

Visitor Count



24th INTERNATIONAL JEWELLERY KOBE

The Solemn Declaration of No Inflated Numbers

Aug. 12, 2020

We consistently count visitor numbers stringently based on the following principles.

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. 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.

	Aug. 9 [Sun]	Aug. 10 [Mon]	Aug. 11 [Tue]	Total
1) On-Site Registrants	2,046	1,700	970	4,716
2) VIP Registrants	627	338	227	1,192
3) Special Guests	7	2	2	11
Total Number of Visitors	2,680	2,040	1,199	5,919

	Aug. 9 [Sun]	Aug. 10 [Mon]	Aug. 11 [Tue]	Total
Number of Press Registrants	12	7	4	23

* 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
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Reed Exhibitions Japan Ltd.

Organised by

