

Official Announcement of Visitor Count

24th INTERNATIONAL OPTICAL FAIR TOKYO
IOFT 2011

Oct 14, 2011

We consistently count visitor registration numbers clearly and stringently based on "The Solemn Declaration of No Inflated Numbers"

Fundamental Philosophy of the Totalled Visitor Numbers

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. Only those who visit the exhibition and complete registration on-site are counted.
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 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 Seminar Attendees and Speakers

- Attendees and speakers at the seminar are also visitors at the fair. Show Management estimates half of them also registered separately for the exhibition. Hence, to avoid double counting, only 50% of the number is counted.

④ Members of the Press

- Members of the press who went through registration at the Press Room are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

⑤ 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.

	Oct 11 (Tue)	Oct 12 (Wed)	Oct 13 (Thur)	3-days total
1) On-site registrants	5,116	3,736	3,023	11,875
2) VIP registrants	2,469	798	286	3,553
3) Seminar attendees	114	166	97	377
4) Press	246	72	38	356
5) Special guests	110	21	0	131
Total Registrants	8,055	4,793	3,444	16,292

Registrants of Fashion Goods & Accessories Expo	2,673	3,080	2,637	8,390
Total Number of Visitors	10,728	7,873	6,081	24,682

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

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