IJK Show Management
 Reed Exhibitions Japan Ltd.