

FaW^{12th} FASHION WORLD TOKYO **OCTOBER**

Consists of:

12th INT'L FASHION BRAND EXPO

7th FASHION SOURCING EXPO

12th JAPAN FASHION EXPO

7th TEXTILE EXPO

1st SUSTAINABLE FASHION EXPO

Reed Japan's Solemn Declaration of Non-Inflated Numbers

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 Visitor numbers will be verified by an external party

Once the exhibition is completed, all the business cards submitted at the visitor registration 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 made 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 those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

2) VIP Registrants

Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

3) Special Guests

Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

VISITOR FIGURES

	Oct. 18 [Mon]	Oct. 19 [Tue]	Oct. 20 [Wed]	Total
1) On-Site Registrants	4,109	5,214	5,927	15,250
2) VIP Registrants	1,268	1,417	1,441	4,126
3) Special Guests	7	0	0	7
Total Number of Visitors	5,384	6,631	7,368	19,383

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

	Oct. 18 [Mon]	Oct. 19 [Tue]	Oct. 20 [Wed]	Total
Number of Seminar Attendees	2,055	2,021	1,316	5,392
Number of Press Registrants	62	21	46	129

* These figures are preliminary and they are subject to change after being certified by an official institute.

Daichi Yajima

Daichi Yajima
Show Director

FASHION WORLD TOKYO Show Management
RX Japan Ltd. (Formerly Reed Exhibitions Japan Ltd.)