

MEDICAL JAPAN 2018

4th International Medical Expo & Conference

Feb.26, 2018

The Solemn Declaration of No Inflated Numbers

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

1. Fundamental Philosophy of the Total Visitor Number Announcement

The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors. As such, we do not inflate the numbers whatsoever.

2. The Principle of the Counting Method

One business card submitted at the on-site registration counter is counted as one visitor no matter how many times the person enters the exhibition.

3. Verification of the Number Announced

After the exhibition, a certified public accountant will verify that the number of the business cards collected at the registration is equivalent to the number that is announced by the organiser, and to telephone visitors at random to verify their authenticity.

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 21 [Wed]	Feb 22 [Thu]	Feb 23 [Fri]	3-days total
① <i>On-site Registrants</i>	8,051	9,471	7,940	25,408
② <i>VIP Registrants</i>	2,473	1,907	1,387	5,767
③ <i>Special Guests</i>	70	0	0	70

MEDICAL JAPAN TOTAL number of visitors (①-③)	10,594	11,324	9,327	31,245
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All registrations are counted only once. Those who registered on Day 1 and 2 are not included.

	Feb 21 [Wed]	Feb 22 [Thu]	Feb 23 [Fri]	3-days total
<i>Number of Conference Attendees of the day</i>	5,093	5,413	3,071	13,577

	Feb 21 [Wed]	Feb 22 [Thu]	Feb 23 [Fri]	3-days total
<i>Number of Press Registrants of the day</i>	52	22	18	92

* 'Total Number of Visitors' does not include the number of conference attendees and press registrants.

* These figures are preliminary and they are subject to change after being certified by an official institute.



Takuya Ishimoto
MEDICAL JAPAN Show Management