

## Official Announcement of Visitor Count

# Photonix2012

## EXPO & CONFERENCE

April 16, 2012

We consistently count visitor registration numbers clearly and stringently based on "The Solemn Declaration of No Inflated Numbers"

### Fundamental Philosophy of the Totalled Visitor Numbers

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. Only those who visit the exhibition and complete registration on-site are counted.
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 Seminar Attendees

- Attendees at the seminar are also counted. This number may include some of those counted in ① and ②.

#### 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.

### VISITOR FIGURES

	April 11 [Wed]	April 12 [Thurs]	April 13 [Fri]	3-days total
1) On-site registrants	<b>2,940</b>	<b>3,766</b>	<b>4,186</b>	<b>10,892</b>
2) VIP Registrants	<b>761</b>	<b>1,243</b>	<b>509</b>	<b>2,513</b>
3) Seminar Attendees	<b>633</b>	<b>1,514</b>	<b>415</b>	<b>2,562</b>
4) Special Guests	<b>22</b>	<b>0</b>	<b>0</b>	<b>22</b>
<b>Total number of visitors of Photonix</b>	<b>4,356</b>	<b>6,523</b>	<b>5,110</b>	<b><u>15,989</u></b>
Total number of visitors of FINETECH JAPAN/ FilmTech JAPAN/ PLASTIC JAPAN	<b>16,670</b>	<b>14,218</b>	<b>16,640</b>	<b>47,528</b>
<b>Total Number of Visitors</b>	<b>21,026</b>	<b>20,741</b>	<b>21,750</b>	<b><u>63,517</u></b>

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

Takeshi Tanaka  
Show Director  
Photonix [EXPO & Conference]