

# Visitor Count



9th INTERNATIONAL  
**JEWELLERY TOKYO AUTUMN**

## The Solemn Declaration of No Inflated Numbers

Nov. 1, 2021

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. 27 [Wed]	Oct. 28 [Thur]	Oct. 29 [Fri]	Total
1) On-Site Registrants	3,680	2,759	2,391	8,830
2) VIP Registrants	1,872	747	535	3,154
3) Special Guests	0	0	0	0
<b>Total Number of Visitors</b>	<b>5,552</b>	<b>3,506</b>	<b>2,926</b>	<b>11,984</b>

	Oct. 27 [Wed]	Oct. 28 [Thur]	Oct. 29 [Fri]	Total
Number of Press Registrants	24	5	7	36

\* 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.

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