

MEDICAL JAPAN 2019

5th Int'l Medical and Elderly Care Expo & Conference Osaka

5th Medical Devices & Hospital Equipment Expo

5th Hospital BPO Services Expo

4th Medical IT Expo

5th Elderly Care & Nursing Expo

2nd Community Care Expo

9th Medical Device Development Expo **MEDIA**

Reed Japan's Solemn Declaration of Non-Inflated Numbers

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 visitor registration counter on-site, and will be counted as one visitor based on their business cards no matter how many times he/she re-enters the show.

3. Visitor numbers will be verified by an external party

Once the exhibition is completed, all the business cards submitted at the visitor registration counter will be presented to a certified accountant, who will verify that they are the same number as the number of visitors announced by the organiser. Random checks will be conducted through phone calls to the persons on the business cards to confirm that they had attended the exhibition.

4. 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 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.

	Feb. 20 [Wed]	Feb. 21 [Thu]	Feb. 22 [Fri]	3 days total
(1) <i>On-site Registrants</i>	5,687	6,670	5,212	17,569
(2) <i>VIP Registrants</i>	1,891	1,289	858	4,038
(3) <i>Special Guests</i>	56	0	0	56
TOTAL number of visitors (1) – (3)	7,634	7,959	6,070	21,663

All registrations are counted only once. Those who registered on Day 1 and 2 are not included.

Concurrent Shows	Feb. 20 [Wed]	Feb. 21 [Thu]	Feb. 22 [Fri]	3 days total
5 th <i>INTERPHEX OSAKA</i> 5 th <i>Regenerative Medicine Expo OSAKA</i>	5,355	6,019	4,756	16,130

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



Takuya Ishimoto

MEDICAL JAPAN Show Management