

Visitor Number Report

33rd INTERNATIONAL OPTICAL FAIR TOKYO
IOFT 2020

Nov. 2, 2020

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 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) 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. 27 [Tue]	Oct. 28 [Wed]	Oct. 29 [Thur]	Total
1) On-site Registrants	1,639	1,536	1,125	4,300
2) VIP Registrants	673	407	224	1,304
3) Special Guests	84	0	0	84
Total Number of Visitors (Sum of above 1 - 3)	2,396	1,943	1,349	5,688

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

	Oct. 27 [Tue]	Oct. 28 [Wed]	Oct. 29 [Thur]	Total
Number of Seminar Attendees	539	396	150	1,085
Number of Press Registrants	165	13	10	188