

EVENT AUDIT



DATES OF EVENT:

Conference: March 18 – 21, 2010
 Exhibits: March 19 – 21, 2010

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 17 – 20, 2011
 Exhibits: March 18 – 20, 2011
 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
2010	New York	2,713	11,460	186	14,359	5,421	19,780
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.

4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Department/Superstore	609	4.3	4.8
Independent Ophthalmological Practice	1,289	9.0	10.2
Independent Optometric Practice	4,959	34.5	39.1
Independent Optometric Practice Affiliated w/Corporate Chain	244	1.7	1.9
Laboratory	372	2.6	2.9
Manufacturer	836	5.8	6.6
Multidisciplinary Practice	492	3.4	3.9
Retail-Drug/Pharmacy/Grocery	69	0.5	0.5
Retail Optical Chain, 1-10 Locations	1,915	13.3	15.1
Retail Optical Chain, 10+ Locations	342	2.4	2.7
Sporting Goods	46	0.3	0.4
Wholesaler/Distributor	933	6.5	7.4
Student	576	4.0	4.5
Total Attendees Identified by Type of Business/Practice	12,682	88.3	100.0
Total Attendees Not Identified by Type of Business/Practice	1,677	11.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,359	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer - Optical	2,335	16.3	16.6
Buyer - Retail	917	6.4	6.5
Corporate Management	805	5.6	5.7
Laboratory Manager	234	1.6	1.7
Laboratory Technician	129	0.9	0.9
Manufacturer's Representative	504	3.5	3.6
Optician, Licensed or Certified	1,851	12.9	13.1
Optician, Non-Certified	490	3.4	3.5
Opticianry Assistant	416	2.9	3.0
Ophthalmologist	216	1.5	1.5
Ophthalmic Medical Personnel-COA	67	0.5	0.5
Ophthalmic Medical Personnel-COT	26	0.2	0.2
Ophthalmic Medical Personnel-COMT	6	<0.1	<0.1
Ophthalmological Assistant (Non-Certified)	75	0.5	0.5
Ophthalmological Resident	9	0.1	0.1
Optometrist	2,501	17.4	17.8
Optometric Technician	310	2.2	2.2
Optometric Resident	20	0.1	0.1
Optometric Student	342	2.4	2.4
Practice Manager	785	5.5	5.6
Other	2,045	14.2	14.5
Total Attendees Identified by Job Title/Position	14,083	98.1	100.0
Total Attendees Not Identified by Job Title/Position	276	1.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,359	100.0	100.0

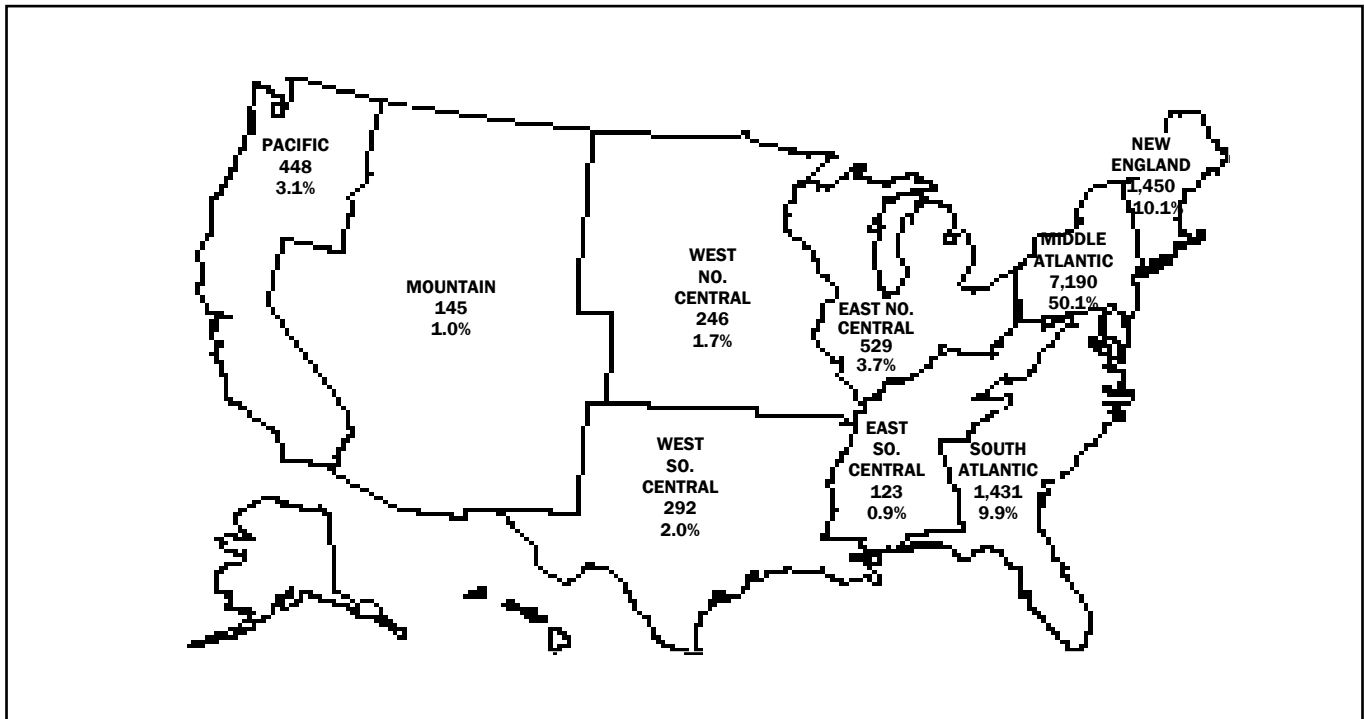
6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,511	31.4	36.1
Manager	2,209	15.4	17.7
Employee	3,400	23.7	27.2
Buyer	1,161	8.1	9.3
Student	653	4.5	5.2
Guest	567	4.0	4.5
Total Attendees Identified by Job Classification	12,501	87.1	100.0
Total Attendees Not Identified by Job Classification	1,858	12.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,359	100.0	100.0

7. GENDER			
GENDER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GENDER
Female	6,141	42.8	50.1
Male	6,125	42.6	49.9
Total Attendees Identified by Gender	12,266	85.4	100.0
Total Attendees Not Identified by Gender	2,093	14.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,359	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	1,450	10.1
Maine	54	
New Hampshire	81	
Vermont	49	
Massachusetts	551	
Rhode Island	138	
Connecticut	577	
MIDDLE ATLANTIC	7,190	50.1
New York	4,267	
New Jersey	1,678	
Pennsylvania	1,245	
EAST NO. CENTRAL	529	3.7
Ohio	231	
Indiana	50	
Illinois	113	
Michigan	76	
Wisconsin	59	
WEST NO. CENTRAL	246	1.7
Minnesota	89	
Iowa	19	
Missouri	61	
North Dakota	11	
South Dakota	11	
Nebraska	34	
Kansas	21	
SOUTH ATLANTIC	1,431	9.9
Delaware	90	
Maryland	369	
Washington, DC	43	
Virginia	229	
West Virginia	11	
North Carolina	119	
South Carolina	39	
Georgia	85	
Florida	446	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	123	0.9
Kentucky	38	
Tennessee	27	
Alabama	33	
Mississippi	25	
WEST SO. CENTRAL	292	2.0
Arkansas	36	
Louisiana	22	
Oklahoma	14	
Texas	220	
MOUNTAIN	145	1.0
Montana	2	
Idaho	3	
Wyoming	2	
Colorado	51	
New Mexico	19	
Arizona	35	
Utah	9	
Nevada	24	
PACIFIC	448	3.1
Alaska	4	
Washington	52	
Oregon	26	
California	359	
Hawaii	7	
United States Not Identified	138	1.0
UNITED STATES	11,992	83.5
INTERNATIONAL	2,367	16.5
Canada	926	
Mexico	64	
Other International	1,377	
Total Attendees	14,359	100.0



ON-SITE Attendee & Conference Registration Form



INTERNATIONAL VISION EXPO EAST
 EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION
 CONFERENCE: March 18 – 21, 2010
 EXHIBITION: March 19 – 21, 2010



PRIORITY CODE: OS

1. CONTACT INFORMATION

FIRST NAME _____ LAST NAME _____
 COMPANY NAME _____
 COMPANY ADDRESS _____ CITY _____
 STATE _____ ZIP CODE _____
 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 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 D Buyer
 B Manager E Student
 C Employee F Guest

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

9. REGISTRATION TYPE

EXHIBITS ONLY: After 2.19.10: \$75
 CONTINUING EDUCATION: Includes Exhibit Hall

10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 2.26.10	After 2.26.10
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 2.26.10	After 2.26.10
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: 1110	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
*Optical Boot Camp® Level 2: 4110	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
POA Medical Coding and Billing: 2'07	\$50 members <input type="checkbox"/>	
NYSOA Medical Coding: 3113	\$100 non-members <input type="checkbox"/>	
NYSOA Art of the Deal: 3313		
Lunch with the Experts Roundtable: 3008	\$50 includes lunch <input type="checkbox"/>	
*Nonrefundable		
Free Courses	*Workshops	
Medical & Scientific Theater Courses (specify course number) <input type="checkbox"/>	Frame Selection: 3106 – \$75 <input type="checkbox"/>	Boot Camp Spectacle Measurements: 4106 – \$150 <input type="checkbox"/>
WomenAsk for Direction: 2414 <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 3206 – \$150 <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 4206 – \$150 <input type="checkbox"/>
Visionomics Keynote: 24MS <input type="checkbox"/>	Boot Camp Spectacle Measurements: 3306 – \$150 <input type="checkbox"/>	Boot Camp Basic Lensometry: 4306 – \$150 <input type="checkbox"/>
Obama's Health Care Plan Keynote: 30MS <input type="checkbox"/>	Boot Camp Basic Lensometry: 3406 – \$150 <input type="checkbox"/>	Sales Benchmarks: 4310 – \$225 <input type="checkbox"/>
NYSOA/POA Post-Graduation Choices: 3010 <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)*

THURSDAY Course	Fri	FRIDAY Course	Fri	SATURDAY Course	Fri	SUNDAY Course	Fri

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

I would like to donate \$3 to the official Vision Expo East 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's agreement.

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 some 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 2.19.10. To receive your badge and course tickets in the mail, registrations must be postmarked by 2.19.10. Registrations received after 2.19.10 will be processed; however, badges and course tickets will need to be picked up onsite.
 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 1.888.306.2344, or from outside the U.S. at 1.203.840.5810.

CANCELLATION POLICY:
www.visionexpo.com

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
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



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 for the International Vision Expo East held March 18 – 21, 2010 held in New York City 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