

## EVENT AUDIT



### DATES OF EVENT:

Conference: March 26 – 29, 2009  
 Exhibits: March 27 – 29, 2009

### 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](http://www.visionexpoeast.com)

### REGISTRATION COMPANY:

ARI, Inc.

### YEAR EVENT ESTABLISHED:

1986

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: March 18 – 21, 2010  
 Exhibits: March 19 – 21, 2010  
 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. All badges printed onsite were immediately marked as verified. 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
2009	New York	2,679	11,072	269	14,020	5,180	19,200
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.

<b>4. TYPE OF BUSINESS/PRACTICE</b>			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Superstore Corporate Management	340	2.4	2.8
Independent Ophthalmic Practice	1,321	9.4	11.1
Independent Opticianry Chain, 1-5 Locations	1,608	11.5	13.5
Independent Opticianry Chain, 6-10 Locations	91	0.7	0.8
Independent Opticianry Chain, 10+ Locations	135	1.0	1.1
Independent Optometric Practice	4,069	29.0	34.1
Laboratory	368	2.6	3.1
Manufacturer	749	5.3	6.3
Multidisciplinary Practice	413	3.0	3.4
Retail Optical Chain, 1-5 Locations	915	6.5	7.7
Retail Optical Chain, 6-10 Locations	92	0.7	0.8
Retail Optical Chain, 10+ Locations	282	2.0	2.4
Superstore Outlet	33	0.2	0.3
General Merchandise/Retail	137	1.0	1.1
Sporting Goods Retailer	6	0.1	0.1
Wholesaler/Distributor	902	6.4	7.5
Student	465	3.3	3.9
Total Attendees Identified by Type of Business/Practice	11,926	85.1	100.0
Total Attendees Not Identified by Type of Business/Practice	2,094	14.9	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,020</b>	<b>100.0</b>	<b>100.0</b>

<b>5. JOB TITLE/POSITION</b>			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer	2,799	20.0	22.0
Optical Buyer	90	0.6	0.7
Retail Buyer	79	0.6	0.6
Laboratory Manager	272	1.9	2.1
Laboratory Technician	158	1.1	1.2
Manufacturer's Representative	501	3.6	3.9
Optician, Licensed or Certified	2,032	14.5	16.0
Optician, Non-Certified	481	3.4	3.8
Opticianry Assistant	387	2.9	3.1
Ophthalmologist	223	1.6	1.8
Ophthalmic Medical Personnel-COA	50	0.3	0.4
Ophthalmic Medical Personnel-COT	23	0.1	0.2
Ophthalmic Medical Personnel-COMT	14	0.1	0.1
Ophthalmological Assistant (Non-Certified)	75	0.5	0.6
Ophthalmological Resident	8	0.1	0.1
Optometrist	2,404	17.1	18.9
Optometric Technician	325	2.3	2.6
Optometric Resident	7	0.1	0.1
Optometric Student	270	1.9	2.1
Practice/Business Manager	950	6.8	7.5
Other	1,550	11.1	12.2
Total Attendees Identified by Job Title/Position	12,698	90.6	100.0
Total Attendees Not Identified by Job Title/Position	1,322	9.4	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,020</b>	<b>100.0</b>	<b>100.0</b>

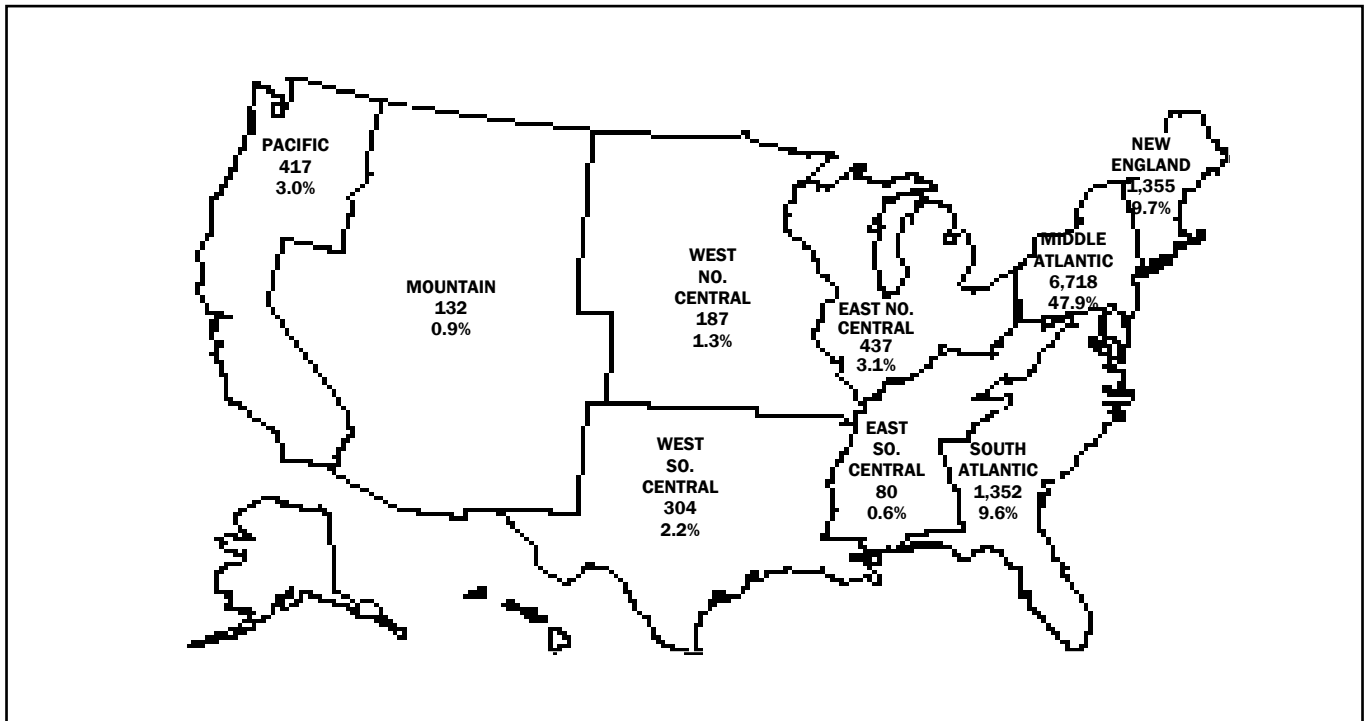
<b>6. JOB CLASSIFICATION</b>			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,423	31.6	36.6
Manager	2,248	16.0	18.6
Employee	3,497	24.9	28.9
Buyer	1,244	8.9	10.3
Student	676	4.8	5.6
Total Attendees Identified by Job Classification	12,088	86.2	100.0
Total Attendees Not Identified by Job Classification	1,932	13.8	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,020</b>	<b>100.0</b>	<b>100.0</b>

<b>7. GENDER</b>			
GENDER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GENDER
Female	6,854	48.9	49.3
Male	7,043	50.2	50.7
Total Attendees Identified by Gender	13,897	99.1	100.0
Total Attendees Not Identified by Gender	123	0.9	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,020</b>	<b>100.0</b>	<b>100.0</b>

**7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,355</b>	<b>9.7</b>
Maine	42	
New Hampshire	75	
Vermont	32	
Massachusetts	501	
Rhode Island	160	
Connecticut	545	
<b>MIDDLE ATLANTIC</b>	<b>6,718</b>	<b>47.9</b>
New York	4,061	
New Jersey	1,580	
Pennsylvania	1,077	
<b>EAST NO. CENTRAL</b>	<b>437</b>	<b>3.1</b>
Ohio	165	
Indiana	47	
Illinois	84	
Michigan	94	
Wisconsin	47	
<b>WEST NO. CENTRAL</b>	<b>187</b>	<b>1.3</b>
Minnesota	65	
Iowa	27	
Missouri	56	
North Dakota	6	
South Dakota	1	
Nebraska	17	
Kansas	15	
<b>SOUTH ATLANTIC</b>	<b>1,352</b>	<b>9.6</b>
Delaware	99	
Maryland	349	
Washington, DC	33	
Virginia	227	
West Virginia	7	
North Carolina	109	
South Carolina	46	
Georgia	74	
Florida	408	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>80</b>	<b>0.6</b>
Kentucky	18	
Tennessee	27	
Alabama	21	
Mississippi	14	
<b>WEST SO. CENTRAL</b>	<b>304</b>	<b>2.2</b>
Arkansas	27	
Louisiana	32	
Oklahoma	22	
Texas	223	
<b>MOUNTAIN</b>	<b>132</b>	<b>0.9</b>
Montana	2	
Idaho	2	
Wyoming	-	
Colorado	61	
New Mexico	10	
Arizona	25	
Utah	18	
Nevada	14	
<b>PACIFIC</b>	<b>417</b>	<b>3.0</b>
Alaska	2	
Washington	58	
Oregon	21	
California	333	
Hawaii	3	
<b>United States Not Identified</b>	<b>742</b>	<b>5.3</b>
<b>UNITED STATES</b>	<b>11,724</b>	<b>83.6</b>
<b>INTERNATIONAL</b>	<b>2,296</b>	<b>16.4</b>
Canada	902	
Mexico	75	
Other International	1,319	
<b>Total Attendees</b>	<b>14,020</b>	<b>100.0</b>



ON-SITE EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

**INTERNATIONAL VISION EXPO EAST**

CONFERENCE: MARCH 26 - 29, 2009 EXHIBITS: MARCH 27 - 29, 2009

**1. CONTACT INFORMATION**

Please complete contact information below.

\_\_\_\_\_  
FIRST NAME LAST NAME

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY STATE ZIP

\_\_\_\_\_  
BUSINESS TELEPHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODE)

\_\_\_\_\_  
BUSINESS FAX (DO NOT INCLUDE INTERNATIONAL DIALING CODE)

EMAIL: \_\_\_\_\_  
(Mandatory to receive CE Attendance letter)

FL OD LICENSE # \_\_\_\_\_ FL OPTICIAN LICENSE # \_\_\_\_\_

ARBO/COPE OR TRACKER # \_\_\_\_\_ (OD'S ONLY)

**9. REGISTRATION TYPE**

- EXHIBITS ONLY: \$75  CONTINUING EDUCATION (Includes Exhibits)

**10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS**

Standard Packages	Visionomics	On-site
Package A- 6 Hours		\$250 <input type="checkbox"/>
Package B- 9 Hours*	\$232 <input type="checkbox"/>	\$315 <input type="checkbox"/>
Package C- 13 Hours		\$410 <input type="checkbox"/>
Package D- 18 Hours		\$540 <input type="checkbox"/>

\* Register for 9 hours of Visionomics CE and receive a 20% discount on package B

Total Office Packages	Total Office Pricing	
Package E- 25 Hours	\$700 <input type="checkbox"/>	Up to 4 people
Package F- 35 Hours	\$900 <input type="checkbox"/>	Up to 7 people
Package G - 45 Hours	\$1105 <input type="checkbox"/>	Up to 10 people

A La Carte	On-site
1 Hour	\$95 <input type="checkbox"/>
2 Hours	\$160 <input type="checkbox"/>
3 Hours	\$185 <input type="checkbox"/>
4 Hours	\$210 <input type="checkbox"/>
5 Hours	\$240 <input type="checkbox"/>
Optical Boot Camp Level 1** 1119	\$219 <input type="checkbox"/>
Optical Boot Camp Level 2** 4119	\$159 <input type="checkbox"/>
Contact Lens Boot Camp ** 2108	\$219 <input type="checkbox"/>
NYSOA Medical Coding for 2009: 3112	\$50 members / \$100 non-members <input type="checkbox"/>
NYSOA 7 Habits: 3412	\$50 members / \$100 non-members <input type="checkbox"/>
Management Academy: 1012	\$325 <input type="checkbox"/>
Lunch With The Experts Roundtable: 3009	\$50 (includes lunch) <input type="checkbox"/>

**11. LIST BELOW THE COURSES YOU WOULD LIKE TO TAKE: (including free courses)**

THURSDAY	FRIDAY	SATURDAY	SUNDAY
Course	Fee	Course	Fee

**12a. METHOD OF PAYMENT**

Amount \$ \_\_\_\_\_

CHECK ENCLOSED (Payable to Reed Exhibitions)

CHARGE TO:

AMEX  MasterCard  VISA

**12b. 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.)

Processing Fee: \$ \_\_\_\_\_  
 I would like to donate \$5 to the official Vision Expo East Charity.  
Grand Total (9-11): \$ \_\_\_\_\_

No one under 18 years of age is permitted, including infants.

Priority Code:  
OS

**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) \_\_\_\_\_

**3. TYPE OF BUSINESS / PRACTICE**

Please Check One.

- A Chain/ Superstore Corp Management  
 B Independent Ophthalmic 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

**6. For Demographic Census Purposes, please indicate if you are:**

- A Male  
 B Female

**FREE COURSES: \*\*\***

- NFOS College Bowl: 2014   
 Women Ask For Directions: 2413   
 NYSOA Post-Graduation Choices (includes lunch): 3312   
 Medical & Scientific Theater courses   
 (specify course number)

**BOOT CAMP WORKSHOPS \***

- Frame Adjusting & Repair: 3201 - \$150   
 Spectacle Measurements: 3301 - \$150   
 Basic Lensometry: 3401 - \$75

\* \$40 CE Registration Processing Fee applies if ONLY registering for Workshops.  
 \*\* Non-refundable  
 \*\*\*Registration Required for Free Courses.

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 and a registration form for each person. **Please Note:** registrations must be submitted together.

Other Discounts do not apply. **Additional hours can be added to any package for \$35 per hour.** Package prices are based on paid course hours. 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 and non-transferable.

Ticket and Badge name must correspond for admittance to each course.

**Continuing Education Cancellation Policy**

- All cancellation requests must be made by completing the Cancellation Request Form.
- \$40 CE registration processing fee is non-refundable.
- Optical Boot Camp Level 1, Optical Boot Camp Level 2, and Contact Lens Boot Camp are non-refundable.
- Exhibit Hall Registration Fees are non-refundable.
- Standard Package and/or A La Carte registrations can not be changed to Total Office Package registrations. All registration fees are non-refundable and non-transferable.
- Credit rollovers will not be granted for unused hours.
- All cancellation requests will be processed after International Vision Expo East beginning in April in the form of a credit rollover. You will receive notification of your credit rollover within 60 days of processing. Credit rollovers are valid for International Vision Expo East 2010 or West 2009 continuing education only.
- Credit rollovers cannot be transferred to another person.
- Continuing Education credit is not awarded if a credit rollover is issued.
- Credit rollover will expire if not used by Vision Expo East 2010.
- No refunds will be given if the credit rollover is not used in full.

Cancellation Request forms are available at [www.visionexpoeast.com](http://www.visionexpoeast.com)

Send Cancellation Request Forms to:  
 Cancellation - International Vision Expo East  
 c/o Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851  
 Attn: Lisa Colson  
 (Or, fax to 203-840-9442)



Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue  
Red Bank, NJ 07701  
Phone: +1 800.224.3170  
Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://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