

## EVENT AUDIT



### DATES OF EVENT:

Conference: March 16 – 20, 2011  
Exhibits: March 18 – 20, 2011

### 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:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1986

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: March 22 – 25, 2012  
Exhibits: March 23 – 25, 2012

### 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
2011	New York	2,581	12,349	188	15,118	6,390	21,508
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

\* 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	665	4.4	4.7
Independent Ophthalmological Practice	1,267	8.4	9.0
Independent Optometric Practice	5,963	39.4	42.3
Independent Optometric Practice Affiliated w/Corporate Chain	306	2.0	2.2
Laboratory (Surfacing)	251	1.7	1.8
Laboratory (Other)	216	1.4	1.5
Manufacturer	814	5.4	5.8
Multidisciplinary Practice	322	2.1	2.3
Retail-Drug/Pharmacy/Grocery	76	0.5	0.5
Retail Optical Store, 1-10 Locations	1,923	12.7	13.6
Retail Optical Chain, 10+ Locations	456	3.0	3.2
Sporting Goods	40	0.3	0.3
Wholesaler/Distributor	1,066	7.1	7.6
Student	738	4.9	5.2
Total Attendees Identified by Type of Business/Practice	14,103	93.3	100.0
Total Attendees Not Identified by Type of Business/Practice	1,015	6.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,118</b>	<b>100.0</b>	<b>100.0</b>

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	2,433	16.1	16.9
Buyer – Retail	774	5.1	5.4
Corporate Management	1,049	6.9	7.3
Laboratory Manager	217	1.4	1.5
Laboratory Technician	173	1.1	1.2
Manufacturer's Representative	388	2.6	2.7
Optician, Licensed or Certified	2,021	13.4	14.0
Optician, Non-Certified	417	2.8	2.9
Opticianry Assistant	359	2.4	2.5
Ophthalmologist	219	1.4	1.5
Ophthalmic Medical Personnel-COA	67	0.4	0.5
Ophthalmic Medical Personnel-COT	22	0.1	0.1
Ophthalmic Medical Personnel-COMT	13	0.1	0.1
Ophthalmological Assistant (Non-Certified)	57	0.4	0.4
Ophthalmological Resident	8	0.1	0.1
Optometrist	2,567	17.0	17.8
Optometric Technician	328	2.2	2.3
Optometric Resident	7	0.1	0.1
Optometric Student	456	3.0	3.1
Practice Manager	794	5.2	5.5
Guest	1,069	7.1	7.4
Other	968	6.4	6.7
Total Attendees Identified by Job Title/Position	14,406	95.3	100.0
Total Attendees Not Identified by Job Title/Position	712	4.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,118</b>	<b>100.0</b>	<b>100.0</b>

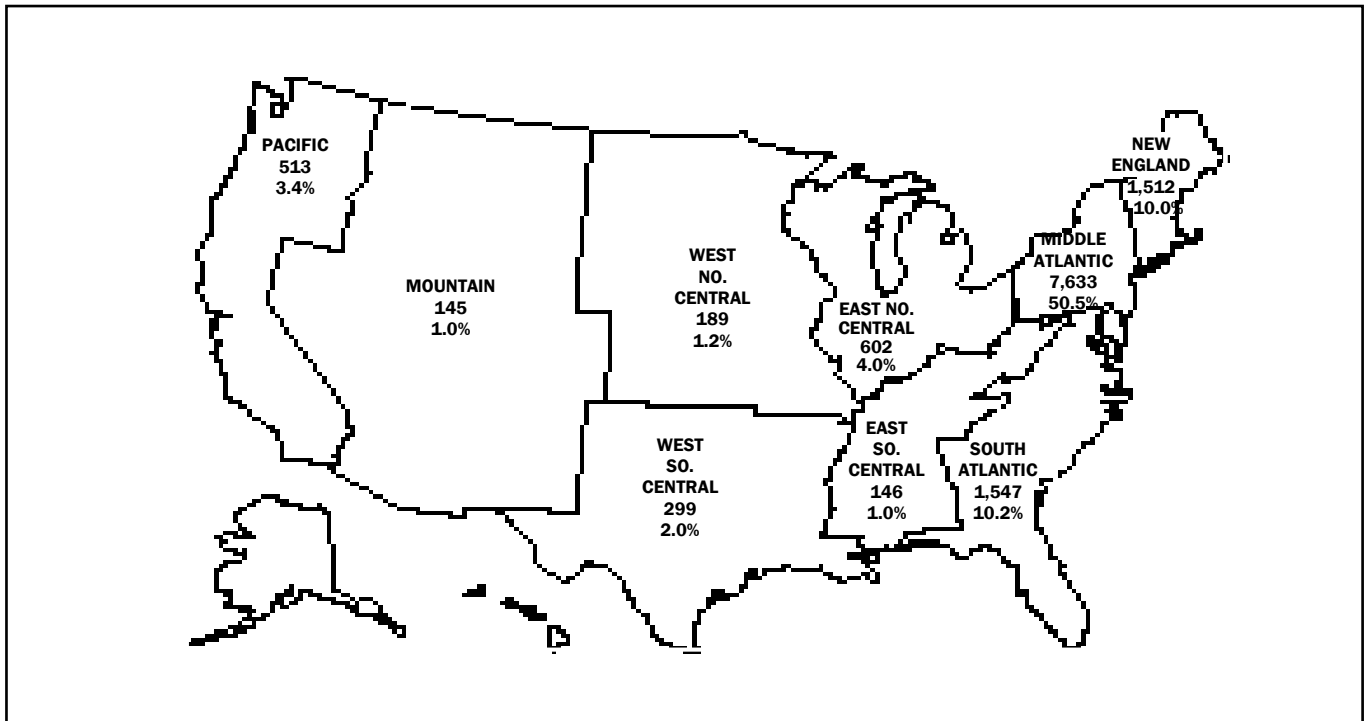
<b>6. JOB CLASSIFICATION</b>			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	5,042	33.4	35.8
Manager	2,708	17.9	19.2
Employee	4,274	28.3	30.3
Buyer	1,096	7.2	7.8
Student	965	6.4	6.9
Total Attendees Identified by Job Classification	14,085	93.2	100.0
Total Attendees Not Identified by Job Classification	1,033	6.8	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,118</b>	<b>100.0</b>	<b>100.0</b>

<b>7. GENDER</b>			
GENDER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GENDER
Male	6,044	40.0	50.6
Female	5,893	39.0	49.4
Total Attendees Identified by Gender	11,937	79.0	100.0
Total Attendees Not Identified by Gender	3,181	21.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,118</b>	<b>100.0</b>	<b>100.0</b>

**8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,512</b>	<b>10.0</b>
Maine	66	
New Hampshire	77	
Vermont	47	
Massachusetts	612	
Rhode Island	126	
Connecticut	584	
<b>MIDDLE ATLANTIC</b>	<b>7,633</b>	<b>50.5</b>
New York	4,526	
New Jersey	1,794	
Pennsylvania	1,313	
<b>EAST NO. CENTRAL</b>	<b>602</b>	<b>4.0</b>
Ohio	255	
Indiana	56	
Illinois	125	
Michigan	106	
Wisconsin	60	
<b>WEST NO. CENTRAL</b>	<b>189</b>	<b>1.2</b>
Minnesota	71	
Iowa	25	
Missouri	43	
North Dakota	8	
South Dakota	8	
Nebraska	10	
Kansas	24	
<b>SOUTH ATLANTIC</b>	<b>1,547</b>	<b>10.2</b>
Delaware	131	
Maryland	365	
Washington, DC	53	
Virginia	241	
West Virginia	17	
North Carolina	110	
South Carolina	35	
Georgia	92	
Florida	503	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>146</b>	<b>1.0</b>
Kentucky	36	
Tennessee	52	
Alabama	26	
Mississippi	32	
<b>WEST SO. CENTRAL</b>	<b>299</b>	<b>2.0</b>
Arkansas	18	
Louisiana	39	
Oklahoma	12	
Texas	230	
<b>MOUNTAIN</b>	<b>145</b>	<b>1.0</b>
Montana	3	
Idaho	2	
Wyoming	-	
Colorado	68	
New Mexico	10	
Arizona	28	
Utah	20	
Nevada	14	
<b>PACIFIC</b>	<b>513</b>	<b>3.4</b>
Alaska	4	
Washington	59	
Oregon	35	
California	406	
Hawaii	9	
<b>UNITED STATES</b>	<b>12,586</b>	<b>83.3</b>
<b>INTERNATIONAL</b>	<b>2,532</b>	<b>16.7</b>
Canada	1,148	
Mexico	80	
Other International	1,304	
<b>Total Attendees</b>	<b>15,118</b>	<b>100.0</b>





# INTERNATIONAL VISION EXPO EAST

## EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

CONFERENCE: March 16 – 20, 2011  
EXHIBITION: March 18 – 20, 2011

### FOUR WAYS TO REGISTER

**PRIORITY CODE: CS**

**ONLINE**  
www.visionexpoeast.com

**BY FAX**  
Fax this completed form to 708.344.9487. Please include your phone number in case we have questions. Method of payment by credit card only.

**BY PHONE**  
Call 800.811.7151 or 203.840.5533 for conference registration only and have your credit card.

**BY MAIL**  
International Vision Expo East c/o CompuSystems Inc., 2805 S. 25th Ave., Broadview, IL 60155

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

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) \_\_\_\_\_

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

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

ARBO/COPE OE TRACKER # (ODs 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 Opticianry 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)
  - 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
- B Manager
- C Employee
- D Buyer
- E Student

**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 2.18.11. To receive your badge and course tickets in the mail, registrations must be postmarked by 2.18.11. Registrations received after 2.18.11 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.visionexpoeast.com

**9. REGISTRATION TYPE**

EXHIBITS ONLY:  Before 2.18.11: \$50  After 2.18.11: \$75  
CONTINUING EDUCATION:  Includes Exhibit Hall

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

Standard Packages	On or Before 2.18.11	After 2.18.11
Package A-6 Hours	\$242 <input type="checkbox"/>	\$263 <input type="checkbox"/>
Package B-9 Hours	\$305 <input type="checkbox"/>	\$331 <input type="checkbox"/>
Package C-13 Hours	\$410 <input type="checkbox"/>	\$431 <input type="checkbox"/>
Package D-18 Hours	\$546 <input type="checkbox"/>	\$567 <input type="checkbox"/>

Total Office Packages	Total Office Pricing	
Package E-25 Hours	\$735 <input type="checkbox"/>	up to 4 people
Package F-35 Hours	\$945 <input type="checkbox"/>	up to 7 people
Package G-45 Hours	\$1,160 <input type="checkbox"/>	up to 10 people

A La Carte	On or Before 2.18.11	After 2.18.11
1 Hour	\$95 <input type="checkbox"/>	\$100 <input type="checkbox"/>
2 Hours	\$158 <input type="checkbox"/>	\$168 <input type="checkbox"/>
3 Hours	\$184 <input type="checkbox"/>	\$194 <input type="checkbox"/>
4 Hours	\$200 <input type="checkbox"/>	\$221 <input type="checkbox"/>
5 Hours	\$231 <input type="checkbox"/>	\$252 <input type="checkbox"/>
*Optical Boot Camp® Level 1: 1110	\$209 <input type="checkbox"/>	\$230 <input type="checkbox"/>
*Optical Boot Camp® Level 2: 4110	\$146 <input type="checkbox"/>	\$167 <input type="checkbox"/>

MBA Pricing	
1 person	\$299 <input type="checkbox"/>
2 people – same office	\$570 <input type="checkbox"/>
3 people – same office	\$840 <input type="checkbox"/>
4 people – same office	\$1,100 <input type="checkbox"/>
5 people – same office	\$1,350 <input type="checkbox"/>
POA Coding and Billing: 2107	
NYSOA Medical Coding: 3113	\$50 members <input type="checkbox"/>
NYSOA Art of the Deal: 3313	\$100 non-members <input type="checkbox"/>
Lunch with the Experts Roundtable: 3008	\$53 includes lunch <input type="checkbox"/>
*Non-refundable	

**Free Courses	**Workshops
Cursos de Espanol: 2102, 2202, 2302, 3106, 3206, 3306 <input type="checkbox"/>	Frame Selection: 2106 – \$79 <input type="checkbox"/>
Visionomics Keynote: 2411 <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 2206 – \$158 <input type="checkbox"/>
WomenAsk for Directors: 2414 <input type="checkbox"/>	Boot Camp Spectacle Measurements: 2306 – \$158 <input type="checkbox"/>
NYSOA/POA Post-Graduation Choices: 3013 (Includes lunch) <input type="checkbox"/>	Boot Camp Basic Lensometry: 2406 – \$158 <input type="checkbox"/>
**Registration required for free courses	
***\$40 CE registration processing fee applies to 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	SUNDAY Course	Fee

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

**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.*

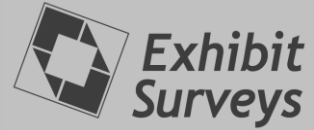
**ANY QUESTIONS? CALL 1.800.811.7151 OR 1.203.840.5610**

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



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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 for the International Vision Expo East held March 17 – 20, 2011 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