

# 3,607 visitors increased! <sup>\*1</sup>

## Preliminary Report of Visitor Count

### Highly-functional Material Week OSAKA 2019

7th Highly-functional  
**FILM EXPO OSAKA**

7th Highly-functional  
**PLASTIC EXPO OSAKA**

6th Highly-functional  
**METAL EXPO OSAKA**

4th Highly-functional  
**CERAMICS EXPO OSAKA**

3rd  
**ADHESION & JOINING EXPO OSAKA**

2nd Highly-functional  
**PAINT & COATINGS EXPO OSAKA**

#### Reed Japan's Solemn Declaration of Non-Inflated Numbers

May 27, 2019

**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.

#### VISITOR FIGURES

	May 22 [Wed]	May 23 [Thur]	May 24 [Fri]	Total
(1) On-Site Registrants	7,278	7,384	7,752	22,414
(2) VIP Registrants	2,245	1,909	1,901	6,055
(3) Special Guests	0	0	2	2
<b>Visitors number of Material Week Osaka 2019 (1) + (2) + (3)</b>	<b>9,523</b>	<b>9,293</b>	<b>9,655</b>	<b>28,471</b>

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

Number of Seminar Attendees	3,738	3,412	3,045	10,195
Number of Press Registrants	24	10	7	41

\* These figures are preliminary and they are subject to change after being certified by an official institute.  
\* The numbers of seminar attendees and press registration are not included in the total number of visitors.

\*1 : compared with the previous show

Organised by

 Reed Exhibitions

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