

# Visitor Count

**ISOT** 2009  
20th  
INTERNATIONAL STATIONERY &  
OFFICE PRODUCTS FAIR TOKYO

**NOVELTY & PREMIUM  
GOODS EXPO 2009**  
Novelty Goods Premium Gifts Sales Promotion

**OFMEX 2009**  
7th International Office Machines &  
Equipment Expo Tokyo

We consistently count visitor registration numbers clearly and stringently and, without deception, continue to release the real 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.

## Visitor Figures

### ① On-Site Registrants

- All registrations are counted only once per visit, no matter how many repeat days the visitors attend the show.
- Visitors are counted for only one show – visitors already registered for one of the concurrent shows will not be counted when visiting others.

### ② VIP Registrants

- VIP badge holders who did not go through registration are omitted from the count. Also, registrations are counted only once per visit, no matter how many repeat days the visitors attend the show.

### ③ Seminar Attendees and Speakers

- The actual number of attendees and speakers at the seminar are included in the count.

### ④ Members of the Press

- Members of the press who went through registration at the Press Room are included only once in the count.

### ⑤ Special Guests

- Government related visitor, members of the Technical Conference Advisory Committee are counted.

	July 8	July 9	July 10	3-Day Total
① On-Site Registrants	9,543	11,882	12,194	33,619
② VIP Registrants	2,486	1,686	1,175	5,347
③ Seminar Attendees/Speakers	290	327	144	761
④ Members of the Press	228	187	158	573
⑤ Special Guests	54	30	0	84
<b>ISOT/NOVELTY&amp;PREMIUM GOODS EXPO / OFMEX Total Trade Attendees (Total of ① to ⑤)</b>	<b>12,601</b>	<b>14,112</b>	<b>13,671</b>	<b><u>40,384</u></b>

	July 8	July 9	July 10	3-Day Total
GIFTEX/DESIGN TOKYO/Baby & Kids World Total Trade Attendees	6,173	6,704	6,200	19,077
<b>Total Trade Attendees</b>	<b>18,774</b>	<b>20,816</b>	<b>19,871</b>	<b><u>59,461</u></b>

Kenji Okabe  
Show Director  
Show Management

