

Visitor Count



30th INTERNATIONAL
JEWELLERY TOKYO

7th
GIRLS JEWELLERY EXPO TOKYO
Trade Show of Trendy Light Jewellery

Reed Japan's Solemn Declaration of Non-Inflated Numbers

Jan. 28, 2019

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 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. 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 **Members of the Association** Japan Jewellery Association's badge holders who went through registration are interested in the count.
- ④ **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.

	Jan. 23 [Wed]	Jan. 24 [Thur]	Jan. 25 [Fri]	Jan. 26 [Sat]	Total
1) On-Site Registrants	5,482	4,838	3,792	4,503	18,615
2) VIP Registrants	3,669	1,642	969	572	6,852
3) Members of the Association	50	0	0	0	50
4) Special Guests	119	555	25	143	842
Total Number of Visitors	9,320	7,035	4,786	5,218	26,359

↑ ↑ ↑
These numbers don't include the number of the previous day.

	Jan. 23 [Wed]	Jan. 24 [Thur]	Jan. 25 [Fri]	Jan. 26 [Sat]	Total
Number of Press Registrants	119	179	22	2	322

* These figures are preliminary and they are subject to change after being calculated in detail accurately.

* The numbers of press registration are not included in the total number of visitors.

Naozumi Matsuo
Show Director
Reed Exhibitions Japan Ltd.

Organised by

