 Preliminary Report of Visitor Count

9th Highly-functional Material Week Photonix 2021 OSAKA

1st Int’l Laser & Photonics Expo

Reed Japan’s Solemn Declaration of Non-Inflated Numbers
We consistently count visitor registration numbers clearly and stringently based on the following philosophy and 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 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.

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<tbody>
<tr>
<td>1) On-Site Registrants</td>
<td>4,122</td>
<td>4,124</td>
<td>4,389</td>
<td>12,635</td>
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<tr>
<td>2) VIP Registrants</td>
<td>1,475</td>
<td>1,103</td>
<td>1,073</td>
<td>3,651</td>
</tr>
<tr>
<td>3) Special Guests</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Number of Visitors</strong></td>
<td><strong>5,597</strong></td>
<td><strong>5,227</strong></td>
<td><strong>5,462</strong></td>
<td><strong>16,286</strong></td>
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All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

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<tbody>
<tr>
<td>Number of Press Registrants</td>
<td>22</td>
<td>16</td>
<td>12</td>
<td>50</td>
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* These figures are preliminary and they are subject to change after being certified by an official institute.

June 28, 2021

Katsutoshi Tsuchiya
Show Director
Reed Exhibitions Japan Ltd.