

# Visitor Count



8th INTERNATIONAL  
**JEWELLERY TOKYO AUTUMN**

Nov. 2, 2020

## The Solemn Declaration of No Inflated Numbers

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

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

### 3. 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. 28 [Wed]	Oct. 29 [Thur]	Oct. 30 [Fri]	Total
1) On-Site Registrants	3,219	2,146	2,022	7,387
2) VIP Registrants	1,372	580	407	2,359
3) Special Guests	0	0	0	0
<b>Total Number of Visitors</b>	<b>4,591</b>	<b>2,726</b>	<b>2,429</b>	<b>9,746</b>

	Oct. 28 [Wed]	Oct. 29 [Thur]	Oct. 30 [Fri]	Total
Number of Press Registrants	19	5	1	25

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

\* The numbers of press registration are not included in the total number of visitors.

Naozumi Matsuo  
Show Director  
Reed Exhibitions Japan Ltd.

Organised by

