

Official Announcement of Visitor Count

JAPAN BUILD 2017 2nd Int'l Building & Urban Development Expo



2nd High-efficiency

Building Material Expo

2nd High-efficiency

Housing Equipment Expo

2nd **Japan Lighting Expo**

2nd **Smart Building Expo**

2nd Next-generation

Urban Development Expo

The Solemn Declaration of No Inflated Numbers

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

Dec. 18, 2017

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

	Dec. 13 [Wed]	Dec. 14 [Thur]	Dec. 15 [Fri]	Total
1) On-Site Registrants	6,230	6,721	7,366	20,317
2) VIP Registrants	1,356	1,073	1,024	3,453
3) Special Guests	98	0	1	99
Total Number of Visitors	7,684	7,794	8,391	23,869

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

	Dec. 13 [Wed]	Dec. 14 [Thur]	Dec. 15 [Fri]	Total
Number of Seminar Attendees	1,601	1,536	970	4,107
Number of Press Registrants	108	46	52	206

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

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

Organised by



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