

# Preliminary Report of Visitor Count

## MEDICAL JAPAN 2020 TOKYO

### — 3rd Int'l MEDICAL & ELDERLY CARE EXPO TOKYO —

3rd MEDICAL DEVICES & HOSPITAL EQUIPMENT EXPO    3rd HOSPITAL BPO SERVICES EXPO  
3rd MEDICAL IT EXPO    3rd ELDERLY CARE & NURSING EXPO  
3rd COMMUNITY CARE EXPO    1st PHARMACY SOLUTIONS EXPO  
1st CLINICS EXPO

## 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 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 made 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.

	Oct. 14 [Wed]	Oct. 15 [Thu]	Oct. 16 [Fri]	3 Days Total
(1) <i>On-site Registrants</i>	3,890	3,569	4,046	11,505
(2) <i>VIP Registrants</i>	1,277	772	823	2,872
(3) <i>Special Guests</i>	0	0	0	0
<b>TOTAL number of visitors (1) – (3)</b>	<b>5,167</b>	<b>4,341</b>	<b>4,869</b>	<b>14,377</b>

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

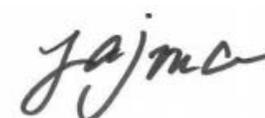
	Oct. 14 [Wed]	Oct. 15 [Thu]	Oct. 16 [Fri]	3 Days Total
<b>Number of Conference Attendees of the day</b>	<b>2,730</b>	<b>2,169</b>	<b>2,645</b>	<b>7,544</b>

	Oct. 14 [Wed]	Oct. 15 [Thu]	Oct. 16 [Fri]	3 Days Total
<b>Number of Press Registrants of the day</b>	<b>54</b>	<b>41</b>	<b>34</b>	<b>129</b>

\*According to the government's guidelines for holding exhibitions, the maximum number of visitors per exhibition is limited to 5,000 at the same time. However, in case multiple exhibitions are held in a single building, the maximum number of visitors per building is limited to 5,000 in order to ensure the safety.

\*\*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.



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