

EVENT AUDIT


DATES OF EVENT:

Conference: October 2 – 6, 2008
 Exhibits: October 3 – 5, 2008

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: September 30 – October 3, 2009
 Exhibits: October 1 – 3, 2009
 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 at badge holder pick-up counters, as they entered the exhibit hall, special feature areas, exhibitor hotel suites and the conference lounge. Tickets from all sessions were scanned at the Conference office. 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
2008	Las Vegas	4,303	8,395	53	12,751	4,166	16,917
2007	Las Vegas	4,471	8,681	58	13,210	4,582	17,792
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 Corp. Management	352	2.8	2.9
Independent Ophthalmological Practice	1,265	9.9	10.5
Independent Opticianry Chain, 1-5 Locations	1,113	8.7	9.2
Independent Opticianry Chain, 6-10 Locations	53	0.4	0.4
Independent Opticianry Chain, 10+ Locations	112	0.9	0.9
Independent Optometric Practice	5,688	44.6	47.2
Laboratory	458	3.6	3.8
Manufacturer	626	4.9	5.2
Multidisciplinary Practice	390	3.1	3.2
Retail Optical Chain, 1-5 Locations	626	4.9	5.2
Retail Optical Chain, 6-10 Locations	71	0.6	0.6
Retail Optical Chain, 10+ Locations	300	2.3	2.5
Superstore Outlet	44	0.3	0.4
Wholesaler/Distributor	633	5.0	5.3
Student	328	2.6	2.7
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	12,059	94.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	692	5.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,751	100.0	100.0

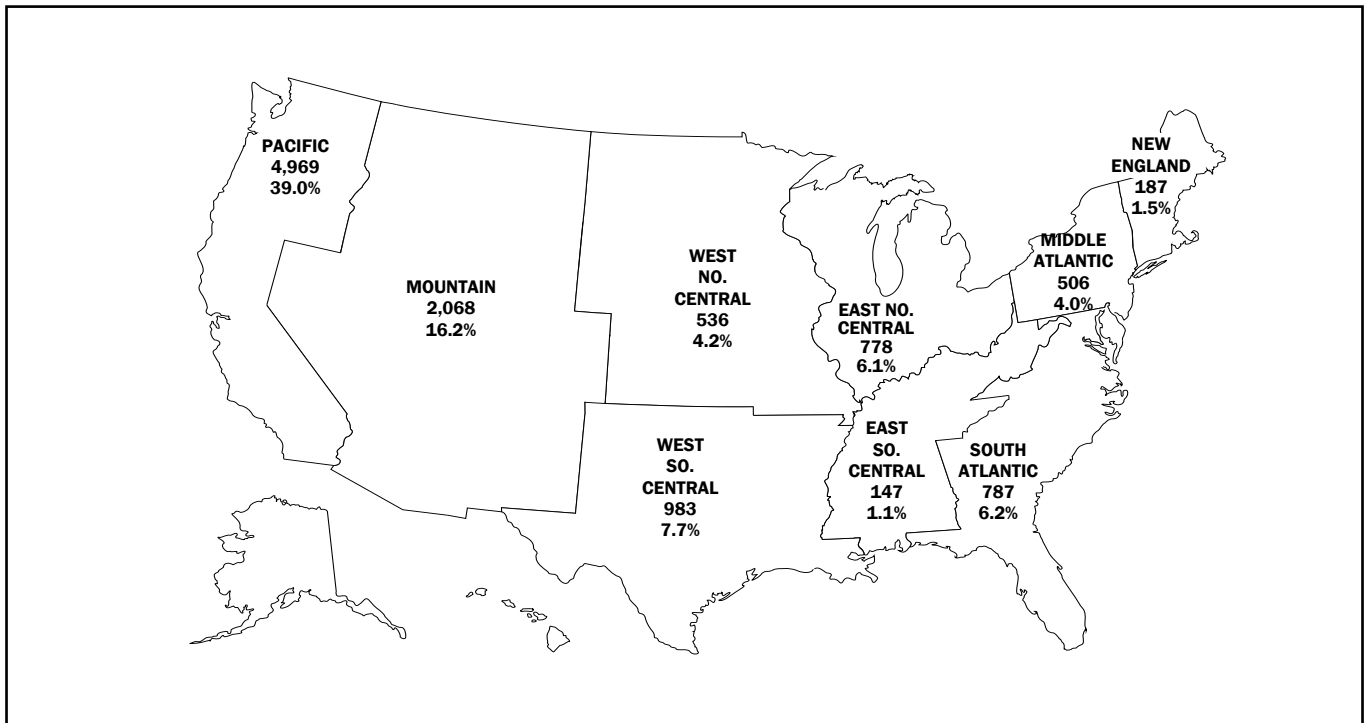
5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer	2,293	18.0	18.3
Laboratory Manager	328	2.6	2.6
Laboratory Technician	147	1.1	1.2
Manufacturer's Representative	386	3.0	3.1
Optician, Licensed Or Certified	1,666	13.1	13.3
Optician, Non-Certified	906	7.1	7.2
Opticianry Assistant	358	2.8	2.9
Ophthalmologist	136	1.1	1.1
Ophthalmic Medical Personnel-COA	50	0.4	0.4
Ophthalmic Medical Personnel-COT	14	0.1	0.1
Ophthalmic Medical Personnel-COMT	15	0.1	0.1
Ophthalmological Assistant (Non-Certified)	51	0.4	0.4
Ophthalmological Resident	3	<0.1	<0.1
Optometrist	2,872	22.5	22.9
Optometric Technician	606	4.8	4.8
Optometric Resident	10	0.1	0.1
Optometric Student	230	1.8	1.8
Practice/Business Manager	1,141	8.9	9.1
Other	1,326	10.4	10.6
Total Conference and Exhibit Only Attendees Identified by Job Title/Position	12,538	98.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Position	213	1.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,751	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,188	32.8	34.8
Manager	2,304	18.1	19.2
Employee	3,936	30.9	32.7
Buyer	1,131	8.9	9.4
Student	468	3.6	3.9
Total Conference and Exhibit Only Attendees Identified by Job Classification	12,027	94.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Classification	724	5.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,751	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	187	1.5
Maine	21	
New Hampshire	18	
Vermont	15	
Massachusetts	71	
Rhode Island	29	
Connecticut	33	
MIDDLE ATLANTIC	506	4.0
New York	273	
New Jersey	103	
Pennsylvania	130	
EAST NO. CENTRAL	778	6.1
Ohio	162	
Indiana	130	
Illinois	218	
Michigan	195	
Wisconsin	73	
WEST NO. CENTRAL	536	4.2
Minnesota	123	
Iowa	87	
Missouri	87	
North Dakota	27	
South Dakota	27	
Nebraska	85	
Kansas	100	
SOUTH ATLANTIC	787	6.2
Delaware	4	
Maryland	40	
Washington, DC	9	
Virginia	112	
West Virginia	16	
North Carolina	105	
South Carolina	30	
Georgia	91	
Florida	380	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	147	1.1
Kentucky	36	
Tennessee	50	
Alabama	45	
Mississippi	16	
WEST SO. CENTRAL	983	7.7
Arkansas	51	
Louisiana	55	
Oklahoma	82	
Texas	795	
MOUNTAIN	2,068	16.2
Montana	46	
Idaho	90	
Wyoming	36	
Colorado	267	
New Mexico	151	
Arizona	544	
Utah	217	
Nevada	717	
PACIFIC	4,969	39.0
Alaska	22	
Washington	262	
Oregon	133	
California	4,470	
Hawaii	82	
UNITED STATES	10,961	86.0
INTERNATIONAL	1,790	14.0
Canada	1,015	
Mexico	213	
Other International	562	
Total Conference & Exhibit Attendees	12,751	100.0





EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION
INTERNATIONAL VISION EXPO
 Conference: October 2 – 6, 2008 Exhibits: October 3 – 5, 2008
 The Sands Expo and Convention Center, Las Vegas, Nevada

1 Contact Information

Name _____ Company _____
 Address _____
 City _____ State _____ Zip _____
 Business Phone _____
(do not include international dialing code)
 Business Fax _____
(do not include international dialing code)
 E-mail _____
 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 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 Practice/Business Manager
- V Other (please specify) _____

5 Registration type

Exhibits Only: Before 9/5/08, \$50.00; After 9/5/08, \$75.00 Continuing Education (which includes Exhibits)

6 Registration Packages and A la Carte Selections

Standard Packages	on or before 9/5/08	after 9/5/08	A la Carte	on or before 9/5/08	after 9/5/08
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	Total Office Pricing		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** 11-301-S	\$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** 21-301-S	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
Package G – 45 Hours	\$1,080 <input type="checkbox"/>	Up to 10 people	Contact Lens Boot Camp** 31-301-S	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
Standard Packages do not include A la Carte courses. Hours cannot be combined with another registrant.			Workshops* Low Vision Case Study 31-604-V – 3 Hours \$75 per hour		
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.			FREE Courses Women Ask For Directions 43-505-V Systemic Medications 51-503-V Prism Like A Pro 51-705-V Pharmaceutical Update 52-503-V Optical Myths, Half-Truths And Falsehoods 52-705-V Medical & Scientific Theater Courses		
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.			Leadership Academy 42-301-S \$495		
Standard Package and/or A la Carte registrations cannot be changed to Total Office Package registrations. All registration fees are non-refundable.					

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

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		Monday	
Course	Fee	Course	Fee	Course	Fee	Course	Fee	Course	Fee

8 * \$40 Continuing Education Registration Processing Fee applies if ONLY registering for Workshops. Processing Fee: \$ _____
 ** Non-refundable Registration required for free courses. Grand Total (6-8): \$ _____

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.)

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://visionexpo.com> or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

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 9/5/08. To receive your badge and course tickets in the mail, registrations must be postmarked by 9/5/08. Registrations received after 9/5/08 will be processed; however, badges and course tickets will need to be picked up on-site.

Priority Code:
 CS

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Fax: +1 203.447.2900
www.bpaww.com



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www.exhibitsurveys.com



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