

# Increased by 16% than previous show!

## Preliminary Report of Visitor Numbers

### Highly-functional Material World **Osaka 2016**

Oct. 11, 2016

[Concurrent Shows] Manufacturing World Osaka 2016

#### The Solemn Declaration of No Inflated Numbers

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 onsite 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 onsite are counted. Also, registrations are counted only

|  | Oct. 5 [Wed] | Oct. 6 [Thur] | Oct. 7 [Fri] | Total  |
|--|--------------|---------------|--------------|--------|
| 1) On-site Registrants   | 2,819        | 3,737         | 3,513        | 10,069 |
| 2) VIP Registrants   | 768          | 698           | 726          | 2,192  |
| Highly-functional Material World OSAKA<br>① Total Number of Visitors<br>(Sum of above 1 – 2) | 3,587        | 4,435         | 4,239        | 12,261 |

|   |       |        |        |        |
|---|-------|--------|--------|--------|
| Conference Attendees                                    | 2,020 | 2,933  | 2,469  | 7,422  |
| Number of Press Registrants                             | 19    | 11     | 7      | 37     |
| Manufacturing World Osaka<br>② Total Number of Visitors | 9,433 | 12,889 | 13,586 | 35,908 |

|  |               |               |               |               |
|--|---------------|---------------|---------------|---------------|
| <b>Total Number of Visitors<br/>(Sum of above ①+②)</b> | <b>13,020</b> | <b>17,324</b> | <b>17,825</b> | <b>48,169</b> |
|--|---------------|---------------|---------------|---------------|

Note: These figures are preliminary and subject to change after being certified by an official institute