

Official Report on Visitor Number

FASHION WORLD TOKYO 2016 APRIL

3rd TOKYO FASHION WEAR EXPO 3rd TOKYO BAG EXPO 3rd TOKYO SHOES EXPO 2ND TOKYO MEN'S FASHION EXPO
1st TOKYO FASHION JEWELLERY EXPO 1st TEXTILE TOKYO 1st OEM/SOURCING EXPO

April 11, 2016

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. One business card submitted at the on-site registration counter is counted as one visitor.
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 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.

	Apr. 6 (Wed)	Apr. 7 (Thu)	Apr. 8 (Fri)	3-days Total
1) On-site Registrants	6,706	6,048	6,010	18,764
2) VIP Registrants	1,279	861	987	3,127
3) Members of the Press	45	36	46	127
Total Registrants (①+②+③)	8,030	6,945	7,043	22,018

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

	Apr. 6 (Wed)	Apr. 7 (Thu)	Apr. 8 (Fri)	3-days Total
Seminar Attendees (The number of registrant of the day)	1,910	1,788	966	4,664

***In order to state the most accurate number, we have changed the following parts of the counting method since this year.**

- The number of press members and seminar attendees are stated separately and omitted from the visitor number.
- VIP from the Exhibitors and Party Attendees are not included in the visitor number.

***Stated numbers are flash numbers. Please note that the number might change slightly after the detailed confirmation.**

Kenji Okabe
Executive Show Director
Reed Exhibitions Japan Ltd.