

EVENT AUDIT



DATES OF EVENT:

Conference: October 6 – 9, 2010
Exhibits: October 7 – 9, 2010

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 21 – 24, 2011
Exhibits: September 22 – 24, 2011

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: Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff**	Total
2010	Las Vegas	4,192	8,952	57	13,201	4,434	17,635
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

* 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	372	2.8	3.2
Independent Ophthalmological Practice	946	7.2	8.1
Independent Optometric Practice	5,993	45.4	51.1
Independent Optometric Practice Affiliated w/Corporate Chain	317	2.4	2.7
Laboratory (Surfacing)	281	2.1	2.4
Laboratory Other	174	1.3	1.5
Manufacturer	621	4.7	5.3
Multidisciplinary Practice	434	3.3	3.7
Retail-Drug/Pharmacy/Grocery	87	0.7	0.7
Retail Optical Store, 1-10 Locations	985	7.5	8.4
Retail Optical Chain, 10+ Locations	349	2.6	3.0
Sporting Goods	41	0.3	0.4
Wholesaler/Distributor	647	4.9	5.5
Student	470	3.6	4.0
Total Attendees Identified by Type of Business/Practice	11,717	88.8	100.0
Total Attendees Not Identified by Type of Business/Practice	1,484	11.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,201	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	1,625	12.3	13.3
Buyer – Retail	438	3.3	3.6
Corporate Management	627	4.8	5.1
Laboratory Manager	242	1.8	2.0
Laboratory Technician	91	0.7	0.7
Manufacturer's Representative	382	2.9	3.1
Optician, Licensed or Certified	1,349	10.2	11.0
Optician, Non-Certified	687	5.2	5.6
Opticianry Assistant	190	1.4	1.5
Ophthalmologist	115	0.9	0.9
Ophthalmic Medical Personnel-COA	57	0.4	0.5
Ophthalmic Medical Personnel-COT	19	0.1	0.2
Ophthalmic Medical Personnel-COMT	7	0.1	0.1
Ophthalmological Assistant (Non-Certified)	50	0.4	0.4
Ophthalmological Resident	1	<0.1	<0.1
Optometrist	3,037	23.0	24.8
Optometric Technician	527	4.0	4.3
Optometric Resident	7	0.1	0.1
Optometric Student	325	2.5	2.7
Practice Manager	824	6.2	6.7
Guest	1,010	7.7	8.2
Other	636	4.8	5.2
Total Attendees Identified by Job Title/Position	12,246	92.8	100.0
Total Attendees Not Identified by Job Title/Position	955	7.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,201	100.0	100.0

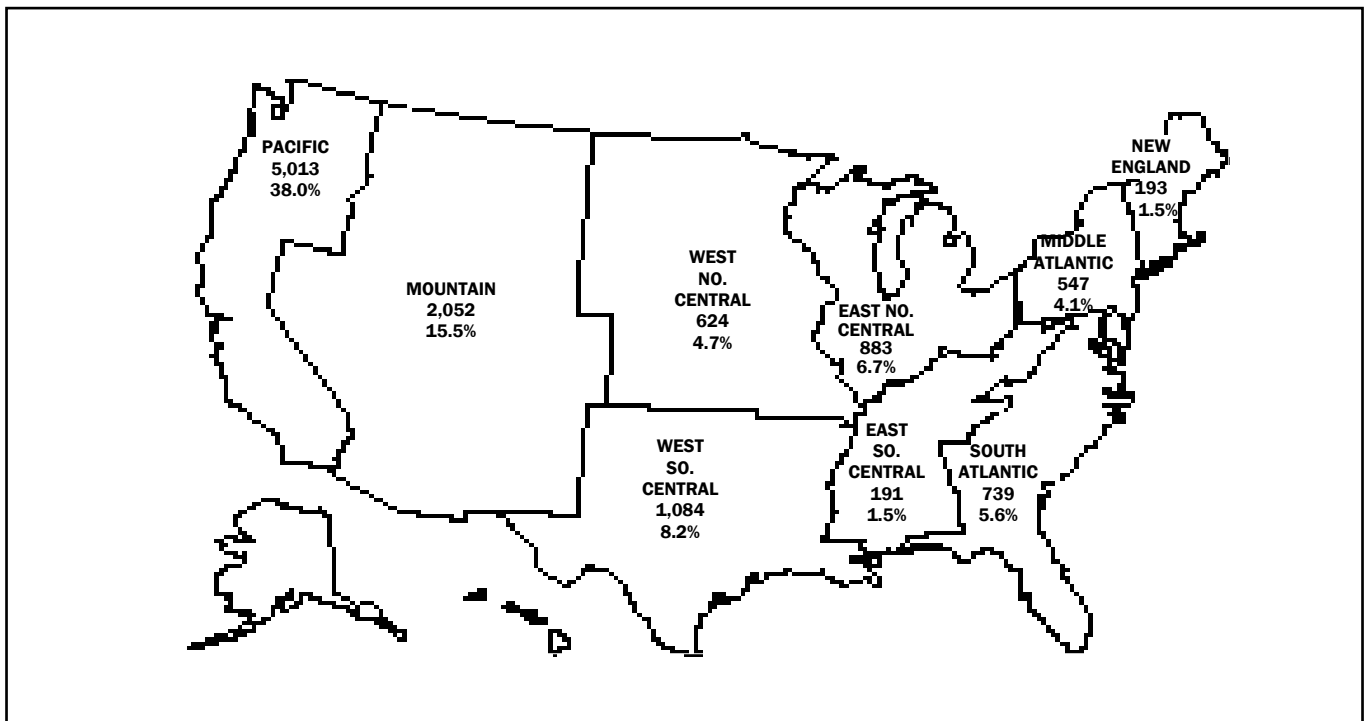
6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,204	31.8	35.6
Manager	2,340	17.7	19.9
Employee	3,731	28.3	31.6
Buyer	920	7.0	7.8
Student	605	4.6	5.1
Total Attendees Identified by Job Classification	11,800	89.4	100.0
Total Attendees Not Identified by Job Classification	1,401	10.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,201	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	193	1.5
Maine	18	
New Hampshire	24	
Vermont	8	
Massachusetts	86	
Rhode Island	13	
Connecticut	44	
MIDDLE ATLANTIC	547	4.1
New York	299	
New Jersey	108	
Pennsylvania	140	
EAST NO. CENTRAL	883	6.7
Ohio	215	
Indiana	111	
Illinois	217	
Michigan	237	
Wisconsin	103	
WEST NO. CENTRAL	624	4.7
Minnesota	165	
Iowa	85	
Missouri	126	
North Dakota	43	
South Dakota	15	
Nebraska	80	
Kansas	110	
SOUTH ATLANTIC	739	5.6
Delaware	5	
Maryland	45	
Washington, DC	19	
Virginia	92	
West Virginia	8	
North Carolina	92	
South Carolina	28	
Georgia	105	
Florida	345	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	191	1.5
Kentucky	51	
Tennessee	67	
Alabama	45	
Mississippi	28	
WEST SO. CENTRAL	1,084	8.2
Arkansas	76	
Louisiana	56	
Oklahoma	83	
Texas	869	
MOUNTAIN	2,052	15.5
Montana	54	
Idaho	78	
Wyoming	50	
Colorado	278	
New Mexico	131	
Arizona	575	
Utah	230	
Nevada	656	
PACIFIC	5,013	38.0
Alaska	48	
Washington	363	
Oregon	184	
California	4,325	
Hawaii	93	
United States Not Identified	119	0.9
UNITED STATES	11,445	86.7
INTERNATIONAL*	1,737	13.2
Not Identified	19	0.1
Total Attendees	13,201	100.0

* All International Countries are listed on the next page.



8. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES	
COUNTRY	TOTAL
Albania	1
Algeria	2
Anguilla	2
Antigua & Barbuda	1
Argentina	5
Aruba	1
Australia	23
Austria	1
Barbados	2
Belarus	1
Belgium	2
Bolivia	4
Brazil	19
Cambodia	1
Canada	933
Cayman Islands	6
Chile	2
China	46
Colombia	22
Costa Rica	15
Denmark	7
Ecuador	20
Egypt	2
El Salvador	15
France	22
Germany	34
Guadeloupe	2
Guatemala	16
Guyana	3
Honduras	5
Hong Kong	57
India	6
Indonesia	1
Ireland	2
Israel	8
Italy	16
Japan	53
Korea	29
Macau	2
Mauritius	2
Mexico	204
Netherland Antilles	1
New Zealand	1
Nicaragua	1
Norway	2
Panama	11
Peru	7
Philippines	7
Puerto Rico	30
Russian Federation	3
Saint Lucia	1
Singapore	2
Spain	1
Sweden	4
Switzerland	5
Taiwan	32
Trinidad And Tobago	2
Tunisia	1
United Kingdom	9
Uruguay	10
Venezuela	4
Viet Nam	1
Virgin Islands (British)	2
Virgin Islands, U.S.	3
Other U.S. Territories	2
TOTAL INTERNATIONAL	1,737 (13.2%)



INTERNATIONAL VISION EXPO WEST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

CONFERENCE: October 6-9, 2010

EXHIBITION: October 7-9, 2010



FOUR WAYS TO REGISTER

PRIORITY CODE: CS

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

FIRST NAME LAST NAME

PRACTICE/COMPANY NAME

ADDRESS

CITY STATE ZIP/POSTAL CODE

BUSINESS TELEPHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODE) BUSINESS FAX

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

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

- A Owner D Buyer
 - B Manager E Student
 - C Employee
6. For Demographic Census Purposes, please indicate if you are: A Female B Male

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 9.17.10. To receive your badge and course tickets in the mail, registrations must be postmarked by 9.17.10. Registrations received after 9.17.10 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://www.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.visionexpowest.com/cancel

9. REGISTRATION TYPE

- EXHIBITS ONLY: Before 9.17.10: \$50 After 9.17.10: \$75
- CONTINUING EDUCATION: Includes Exhibit Hall

10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 9.17.10	After 9.17.10
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 9.17.10	After 9.17.10
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: 21-302-S	\$199 <input type="checkbox"/>	\$219 <input type="checkbox"/>
*Optical Boot Camp® Level 2: 41-302-S	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
*Contact Lens Boot Camp®: 31-302-S	\$139 <input type="checkbox"/>	\$159 <input type="checkbox"/>
Lunch with the Experts Roundtable: 30-000-V	\$50 includes lunch <input type="checkbox"/>	

*Non-refundable

**Free Courses	**Workshops
Visionomics Key note: 30-503-Y <input type="checkbox"/>	Progressive Lens Measurements: 21-507-Y – \$75 <input type="checkbox"/>
Leadership Management for Women: 43-505-Y <input type="checkbox"/>	Frame Selection & Fitting: 22-507-Y – \$150 <input type="checkbox"/>
Medical & Scientific Theater Courses (specify course number) <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 31-305-S – \$150 <input type="checkbox"/>
Cursos de Español (specify course number) <input type="checkbox"/>	Boot Camp Spectacle Measurements: 32-305-S – \$150 <input type="checkbox"/>
	Boot Camp Basic Lensometry: 33-305-S – \$225 <input type="checkbox"/>

***\$40 CE registration processing fee applies if ONLY registering for workshops
**Registration required for free courses

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 \$5 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

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 October 6 – 9, 2010 held 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