

Preliminary Report of Visitor Count

1st **AI EXPO**

Artificial Intelligence Exhibition & Conference

[Concurrent Show] CONTENT TOKYO 2017

July 3, 2017

The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

Fundamental Philosophy of the Total Visitor Number Announcement

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.

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

	June 28 [Wed]	June 29 [Thur]	June 30 [Fri]	Total
1) On-site Registrants	9,955	13,197	16,222	39,374
2) VIP Registrants	795	611	889	2,295
3) Special Guests	7	1	0	8
Number of Visitors (Sum of above 1 – 3)	10,757	13,809	17,111	41,677
4) Number of CONTENT TOKYO Visitors	11,633	13,523	13,590	38,746
Total Number of Visitors (Sum of above 1 – 4)	22,390	27,332	30,701	80,423

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

	June 28 [Wed]	June 29 [Thur]	June 30 [Fri]	Total
Number of AI EXPO Seminar Attendees	2,927	1,374	2,491	6,792
Number of Press Registrants	216	95	86	397

* These figures are preliminary and they are subject to change after confirmation.