

EVENT AUDIT


DATES OF EVENT:

Conference: September 13 – 16, 2006
 Exhibits: September 14 – 16, 2006

LOCATION:

Sands Expo & Conference Center, Las Vegas

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
 Address: 383 Main Avenue, Norwalk, CT 06851
 Phone: (203) 840-4800
 Website (Show): www.visionexpowest.com

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1988

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: October 3 – 6, 2007
 Exhibits: October 4 – 6, 2007
 LOCATION: Sands Expo & Conference Center, Las Vegas

1. STATEMENT OF MARKET SERVED

International Vision Expo West serves the eyecare and eyewear professionals and related fields.

Qualified attendees are optometrists, dispensing opticians, ophthalmologists, ophthalmic medical personnel, optometric residents and students, optometric technicians, practice and business managers, optical outlet managers, chain executives, frame buyers, vision assistants, optical laboratory managers and technicians, product buyers at chain headquarters, and others allied to the field.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall, special feature areas, and the conference sessions. Downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees*	Media	Sub-Total: Conference & Exhibit Only Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff**	Total
2006	Las Vegas	4,320	8,798	62	13,180	4,721	17,901
2005	Las Vegas	3,959	8,949	81	12,989	4,690	17,679

* Includes speakers.

** Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Superstore Corporate Management	347	2.6	2.8
Independent Ophthalmological Practice	1,222	9.3	10.0
Independent Opticianry Chain, 1 - 5 locations	1,120	8.5	9.1
Independent Opticianry Chain, 6 - 10 locations	82	0.6	0.7
Independent Opticianry Chain, 10+ locations	57	0.4	0.5
Independent Optometric Practice	5,881	44.6	47.9
Laboratory	558	4.2	4.5
Manufacturer	800	6.1	6.5
Multidisciplinary Practice	418	3.2	3.4
Retail Optical Chain, 1 - 5 locations	625	4.7	5.1
Retail Optical Chain, 6 - 10 locations	65	0.5	0.5
Retail Optical Chain, 10+ locations	300	2.3	2.4
Superstore Outlet	51	0.4	0.4
Wholesaler/Distributor	757	5.8	6.2
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	12,283	93.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	897	6.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,180	100.0	100.0

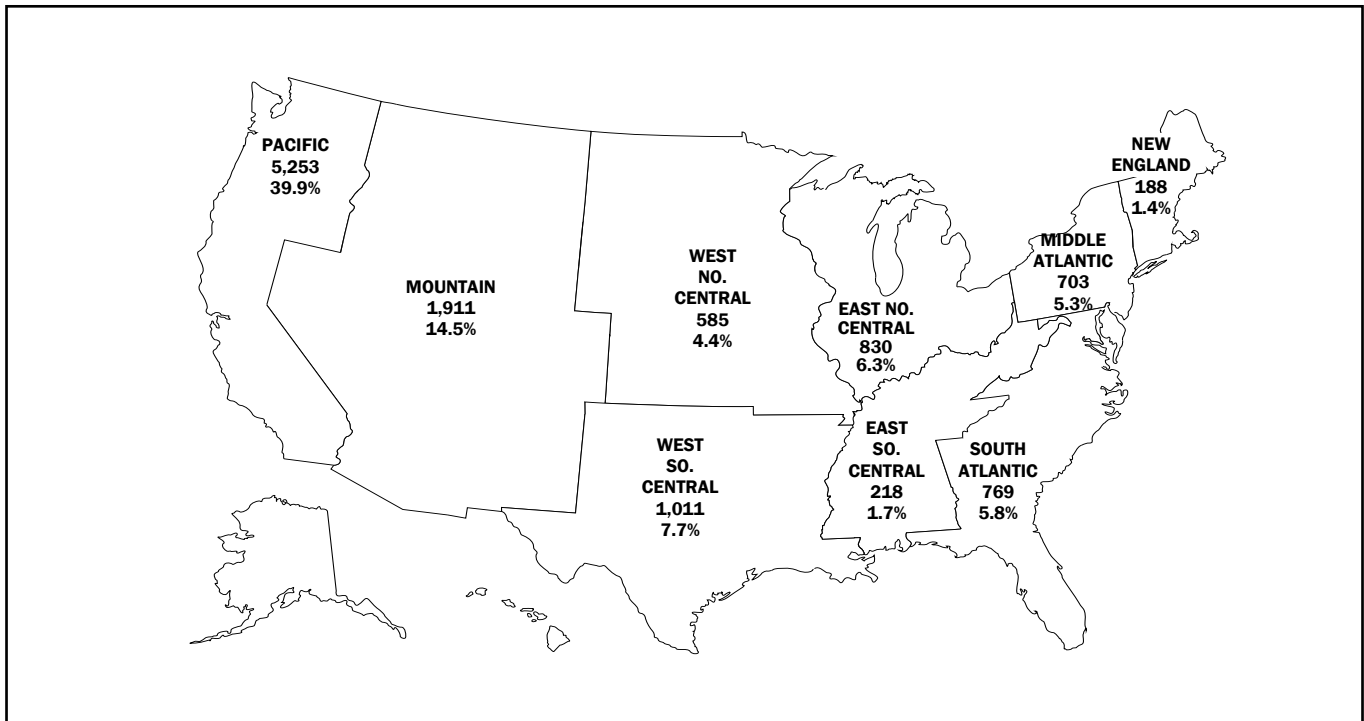
5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer	2,050	15.5	15.7
Laboratory Manager	353	2.7	2.7
Laboratory Technician	168	1.3	1.3
Manufacturer's Representative	517	3.9	4.0
Optician, Licensed or Certified	1,909	14.5	14.6
Optician, Non-Certified	857	6.5	6.6
Opticianry Assistant	349	2.7	2.7
Ophthalmologist	132	1.0	1.0
Ophthalmic Medical Personnel - COA	48	0.4	0.4
Ophthalmic Medical Personnel - COT	12	0.1	0.1
Ophthalmic Medical Personnel - COMT	18	0.1	0.1
Ophthalmological Assistant (non-certified)	51	0.4	0.4
Ophthalmological Resident	3	<0.1	<0.1
Optometrist	2,889	21.9	22.1
Optometric Technician	568	4.3	4.4
Optometric Resident	5	<0.1	<0.1
Optometric Student	143	1.1	1.1
Practice/Business Manager	1,155	8.8	8.8
Other	1,822	13.8	14.0
Total Conference and Exhibit Only Attendees Identified by Job Title/Position	13,049	99.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Position	131	1.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,180	100.0	100.0

6. YOU ARE:			
YOU ARE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YOU ARE
Owner	4,436	33.7	36.0
Manager	2,250	17.0	18.3
Employee	4,242	32.2	34.5
Buyer	1,012	7.7	8.2
Student	364	2.8	3.0
Total Conference and Exhibit Only Attendees Identified by You Are	12,304	93.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by You Are	876	6.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,180	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	188	1.4
Maine	14	
New Hampshire	18	
Vermont	7	
Massachusetts	75	
Rhode Island	20	
Connecticut	54	
MIDDLE ATLANTIC	703	5.3
New York	424	
New Jersey	104	
Pennsylvania	175	
EAST NO. CENTRAL	830	6.3
Ohio	153	
Indiana	155	
Illinois	214	
Michigan	195	
Wisconsin	113	
WEST NO. CENTRAL	585	4.4
Minnesota	171	
Iowa	88	
Missouri	130	
North Dakota	25	
South Dakota	47	
Nebraska	52	
Kansas	72	
SOUTH ATLANTIC	769	5.8
Delaware	12	
Maryland	60	
Washington, DC	22	
Virginia	107	
West Virginia	5	
North Carolina	88	
South Carolina	38	
Georgia	71	
Florida	366	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	218	1.7
Kentucky	66	
Tennessee	57	
Alabama	64	
Mississippi	31	
WEST SO. CENTRAL	1,011	7.7
Arkansas	39	
Louisiana	34	
Oklahoma	100	
Texas	838	
MOUNTAIN	1,911	14.5
Montana	41	
Idaho	61	
Wyoming	32	
Colorado	258	
New Mexico	112	
Arizona	616	
Utah	184	
Nevada	607	
PACIFIC	5,253	39.9
Alaska	33	
Washington	326	
Oregon	127	
California	4,627	
Hawaii	140	
US States Not Identified	60	0.5
UNITED STATES	11,528	87.5
INTERNATIONAL	1,652	12.5
Canada	821	
Mexico	167	
Other International	664	
Total Conference & Exhibit Attendees	13,180	100.0



International Vision Expo West
383 Main Ave. Norwalk, CT 06851

Priority Code: Customer ID:

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION
INTERNATIONAL VISION EXPO

1 Contact Information

If the information listed on the mailing label above is incorrect, please make the appropriate changes directly next to the preprinted information.

Business Phone:

Business Fax:

E-mail:
FL OD License #: FL Optician License #: ARBO/COPE OE Tracker #: (OD's only)



5 Registration type

Exhibits Only: Before 8/17/06: \$50.00 After 8/17/06: \$75.00 Continuing Education: (which includes Exhibits)

6 Registration Packages and A la Carte Selections

Standard Packages	before 8/17/06	after 8/17/06	A la Carte	before 8/17/06	after 8/17/06
Package A - 6 Hours	\$187 <input type="checkbox"/>	\$211 <input type="checkbox"/>	1 Hour	\$60 <input type="checkbox"/>	\$65 <input type="checkbox"/>
Package B - 9 Hours	\$234 <input type="checkbox"/>	\$261 <input type="checkbox"/>	2 Hours	\$85 <input type="checkbox"/>	\$95 <input type="checkbox"/>
Package C - 12 Hours	\$327 <input type="checkbox"/>	\$368 <input type="checkbox"/>	3 Hours	\$115 <input type="checkbox"/>	\$125 <input type="checkbox"/>
Package D - 18 Hours	\$429 <input type="checkbox"/>	\$490 <input type="checkbox"/>	4 Hours	\$145 <input type="checkbox"/>	\$155 <input type="checkbox"/>
Package E - 25 Hours	\$575 <input type="checkbox"/>		5 Hours	\$175 <input type="checkbox"/>	\$185 <input type="checkbox"/>
Package F - 35 Hours	\$770 <input type="checkbox"/>		Magnify Your Future 2006** 41-707-V	\$240 <input type="checkbox"/>	\$260 <input type="checkbox"/>
Package G - 45 Hours	\$945 <input type="checkbox"/>		Optical Boot Camp Level 1** 21-301-S	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
			Optical Boot Camp Level 2** 31-301-S	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
			Contact Lens Boot Camp** 41-301-S	\$169 <input type="checkbox"/>	\$189 <input type="checkbox"/>
			Workshops*		\$40 per hour
			31-305-S - 3 hours		
			33-305-S - 2 hours		
			42-703-V - 2 hours		
			FREE Courses*		FREE
			30-503-V - 1 hour		
			43-503-V - 2 1/2 hours***		

For exclusions, please see page 46.
Standard Packages do not include a la carte courses. Hours cannot be combined with another registrant.
Total Office Packages do not include a la carte courses. When registering please use same company name, address and zip code.
Other discounts do not apply. Additional hours can be added to any package for \$80 per hour.

7 List below the courses you wish to take: Be sure to list all courses you wish to take (including free courses)

Wednesday		Thursday		Friday		Saturday	
Course	Fee	Course	Fee	Course	Fee	Course	Fee

8 * \$40 Continuing Education Registration Processing Fee applies if ONLY registering for Interactive Courses, Workshops, and/or Free Courses. Registration required for free courses. Processing Fee: \$ _____
** Non-refundable Grand Total (5-8): \$ _____
*** No processing fee

9a Method of Payment

Check enclosed (payable to Reed Exhibitions)
Amount \$ _____
Charge to:
 AMEX MasterCard VISA

9b Cardholder's Name (please print) _____
Account # _____
Expiration Date _____
Cardholder's Signature _____
(I agree to pay the above total amount according to my card issuer agreement.)

2 Your Title/Position

Please check one. (This selection determines your badge category.)

- A Buyer
- B Laboratory Manager
- C Laboratory Technician
- D Manufacturer's Representative
- E Optician, Licensed or Certified
- F Optician, Non-Certified
- G Optician Assistant
- H Ophthalmologist
- J Ophthalmic Medical Personnel - COA
- K Ophthalmic Medical Personnel - COT
- M Ophthalmic Medical Personnel - COMT
- N Ophthalmological Assistant (non-certified)
- P Ophthalmological Resident
- Q Optometrist
- R Optometric Technician
- S Optometric Resident
- T Optometric Student
- U Practical/Business Manager
- V Other (please specify) _____

3 Type of Business/Practice

Please check one.

- A Chain/Superstore Corp. Management
- B Independent Ophthalmological Practice
- C Independent Optician Chain, 1-5 locations
- D Independent Optician Chain, 6-10 locations
- E Independent Optician Chain, 10+ locations
- F Independent Optometric Practice
- G Laboratory
- H Manufacturer
- J Multidisciplinary Practice
- K Retail Optical Chain, 1-5 locations
- M Retail Optical Chain, 6-10 locations
- N Retail Optical Chain, 10+ locations
- P Superstore Outlet
- Q Wholesaler/Distributor

4 You are:

- Please check one. For demographic census purposes, please indicate if you are:
- A Owner
 - B Manager
 - C Employee
 - D Buyer
 - E Student
 - A Male
 - B Female

Cancellation Policy: See page 46.
Continuing Education Pricing: See page 46.

Four Ways to Register

On-Line: www.visionexpowest.com
By phone: Call 800-811-7151 for conference registrations only. Be sure to have your credit card handy.
By fax: Fax this registration form to 972-620-3099. Please include your phone number in case we have questions. Method of payment by credit card only.
By mail: Send this registration form to: International Vision Expo West, c/o ARI, 350 East Royal Lane, Suite 100, Irving, TX 75039-3105.
Important: The Preregistration cut-off date is 8/17/06. To receive your badge and course tickets in the mail, registrations must be postmarked by 8/17/06. Registrations received after 8/17/06 will be processed; however, badges and course tickets will need to be picked up on-site.

We collect this data in order to provide you with information about International Vision Expo and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at <http://www.visionexpo.com> or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

REGISTER ONLINE: www.visionexpowest.com Any Questions? Call 800-811-7151 or 203-840-5610

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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.
Red Bank, NJ