Preliminary Report of Visitor Count

Reed Exhibitions®

MEDICAL JAPAN 2016

2nd International Medical Expo & Conference

Feb. 29, 2016

The Solemn Declaration of No Inflated Numbers

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 those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

② **VIP Registrants**
- Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

③ **Special Guests**
- Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

VISITOR FIGURES

	Feb 24 [Wed]	Feb 25 [Thu]	Feb 26 [Fri]	3-days total
① *On-site Registrants*	7,358	7,902	7,485	22,745
② *VIP Registrants*	1,712	1,306	873	3,891
③ *Special Guests*	78	55	0	133
MEDICAL JAPAN TOTAL number of visitors (①-③)	9,147	9,263	8,358	26,769

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

	Feb 24 [Wed]	Feb 25 [Thu]	Feb 26 [Fri]	3-days total
Number of Seminar Attendees of the day	3,743	4,205	2,566	10,514

	Feb 24 [Wed]	Feb 25 [Thu]	Feb 26 [Fri]	3-days total
Number of Press Registrants of the day	54	14	20	88

* 'Total Number of Visitors' does not include the number of seminar attendees and press registrants.
* These figures are preliminary and they are subject to change after being certified by an official institute.

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MEDICAL JAPAN Show Management