

Preliminary Report of Visitor Count

World Smart Energy Week 2020

FC EXPO

INT'L SMART GRID EXPO

INT'L BIOMASS EXPO

PV EXPO

WIND EXPO

RESOURCE RECYCLING EXPO

BATTERY JAPAN

THERMAL POWER EXPO

March 12, 2020

The Solemn Declaration of No Inflated Numbers

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 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 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				
	Feb. 26 [Wed]	Feb. 27 [Thur]	Feb. 28 [Fri]	Total
1) On-site Registrants	5,102	4,484	3,392	12,978
2) VIP Registrants	2,561	1,815	1,137	5,513
3) Special Guests	9	0	9	18
World Smart Energy Week Total Number of Visitors (Sum of above 1 – 3)	7,672	6,299	4,538	18,509

	Feb. 26 [Wed]	Feb. 27 [Thur]	Feb. 28 [Fri]	Total
Number of Seminar Attendees	2,208	2,797	1,073	6,078

	Feb. 26 [Wed]	Feb. 27 [Thur]	Feb. 28 [Fri]	Total
Number of Press Registrants	131	61	58	250

*These figures are preliminary and subject to change after the detailed verification.

Masaki Soda
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