

EVENT AUDIT



DATES OF EVENT:

Conference: April 10 – 13, 2008
Exhibits: April 11 – 13, 2008

LOCATION:

Jacob J. Javits Convention Center, New York, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1986

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 26 – 29, 2009
Exhibits: March 27 – 29, 2009
LOCATION: Jacob J. Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

International Vision Expo East 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 had their badges scanned when they picked up their badge holder onsite. The registrant was then entered into the system as verified. Attendees' badge stubs were also scanned to ensure that no one was missed. 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: Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2008	New York	3,007	12,588	196	15,791	6,091	21,882
2007	New York	3,016	12,230	128	15,374	6,726	22,100
2006	New York	2,966	12,185	129	15,280	6,323	21,603

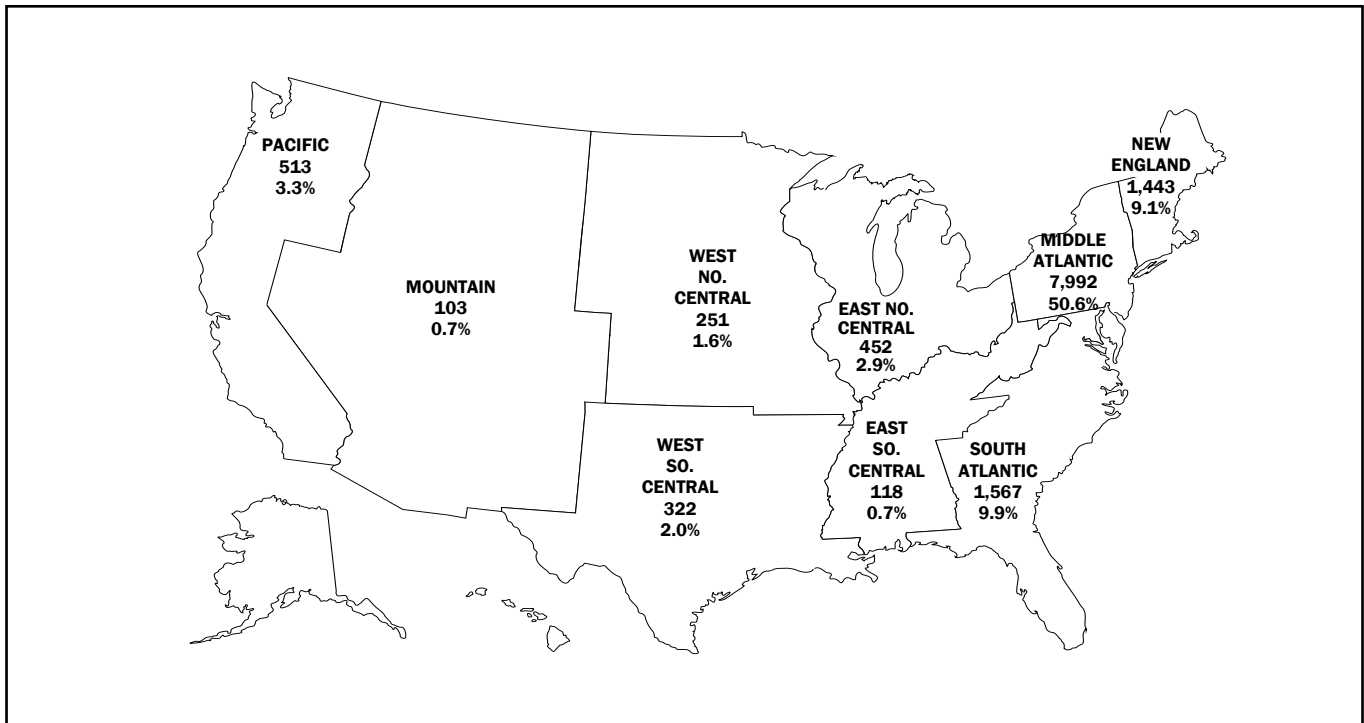
* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

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	460	2.9	3.2
Independent Ophthalmological Practice	1,484	9.4	10.3
Independent Opticianry Chain, 1-5 Locations	2,029	12.8	14.1
Independent Opticianry Chain, 6-10 Locations	96	0.6	0.7
Independent Opticianry Chain, 10+ Locations	167	1.1	1.2
Independent Optometric Practice	4,608	29.2	32.1
Laboratory	421	2.7	2.9
Manufacturer	1,071	6.8	7.5
Multidisciplinary Practice	527	3.3	3.7
Retail Optical Chain, 1-5 Locations	1,019	6.4	7.1
Retail Optical Chain, 6-10 Locations	141	0.9	1.0
Retail Optical Chain, 10+ Locations	421	2.7	2.9
Superstore Outlet	44	0.3	0.3
Wholesaler/Distributor	1,214	7.7	8.5
Student	649	4.1	4.5
Total Attendees Identified by Type of Business/Practice	14,351	90.9	100.0
Total Attendees Not Identified by Type of Business/Practice	1,440	9.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,791	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer	3,330	21.1	21.5
Laboratory Manager	331	2.1	2.1
Laboratory Technician	208	1.3	1.3
Manufacturer's Representative	639	4.0	4.1
Optician, Licensed or Certified	2,462	15.6	15.9
Optician, Non-Certified	691	4.4	4.5
Opticianry Assistant	446	2.8	2.9
Ophthalmologist	228	1.4	1.5
Ophthalmic Medical Personnel-COA	71	0.5	0.5
Ophthalmic Medical Personnel-COT	25	0.2	0.2
Ophthalmic Medical Personnel-COMT	22	0.1	0.1
Ophthalmological Assistant (Non-Certified)	95	0.6	0.6
Ophthalmological Resident	8	0.1	0.1
Optometrist	2,719	17.2	17.5
Optometric Technician	447	2.8	2.9
Optometric Resident	23	0.1	0.1
Optometric Student	333	2.1	2.1
Practice/Business Manager	1,208	7.7	7.8
Other	2,210	14.0	14.3
Total Attendees Identified by Job Title/Position	15,496	98.1	100.0
Total Attendees Not Identified by Job Title/Position	295	1.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,791	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	5,254	33.3	35.7
Manager	2,821	17.9	19.2
Employee	4,352	27.5	29.5
Buyer	1,345	8.5	9.1
Student	957	6.1	6.5
Total Attendees Identified by Job Classification	14,729	93.3	100.0
Total Attendees Not Identified by Job Classification	1,062	6.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,791	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES			STATE		
State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	1,443	9.1	EAST SO. CENTRAL	118	0.7
Maine	49		Kentucky	27	
New Hampshire	77		Tennessee	40	
Vermont	50		Alabama	26	
Massachusetts	518		Mississippi	25	
Rhode Island	127		WEST SO. CENTRAL	322	2.0
Connecticut	622		Arkansas	28	
MIDDLE ATLANTIC	7,992	50.6	Louisiana	40	
New York	4,734		Oklahoma	20	
New Jersey	1,838		Texas	234	
Pennsylvania	1,420		MOUNTAIN	103	0.7
EAST NO. CENTRAL	452	2.9	Montana	5	
Ohio	133		Idaho	7	
Indiana	56		Wyoming	-	
Illinois	108		Colorado	42	
Michigan	97		New Mexico	12	
Wisconsin	58		Arizona	14	
WEST NO. CENTRAL	251	1.6	Utah	9	
Minnesota	107		Nevada	14	
Iowa	27		PACIFIC	513	3.3
Missouri	56		Alaska	3	
North Dakota	5		Washington	53	
South Dakota	5		Oregon	23	
Nebraska	16		California	423	
Kansas	35		Hawaii	11	
SOUTH ATLANTIC	1,567	9.9	UNITED STATES	12,761	80.8
Delaware	129		INTERNATIONAL	3,030	19.2
Maryland	343		Canada	1,191	
Washington, DC	48		Mexico	114	
Virginia	233		Other International	1,725	
West Virginia	16		Total Attendees	15,791	100.0
North Carolina	137				
South Carolina	51				
Georgia	72				
Florida	538				



Exhibits Only and/or Continuing Education Scholarship Registration

INTERNATIONAL VISION EXPO

Conference: April 10 – April 13, 2008 Exhibits: April 11 – April 13, 2008

Jacob K. Javits Convention Center, New York, NY

www.visionexpoeast.com

1 Contact Information

First Name _____ Last Name _____
 Job title _____
 Company _____
 Address 1 _____
 Address 2 _____
 City _____
 State/Prov. _____ Zip +4/Postal Code _____
 Business Telephone (do not include international dialing code) _____
 Fax (do not include international dialing code) _____
 Email _____
 FL OD License # _____ FL Optician License # _____ ARBO/COPE OE Tracker # _____ (OD's only)



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 Opticianry 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 Practice/Business Manager
- V Other (please specify) _____

CS

5 Registration type

Exhibits Only: Before 3/14/08: \$50.00 After 3/14/08: \$75.00 Continuing Education (which includes Exhibits)

6 Registration Packages and A la Carte Selections

Standard Packages	before 3/14/08	after 3/14/08	A la Carte	before 3/14/08	after 3/14/08
Package A – 6 Hours	\$205 <input type="checkbox"/>	\$225 <input type="checkbox"/>	1 Hour	\$75 <input type="checkbox"/>	\$85 <input type="checkbox"/>
Package B – 9 Hours	\$265 <input type="checkbox"/>	\$290 <input type="checkbox"/>	2 Hours	\$125 <input type="checkbox"/>	\$135 <input type="checkbox"/>
Package C – 13 Hours	\$365 <input type="checkbox"/>	\$385 <input type="checkbox"/>	3 Hours	\$150 <input type="checkbox"/>	\$160 <input type="checkbox"/>
Package D – 18 Hours	\$495 <input type="checkbox"/>	\$515 <input type="checkbox"/>	4 Hours	\$165 <input type="checkbox"/>	\$185 <input type="checkbox"/>
Total Office Packages	Office pricing is good throughout the show		5 Hours	\$195 <input type="checkbox"/>	\$215 <input type="checkbox"/>
Package E – 25 Hours	\$675 <input type="checkbox"/>	Up to 4 people	Optical Boot Camp Level 1** 1119	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
Package F – 35 Hours	\$875 <input type="checkbox"/>	Up to 7 people	Optical Boot Camp Level 2** 3119	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
Package G – 45 Hours	\$1080 <input type="checkbox"/>	Up to 10 people	Contact Lens Boot Camp** 1108	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
Standard Packages do not include a la carte courses. Hours cannot be combined with another registrant.			NYSOA Update 2120	\$50 members / \$100 non-members	
Total Office Packages do not include a la carte courses. When registering please use same company name, address and zip code and a registration form for each person. Please note: registrations must be submitted together.			NYSOA Associate Course 3212	\$50 members / \$100 non-members	
Other discounts do not apply. Additional hours can be added to any package for \$35 per hour. Credit rollovers will not be granted for unused hours. Standard Package and/or A la Carte registrations can not be changed to Total Office Package Registrations. All registration fees are non-refundable.			Workshops*	\$75 per hour	
			OCT Hands-On 1212 – 2 Hours		
			Rimless Eyewear Hands-On 2411 – 2 Hours		
			Goal Setting Interactive 3109 – 3 Hours		
			Low Vision Case Study 4116 – 3 Hours		
			Free courses	FREE	
			Fashion Panel 2010		
			NFOS College Bowl 2014		
			Women Ask for Directions 2213		
			NYSOA Student Course 3312		
			Medical & Scientific Theater courses		

3 Type of Business/Practice

Please check one.

- A Chain/Superstore Corp. Management
- B Independent Ophthalmological Practice
- C Independent Opticianry Chain, 1-5 locations
- D Independent Opticianry Chain, 6-10 locations
- E Independent Opticianry 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.

- A Owner
- B Manager
- C Employee
- D Buyer
- E Student

For demographic census purposes, please indicate if you are:
 A Male
 B Female

Cancellation Policy: www.visionexpoeast.com

Three Ways To Register

On-Line: www.visionexpoeast.com

By fax: Fax this registration form to 203-840-9996. 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
 Attn: Christine Callaghan
 383 Main Avenue, Norwalk, CT 06851

Important: The Preregistration cut-off date is 3/14/08. To receive your badge and course tickets in the mail, registrations must be postmarked by 3/14/08. Registrations received after 3/14/08 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.

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

Thursday		Friday		Saturday		Sunday	
Course	Fee	Course	Fee	Course	Fee	Course	Fee

Please Note: Scholarship cannot be used for Interactive Workshops; Contact Lens Boot Camp; Optical Boot Camp Levels 1&2; or Total Office Packages.

Processing Fee: \$ _____

Subtotal: \$ _____

Grand Total (6-8): \$ _____

8 * \$40 Continuing Education Registration Processing Fee applies if ONLY registering for Workshops. Registration required for free courses.

** Non-refundable

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.)

REGISTER ONLINE: www.visionexpoeast.com

Any Questions? Call 866-884-4327 or 203-840-5996.

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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