

# Official Announcement of Visitor Count

**ISOT 2010**  
21st  
INTERNATIONAL STATIONERY &  
OFFICE PRODUCTS FAIR TOKYO

**PROMOTIONAL  
GOODS EXPO 2010**  
Premium/Novelty OEM Sales Promotion

**OFMEX 2010**  
8th International Office Machines &  
Equipment Expo Tokyo

July 12, 2010

**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.

### ① On-site Registrants

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

### ③ Members of the Press

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

### ④ Special Guests

- Government related visitors are counted

	July 7(Wed)	July 8(Thur)	July 9(Fri)	3-days total
1) On-site registrants	9,265	12,769	12,431	34,465
2) VIP registrants	3,167	1,635	1,325	6,127
3) Press	180	125	122	427
4) Special guests	60	31	2	93
<b>Total Registrants</b>	<b>12,672</b>	<b>14,560</b>	<b>13,880</b>	<b>41,112</b>

The number above dose not include those who registered at GIFTEX and entered ISOT, PROMOTIONAL GOODS EXPO and OFMEX

	July 7(Wed)	July 8(Thur)	July 9(Fri)	3-days total
Registrants of GIFTEX	7,991	8,302	8,598	24,891
<b>Total Number of Visitors</b>	<b>20,663</b>	<b>22,862</b>	<b>22,478</b>	<b>66,003</b>

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