

JAPAN BUILD

4th International Building & Home Week



4th Building Material & Housing Equipment Expo	4th Smart Building Expo
2nd Building Renovation Expo	2nd AI & Smart Home Expo
1st Home Builder Support 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 visitor registration counter on-site, and will be counted as one visitor based on their business cards 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 counter 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 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

	Dec. 11 [Wed]	Dec. 12 [Thu]	Dec. 13 [Fri]	Total
1) On-site Registrants	5,918	6,875	7,066	19,859
2) VIP Registrants	1,978	2,085	1,851	5,914
3) Special Guests	59	0	0	59
Total Number of Visitors (Sum of above 1 – 3)	7,955	8,960	8,917	25,832

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

	Dec. 11 [Wed]	Dec. 12 [Thu]	Dec. 13 [Fri]	Total
Number of Seminar Attendees	2,624	3,887	2,568	9,079
Number of Press Registrants	72	41	40	153

*'Total Number of Visitors' does not include the number of conference attendees and press registrants.
*These figures are preliminary and they are subject to change after being certified by an official institute.

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