

## EVENT AUDIT



### DATES OF EVENT:

Conference: September 21 - 25, 2011  
 Exhibits: September 22 - 24, 2011

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

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1988

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: September 5 - 8, 2012  
 Exhibits: September 6 - 8, 2012

### 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:

Badges printed onsite were automatically verified. Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. Scanning guns were used to scan attendees' badges at badge holder pick-up counters, as they entered the exhibit hall, various party check-ins, Club Vision, New Product Center, exhibitor hotel suites, Vision Council and conference lounges, the VIP desk, travel counter, and the Med Sci Theater. 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	Las Vegas	4,070	8,490	68	12,628	4,706	17,334
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

\* Includes speakers.

\*\* 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/Department/Superstore	401	3.2	3.4
Independent Ophthalmological Practice	844	6.7	7.2
Independent Optometric Practice	6,135	48.6	52.3
Independent Optometric Practice Affiliated w/ Corporate Chain	356	2.8	3.0
Laboratory (Surfacing)	267	2.1	2.3
Laboratory (Other)	160	1.3	1.4
Manufacturer	522	4.1	4.4
Multidisciplinary Practice	301	2.4	2.6
Retail - Drug/Pharmacy/Grocery	21	0.2	0.2
Retail Optical Store, 1 - 10 locations	1,106	8.8	9.4
Retail Optical Chain, 10+ locations	269	2.1	2.3
Sporting Goods	29	0.2	0.2
Wholesaler/Distributor	588	4.6	5.0
Other	740	5.9	6.3
Total Attendees Identified by Type of Business/Practice	11,739	93.0	100.0
Total Attendees Not Identified by Type of Business/Practice	889	7.0	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,628</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 - Optical	1,602	12.7	13.3
Buyer - Retail	383	3.0	3.2
Corporate Management	827	6.6	6.9
Laboratory Manager	237	1.9	2.0
Laboratory Technician	154	1.2	1.3
Manufacturer's Representative	310	2.5	2.6
Optician, Licensed or Certified	1,348	10.7	11.2
Optician, Non-Certified	537	4.3	4.4
Opticianry Assistant	252	2.0	2.1
Ophthalmologist	109	0.9	0.9
Ophthalmic Medical Personnel - COA	41	0.3	0.3
Ophthalmic Medical Personnel - COT	23	0.2	0.2
Ophthalmic Medical Personnel - COMT	5	<0.1	<0.1
Ophthalmological Assistant (non-certified)	55	0.4	0.4
Ophthalmological Resident	4	<0.1	<0.1
Optometrist	3,045	24.1	25.3
Optometric Technician	459	3.6	3.8
Optometric Resident	8	0.1	0.1
Student - Optometry	298	2.4	2.5
Student - Optician	68	0.5	0.6
Practice Manager	946	7.5	7.8
Guest	731	5.8	6.1
Other	599	4.7	5.0
Total Attendees Identified by Job Title/Position	12,041	95.4	100.0
Total Attendees Not Identified by Job Title/Position	587	4.6	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,628</b>	<b>100.0</b>	<b>100.0</b>

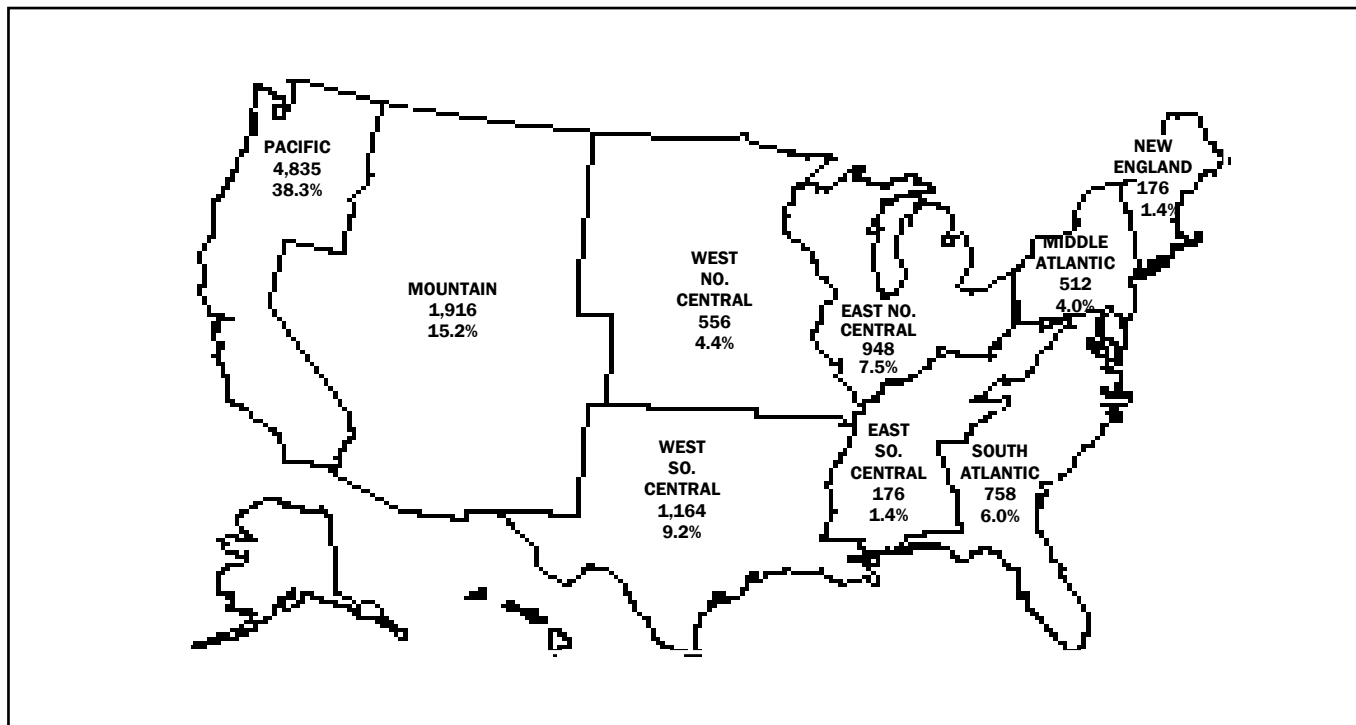
<b>6. JOB CLASSIFICATION</b>			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,101	32.5	36.5
Manager	2,264	17.9	20.2
Employee	4,041	32.0	36.0
Buyer	820	6.5	7.3
Total Attendees Identified by Job Classification	11,226	88.9	100.0
Total Attendees Not Identified by Job Classification	1,402	11.1	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,628</b>	<b>100.0</b>	<b>100.0</b>

**7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>176</b>	<b>1.4</b>
Maine	21	
New Hampshire	29	
Vermont	5	
Massachusetts	75	
Rhode Island	18	
Connecticut	28	
<b>MIDDLE ATLANTIC</b>	<b>512</b>	<b>4.0</b>
New York	262	
New Jersey	103	
Pennsylvania	147	
<b>EAST NO. CENTRAL</b>	<b>948</b>	<b>7.5</b>
Ohio	271	
Indiana	152	
Illinois	251	
Michigan	173	
Wisconsin	101	
<b>WEST NO. CENTRAL</b>	<b>556</b>	<b>4.4</b>
Minnesota	153	
Iowa	99	
Missouri	105	
North Dakota	25	
South Dakota	31	
Nebraska	52	
Kansas	91	
<b>SOUTH ATLANTIC</b>	<b>758</b>	<b>6.0</b>
Delaware	6	
Maryland	40	
Washington, DC	6	
Virginia	104	
West Virginia	8	
North Carolina	73	
South Carolina	23	
Georgia	103	
Florida	395	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>176</b>	<b>1.4</b>
Kentucky	59	
Tennessee	56	
Alabama	38	
Mississippi	23	
<b>WEST SO. CENTRAL</b>	<b>1,164</b>	<b>9.2</b>
Arkansas	50	
Louisiana	55	
Oklahoma	86	
Texas	973	
<b>MOUNTAIN</b>	<b>1,916</b>	<b>15.2</b>
Montana	38	
Idaho	88	
Wyoming	25	
Colorado	274	
New Mexico	118	
Arizona	522	
Utah	176	
Nevada	675	
<b>PACIFIC</b>	<b>4,835</b>	<b>38.3</b>
Alaska	37	
Washington	341	
Oregon	190	
California	4,145	
Hawaii	122	
<b>UNITED STATES</b>	<b>11,041</b>	<b>87.4</b>
<b>INTERNATIONAL*</b>	<b>1,587</b>	<b>12.6</b>
<b>Total Attendees</b>	<b>12,628</b>	<b>100.0</b>

\* All International Countries are listed on the next page.



<b>8. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	
<b>COUNTRY</b>	<b>TOTAL</b>
Algeria	1
Argentina	3
Aruba	3
Australia	11
Austria	2
Bangladesh	1
Barbados	6
Bermuda	1
Brazil	16
Canada	915
Cayman Islands	3
Chile	1
China	35
Colombia	9
Costa Rica	14
Dominican Republic	2
Ecuador	8
El Salvador	14
France	13
Germany	34
Guam	2
Guatemala	12
Honduras	6
Hong Kong	54
India	3
Indonesia	2
Israel	9
Italy	5
Jamaica	3
Japan	39
Korea, Republic of	24
Lebanon	1
Luxembourg	1
Macau	4
Malaysia	3
Mauritius	2
Mexico	164
Netherlands	4
Netherlands Antilles	7
New Zealand	1
Nigeria	6
Norway	11
Panama	7
Peru	1
Philippines	9
Puerto Rico	23
Russian Federation	2
Saint Lucia	1
Singapore	1
South Africa	1
Sweden	4
Switzerland	4
Taiwan	21
Trinidad and Tobago	8
Ukraine	1
United Kingdom	21
Uruguay	8
Venezuela	18
Virgin Islands	1
Virgin Islands (British)	1
<b>TOTAL INTERNATIONAL</b>	<b>1,587 (12.6%)</b>



# INTERNATIONAL VISION EXPO WEST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: September 21-25, 2011

EXHIBITION: September 22-24, 2011

## ONSITE REGISTRATION FORM

PRIORITY CODE: OS

### 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 Opticianry Assistant
- K Ophthalmologist
- M Ophthalmic Medical Personnel — OOA
- N Ophthalmic Medical Personnel — CDT
- P Ophthalmic Medical Personnel — OOMT
- Q Ophthalmological Assistant — (non-certified)
- R Ophthalmological Resident
- S Optometrist
- T Optometric Technician
- U Optometric Resident
- V Student - Optometry
- W Student - Optician
- X Practice Manager
- Y Guest
- Z 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 (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 Other (please specify)

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

- A Owner  C Employee
- B Manager  D Buyer

### 6. I AM:

- A Female  B Male

### 9. REGISTRATION TYPE

- EXHIBITS ONLY:  \$75
- CONTINUING EDUCATION:  Includes Exhibit Hall

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

Standard Packages	Onsite
Package A-6 Hours	\$263 <input type="checkbox"/>
Package B-9 Hours	\$331 <input type="checkbox"/>
Package C-13 Hours	\$431 <input type="checkbox"/>
Package D-18 Hours	\$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	Onsite
1 Hour	\$100 <input type="checkbox"/>
2 Hours	\$168 <input type="checkbox"/>
3 Hours	\$194 <input type="checkbox"/>
4 Hours	\$221 <input type="checkbox"/>
5 Hours	\$252 <input type="checkbox"/>
*Optical Boot Camp* Level 1: 21-302-5	\$230 <input type="checkbox"/>
*Optical Boot Camp* Level 2: 41-302-5	\$167 <input type="checkbox"/>
*Contact Lens Boot Camp*: 31-302-5	\$167 <input type="checkbox"/>
Management & Business Academy: MBAW	\$299 <input type="checkbox"/>
Lunch with the Experts Roundtable: 30-000-V	\$53 includes lunch <input type="checkbox"/>
*Non-refundable	

**Free Courses	***Workshops
Women Ask for Directions: 43-507-V <input type="checkbox"/>	PAL Measurements: 21-305-5 — \$79 <input type="checkbox"/>
Medical & Scientific Theater Courses (specify course number) <input type="checkbox"/>	Boot Camp Spectacle Measurements: 24-305-5 — \$158 <input type="checkbox"/>
Cursos de Español: <input type="checkbox"/> (specify course number) 31-606-V, 32-606-V, 33-606-V, 41-606-V, 42-606-V, 43-606-V	Boot Camp Frame Adjusting & Repair: 31-305-5 — \$158 <input type="checkbox"/>
Optometry Student Offerings: (specify course number) <input type="checkbox"/>	Boot Camp Basic Lensometry: 33-305-5 — \$158 <input type="checkbox"/>
Networking Lunch: 20-605-V (includes lunch)	***\$40 CE Registration processing fee applies if ONLY registering for workshops
Networking Lunch: 30-605-V (includes lunch)	
The Road to Successful Practice Ownership: MS-400-1	
21st Century Optometry: MS-400-2	
Money 101: MS-400-3	
Student Networking Reception: MS-200-0 <input type="checkbox"/>	
Student Networking Party: 35-000-0 <input type="checkbox"/>	
**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	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

CASH

### 12b. CARDHOLDER'S NAME (Please Print)

LAST 4 DIGITS OF ACCOUNT #:

CARDHOLDER'S SIGNATURE:

I agree to pay the above total amount according to my card issuer agreement.

**REGISTRATION POLICY**  
Standard Packages do not include A La Carte courses. Hours can not be combined with another registrant. Total Office Packages do not include A La Carte courses. When registering for Total Office Packages please use same company name, address and zip code and a registration form for each person. Please Note: registrations must be submitted together.  
No special offers or promotions can be combined. Other discounts do not apply to Total Office Packages. Discounts do not apply to registrations already secured. Registration fees are non-refundable and non-transferable.  
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 and vice versa. Badge and photo ID required for admittance to each course.  
**IMPORTANT**  
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.visionexpowest.com](http://www.visionexpowest.com)

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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 West held September 21 – 25, 2011 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