

# Official Announcement of Visitor Count

## AGRI WORLD 2017

Oct. 16, 2017

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. 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				
	Oct. 11 [Wed]	Oct. 12 [Thurs]	Oct. 13 [Fri]	Total
1) On-Site Registrants	6,830	7,364	6,833	21,027
2) VIP Registrants	1,095	1,050	809	2,954
3) Special Guests	0	0	0	0
<b>Number of visitors of AGRI WORLD</b>	<b>7,925</b>	<b>8,414</b>	<b>7,642</b>	<b>23,981</b>
<b>Number of visitors of IFEX, GARDEX &amp; TOOL JAPAN (Concurrent Shows)</b>	<b>7,025</b>	<b>6,448</b>	<b>5,307</b>	<b>18,780</b>
<b>Total Number of Visitors</b>	<b>14,950</b>	<b>14,862</b>	<b>12,949</b>	<b>42,761</b>

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

	Oct. 11 [Wed]	Oct. 12 [Thurs]	Oct. 13 [Fri]	Total
<b>Number of Seminar Attendees</b>	<b>2,401</b>	<b>2,638</b>	<b>1,796</b>	<b>6,835</b>
<b>Number of Press Registrants</b>	<b>219</b>	<b>117</b>	<b>93</b>	<b>429</b>

\*Stated numbers are flash numbers. Please note that the number might change slightly after the detailed confirmation.