

# Preliminary Report of Visitor Count

## World Smart Energy Week 2016

12th Int'l Hydrogen & Fuel Cell Expo  
**FC EXPO 2016**

7th Int'l Rechargeable Battery Expo  
**BATTERY JAPAN**

4th Int'l Wind Energy Expo & Conference  
**WIND EXPO 2016**

9th Int'l Photovoltaic Power Generation Expo  
**PV EXPO 2016**

6th **ECO HOUSE &  
ECO BUILDING EXPO**

2nd **ENERGY MARKET  
LIBERALISATION EXPO**

7th Int'l Photovoltaic Power Generation System Expo  
**PV SYSTEM EXPO**

6th  
**INT'L SMART GRID EXPO**

1st  
**INT'L BIOMASS EXPO**

Mar. 15, 2016

### 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

	Mar. 2 [Wed]	Mar. 3 [Thur]	Mar. 4 [Fri]	Total
1) On-site Registrants	16,926	18,523	18,094	53,543
2) VIP Registrants	3,994	3,242	2,388	9,624
3) Special Guests	169	36	48	253
<b>World Smart Energy Week Total Number of Visitors</b> (Sum of above 1 – 3)	<b>21,089</b>	<b>21,801</b>	<b>20,530</b>	<b>63,420</b>

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

	Mar. 2 [Wed]	Mar. 3 [Thur]	Mar. 4 [Fri]	Total
<b>Number of Seminar Attendees</b>	<b>4,257</b>	<b>6,714</b>	<b>4,883</b>	<b>15,854</b>

	Mar. 2 [Wed]	Mar. 3 [Thur]	Mar. 4 [Fri]	Total
<b>Number of Press Registrants</b>	<b>345</b>	<b>176</b>	<b>132</b>	<b>653</b>

  
Takeshi Tanaka

Executive Show Director  
Reed Exhibitions Japan Ltd.