

Preliminary Report of Visitor Count

2nd **AI EXPO**

Artificial Intelligence Exhibition & Conference

April 9, 2018

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				
	April 4 [Wed]	April 5 [Thur]	April 6 [Fri]	Total
1) On-site Registrants	10,606	13,464	16,928	40,998
2) VIP Registrants	2,284	1,455	1,544	5,283
3) Special Guests	32	2	8	42
Total Number of Visitors (Sum of above 1 – 3)	12,922	14,921	18,480	46,323

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

	April 4 [Wed]	April 5 [Thur]	April 6 [Fri]	Total
Number of AI EXPO Seminar Attendees	6,088	4,502	3,523	14,113
Number of Press Registrants	296	153	143	592

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



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Show Director

Reed Exhibitions Japan Ltd.