

EVENT AUDIT



DATES OF EVENT:

Conference: September 30 – October 3, 2009
Exhibits: October 1 – 3, 2009

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 6 – 9, 2010
Exhibits: October 7 – 9, 2010
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
2009	Las Vegas	3,900	7,998	62	11,960	4,001	15,961
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/Department/Superstore	283	2.4	2.6
Independent Ophthalmological Practice	887	7.4	8.3
Independent Optometric Practice	5,515	46.1	51.5
Independent Optometric Practice Affiliated w/Corporate Chain	278	2.3	2.6
Laboratory	338	2.8	3.2
Manufacturer	600	5.0	5.6
Multidisciplinary Practice	365	3.1	3.4
Retail-Drug/Pharmacy/Grocery	18	0.1	0.2
Retail Optical Store, 1-10 Locations	1,031	8.6	9.6
Retail Optical Chain, 10+ Locations	402	3.4	3.7
Sporting Goods	19	0.2	0.2
Wholesaler/Distributor	607	5.1	5.7
Student	370	3.1	3.4
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	10,713	89.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	1,247	10.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,960	100.0	100.0

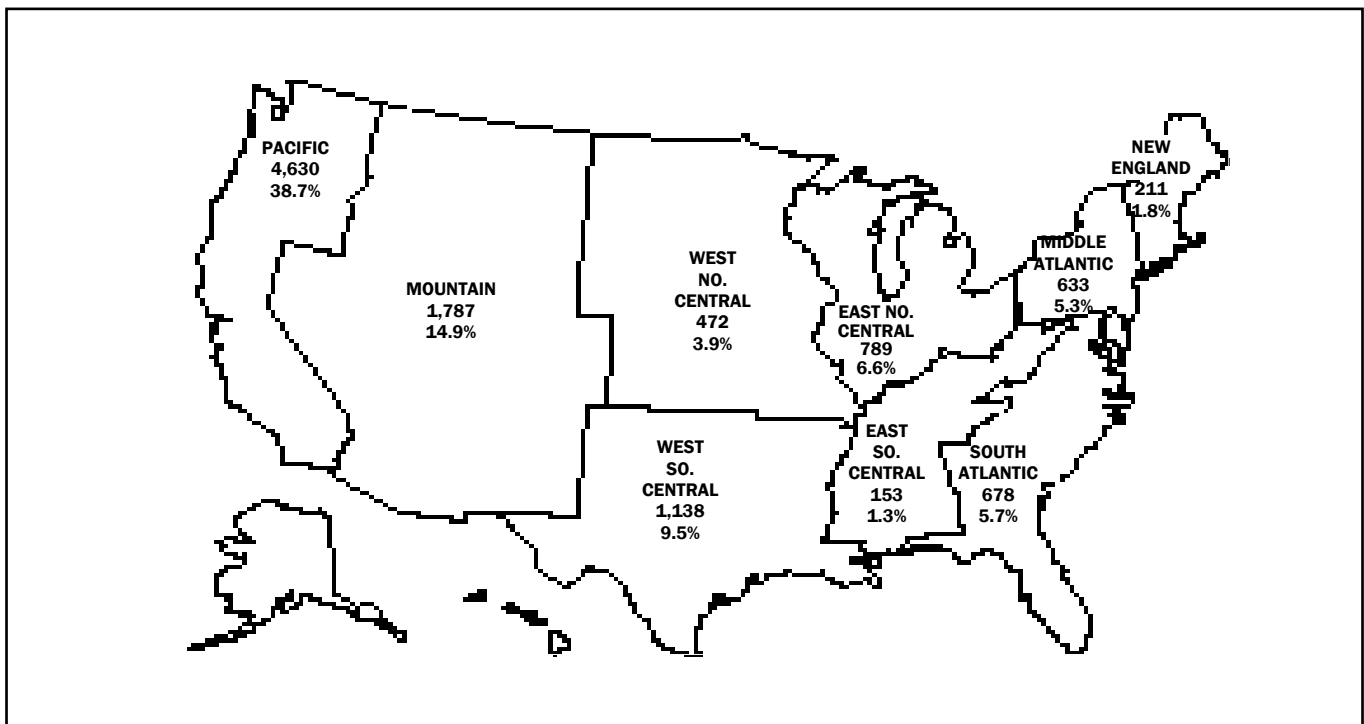
5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer - Optical	1,447	12.1	12.8
Buyer - Retail	417	3.5	3.7
Corporate Management	487	4.1	4.3
Laboratory Manager	220	1.8	1.9
Laboratory Technician	76	0.6	0.7
Manufacturer's Representative	370	3.1	3.3
Optician, Licensed or Certified	1,323	11.1	11.7
Optician, Non-Certified	611	5.1	5.4
Opticianry Assistant	238	2.0	2.1
Ophthalmologist	112	0.9	1.0
Ophthalmic Medical Personnel-COA	37	0.3	0.3
Ophthalmic Medical Personnel-COT	16	0.1	0.1
Ophthalmic Medical Personnel-COMT	3	<0.1	<0.1
Ophthalmological Assistant (Non-Certified)	37	0.3	0.3
Ophthalmological Resident	4	<0.1	<0.1
Optometrist	2,654	22.2	23.4
Optometric Technician	466	3.9	4.1
Optometric Resident	6	0.1	0.1
Optometric Student	191	1.6	1.7
Practice Manager	775	6.5	6.9
Guest	1,094	9.1	9.7
Other	736	6.2	6.5
Total Conference and Exhibit Only Attendees Identified by Job Title/Position	11,320	94.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Position	640	5.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,960	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	3,677	30.7	32.8
Manager	2,109	17.6	18.8
Employee	3,142	26.3	28.1
Buyer	834	7.0	7.5
Student	317	2.7	2.8
Guest	1,121	9.4	10.0
Total Conference and Exhibit Only Attendees Identified by Job Classification	11,200	93.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Classification	760	6.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,960	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	211	1.8
Maine	10	
New Hampshire	29	
Vermont	7	
Massachusetts	95	
Rhode Island	32	
Connecticut	38	
MIDDLE ATLANTIC	633	5.3
New York	402	
New Jersey	91	
Pennsylvania	140	
EAST NO. CENTRAL	789	6.6
Ohio	177	
Indiana	139	
Illinois	206	
Michigan	181	
Wisconsin	86	
WEST NO. CENTRAL	472	3.9
Minnesota	106	
Iowa	71	
Missouri	66	
North Dakota	36	
South Dakota	35	
Nebraska	71	
Kansas	87	
SOUTH ATLANTIC	678	5.7
Delaware	3	
Maryland	38	
Washington, DC	17	
Virginia	82	
West Virginia	7	
North Carolina	84	
South Carolina	38	
Georgia	87	
Florida	322	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	153	1.3
Kentucky	54	
Tennessee	50	
Alabama	28	
Mississippi	21	
WEST SO. CENTRAL	1,138	9.5
Arkansas	34	
Louisiana	61	
Oklahoma	84	
Texas	959	
MOUNTAIN	1,787	14.9
Montana	48	
Idaho	42	
Wyoming	29	
Colorado	219	
New Mexico	137	
Arizona	456	
Utah	191	
Nevada	665	
PACIFIC	4,630	38.7
Alaska	38	
Washington	325	
Oregon	135	
California	4,033	
Hawaii	99	
UNITED STATES	10,491	87.7
INTERNATIONAL	1,469	12.3
Canada	861	
Mexico	129	
Other International	479	
Total Conference & Exhibit Attendees	11,960	100.0





INTERNATIONAL VISION EXPO WEST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION
 CONFERENCE: Wednesday, Sept. 30 – Saturday, Oct. 3, 2009
 EXHIBITION: Thursday, Oct. 1 – Saturday, Oct. 3, 2009

FOUR WAYS TO REGISTER

ONLINE

www.visionexpowest.com

BY FAX

Fax this completed form to 972.620.3099. Please include your phone number in case we have questions. Method of payment by credit card only.

BY PHONE

Call 800.811.7151 for conference registration only and have your credit card.

BY MAIL

Send this completed form to: International Vision Expo West, c/o ARI, 350 East Royal Lane, Suite 100, Irving, TX 75039-3105.

1. CONTACT INFORMATION

If the information on the mailing label is incorrect, please make changes directly to the pre-printed information.

BUSINESS TELEPHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODE)

BUSINESS FAX (DO NOT INCLUDE INTERNATIONAL DIALING CODE)

E-MAIL **Mandatory to receive CE Attendance Letter**

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 – Optical
- B Buyer – Retail
- C Corporate Management
- D Laboratory Manager
- E Laboratory Technician
- F Manufacturer's Representative
- G Optician, Licensed or Certified
- H Optician, Non-Certified
- J Optician Assistant
- K Ophthalmologist
- M Ophthalmic Medical Personnel – COA
- N Ophthalmic Medical Personnel – COT
- P Ophthalmic Medical Personnel – COMT
- Q Ophthalmological Assistant – (non-certified)
- R Ophthalmological Resident
- S Optometrist
- T Optometric Technician
- U Optometric Resident
- V Optometric Student
- W Practice Manager
- X Guest
- Y Other (please specify)

3. TYPE OF BUSINESS/PRACTICE

(Please check one.)

- A Chain/Department/Superstore
- B Independent Ophthalmological Practice
- C Independent Optometric Practice
- D Independent Optometric Practice Affiliated w/Corp. Chain
- E Laboratory
- F Manufacturer
- G Multidisciplinary Practice
- H Retail – Drug/Pharmacy/Grocery
- J Retail Optical Store, 1-10 locations
- K Retail Optical Chain, 10+ locations
- M Sporting Goods
- N Wholesaler/Distributor
- P Student

4. YOU ARE A/AN (Please check one.)

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

6. For Demographic Census Purposes, please indicate if you are: A Male B Female

INFORMATION

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 cannot 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.

IMPORTANT

The Pre-registration cut-off date is 8.28.09. To receive your badge and course tickets in the mail, registrations must be post marked by 8.28.09. Registrations received after 8.28.09 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://visionexpo.com> or call our Privacy Administrator at 1.800.306.2344, or from outside the U.S. at 1.203.840.5810.

CANCELLATION POLICY:
www.visionexpowest.com

9. REGISTRATION TYPE

- EXHIBITS ONLY: Before 8.28.09: \$50 After 8.28.09: \$75
 CONTINUING EDUCATION: Includes Exhibit Hall

10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 8.28.09	After 8.28.09
Package A- 6 Hours	\$230 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Package B- 9 Hours	\$290 <input type="checkbox"/>	\$315 <input type="checkbox"/>
Package C- 13 Hours	\$390 <input type="checkbox"/>	\$410 <input type="checkbox"/>
Package D- 18 Hours	\$520 <input type="checkbox"/>	\$540 <input type="checkbox"/>

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 or Before 8.28.09	After 8.28.09
1 Hour	\$90 <input type="checkbox"/>	\$95 <input type="checkbox"/>
2 Hours	\$150 <input type="checkbox"/>	\$160 <input type="checkbox"/>
3 Hours	\$175 <input type="checkbox"/>	\$185 <input type="checkbox"/>
4 Hours	\$190 <input type="checkbox"/>	\$210 <input type="checkbox"/>
5 Hours	\$220 <input type="checkbox"/>	\$240 <input type="checkbox"/>
*Optical Boot Camp Level 1: 21-301-S	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
*Optical Boot Camp Level 2: 41-301-S	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
*Contact Lens Boot Camp: 31-301-S	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
Lunch with The Experts Roundtable: 30-503-V	\$50 includes lunch <input type="checkbox"/>	
Achieving 20/20 Productivity: 10-305-S	\$250 <input type="checkbox"/>	\$275 <input type="checkbox"/>
*Non-refundable		

Free Courses	*Workshops
Medical & Scientific Theater Courses <input type="checkbox"/> (specify course number)	Gonioscopy & Punctal Plugs: 13-305S – \$150 <input type="checkbox"/>
Women Ask for Directions: 43-505-V <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 31-305S – \$150 <input type="checkbox"/>
Visionomics Keynote: 20-503-V <input type="checkbox"/>	Boot Camp Spectacle Measurements: 33-305S – \$150 <input type="checkbox"/>
Obama Health Care Keynote: MS-200-0 <input type="checkbox"/>	Boot Camp Basic Lensometry: 34-305S – \$150 <input type="checkbox"/>
**Registration required for free courses	
***\$40 CE registration processing fee applies if ONLY registering for workshops	

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

WEDNESDAY Course	Fee	THURSDAY Course	Fee	FRIDAY Course	Fee	SATURDAY Course	Fee

PROCESSING FEE: \$ GRAND TOTAL (9-11): \$

I would like to donate \$3 to the official Vision Expo West Charities.

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.

ANY QUESTIONS?

CALL 1.800.811.7151 OR 1.203.840.5610

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Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
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 International Vision Expo West 2009 held September 30 – October 3, at the Sands Convention Center in Las Vegas 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