Official Announcement of Visitor Count

22nd FINETECH JAPAN FilmTech JAPAN – 3rd Highly-functional Film Technology Expo PLASTIC JAPAN – 1st Highly-functional Plastic Expo Photonix 2012

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) 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		12,849	15,423	17,744	46,016
2) VIP Registrants		3,668	2,493	1,827	7,988
3) Special Guests		67	2	0	69
Total number of visitors of FINETECH JAPAN/ FilmTech JAPAN/ PLASTIC JAPAN/ Photonix (Sum of 1) – 3))		16,584	17,918	19,571	54,073
4) Seminar Attendees		4,442	2,853	2,179	9,444
Total Number of Visitors (Sum of 1) – 4))		21,026	20,741	21,750	63,517
Breakdown of the above number	FINETECH JAPAN/ FilmTech JAPAN/ PLASTIC JAPAN	16,670	14,218	16,640	47,528
	Photonix	4,356	6,523	5,110	15,989

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

Takeshi Tanaka
Show Director
FINETECH JAPAN/ FilmTech JAPAN/
PLASTIC JAPAN/ Photonix

Reed Exhibitions