

EVENT AUDIT



DATES OF EVENT:

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

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:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1986

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 14 – 17, 2013
Exhibits: March 15 – 17, 2013
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. 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
2012	New York	3,187	13,337	244	16,768	6,602	23,370
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

* 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	551	3.3	3.7
Independent Ophthalmological Practice	1,136	6.8	7.6
Independent Optometric Practice	5,905	35.2	39.7
Independent Optometric Practice Affiliated w/Corporate Chain	339	2.0	2.3
Laboratory (Surfacing)	211	1.3	1.4
Laboratory (Other)	150	0.9	1.0
Manufacturer	718	4.3	4.8
Multidisciplinary Practice	286	1.7	1.9
Retail-Drug/Pharmacy/Grocery	30	0.2	0.2
Retail Optical Chain, 1-10 Locations	2,230	13.3	15.0
Retail Optical Chain, 10+ Locations	559	3.3	3.7
Sporting Goods	33	0.2	0.2
Wholesaler/Distributor	966	5.8	6.5
Other	724	4.3	4.9
Student	1,049	6.2	7.1
Total Attendees Identified by Type of Business/Practice	14,887	88.8	100.0
Total Attendees Not Identified by Type of Business/Practice	1,881	11.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,768	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	2,394	14.3	15.9
Buyer – Retail	909	5.4	6.1
Corporate Management	1,044	6.2	7.0
Laboratory Manager	232	1.4	1.5
Laboratory Technician	184	1.1	1.2
Manufacturer's Representative	472	2.8	3.1
Optician, Licensed or Certified	2,096	12.5	14.0
Optician, Non-Certified	416	2.5	2.8
Opticianry Assistant	378	2.3	2.5
Ophthalmologist	237	1.4	1.6
Ophthalmic Medical Personnel	107	0.6	0.7
Ophthalmological Assistant (Non-Certified)	48	0.3	0.3
Ophthalmological Resident	15	0.1	0.1
Optometrist	2,891	17.2	19.3
Optometric Technician	375	2.2	2.5
Optometric Resident	13	0.1	0.1
Practice Manager	918	5.5	6.1
Student – Pre-Optometry	64	0.4	0.4
Student – Optometry	386	2.3	2.6
Student – Opticianary	228	1.4	1.5
Student – Fashion	106	0.6	0.7
Student – Other (including High School)	187	1.1	1.3
Other	1,312	7.8	8.7
Total Attendees Identified by Job Title/Position	15,012	89.5	100.0
Total Attendees Not Identified by Job Title/Position	1,756	10.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,768	100.0	100.0

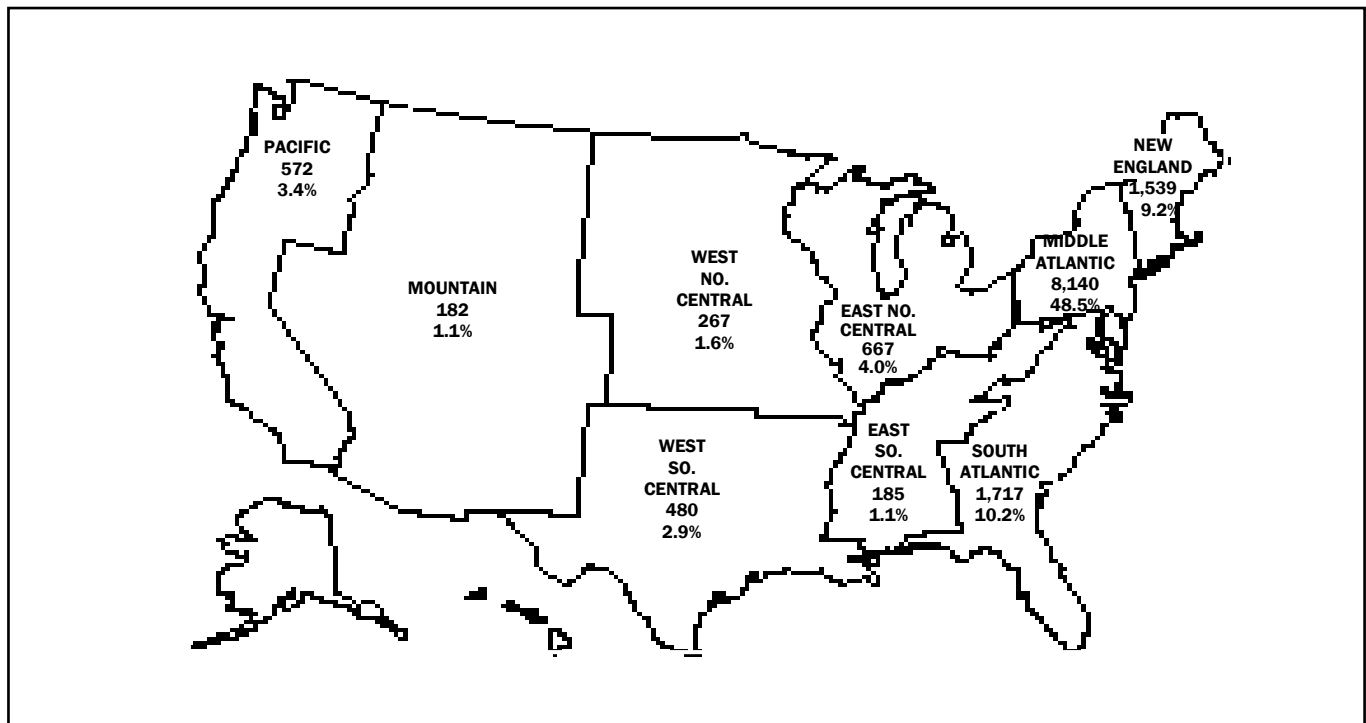
6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	5,404	32.2	35.9
Manager	2,776	16.6	18.5
Employee	4,419	26.3	29.4
Buyer	1,360	8.1	9.0
Student	1,086	6.5	7.2
Total Attendees Identified by Job Classification	15,045	89.7	100.0
Total Attendees Not Identified by Job Classification	1,723	10.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,768	100.0	100.0

7. GENDER			
GENDER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GENDER
Male	6,647	39.6	49.2
Female	6,860	40.9	50.8
Total Attendees Identified by Gender	13,507	80.5	100.0
Total Attendees Not Identified by Gender	3,261	19.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,768	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	1,539	9.2
Maine	43	
New Hampshire	98	
Vermont	35	
Massachusetts	596	
Rhode Island	148	
Connecticut	619	
MIDDLE ATLANTIC	8,140	48.5
New York	4,936	
New Jersey	1,843	
Pennsylvania	1,361	
EAST NO. CENTRAL	667	4.0
Ohio	255	
Indiana	66	
Illinois	147	
Michigan	98	
Wisconsin	101	
WEST NO. CENTRAL	267	1.6
Minnesota	97	
Iowa	30	
Missouri	62	
North Dakota	9	
South Dakota	8	
Nebraska	16	
Kansas	45	
SOUTH ATLANTIC	1,717	10.2
Delaware	126	
Maryland	351	
Washington, DC	60	
Virginia	276	
West Virginia	28	
North Carolina	129	
South Carolina	56	
Georgia	123	
Florida	568	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	185	1.1
Kentucky	43	
Tennessee	65	
Alabama	46	
Mississippi	31	
WEST SO. CENTRAL	480	2.9
Arkansas	32	
Louisiana	36	
Oklahoma	23	
Texas	389	
MOUNTAIN	182	1.1
Montana	8	
Idaho	3	
Wyoming	5	
Colorado	62	
New Mexico	24	
Arizona	47	
Utah	22	
Nevada	11	
PACIFIC	572	3.4
Alaska	3	
Washington	67	
Oregon	40	
California	452	
Hawaii	10	
UNITED STATES	13,749	82.0
INTERNATIONAL	3,019	18.0
Canada	1,116	
Mexico	86	
Other International	1,817	
Total Attendees	16,768	100.0





INTERNATIONAL VISION EXPO EAST

ONSITE EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: March 22 – 25, 2012
 EXHIBITION: March 23 – 25, 2012

PRIORITY CODE: OS

1. CONTACT INFORMATION

FIRST NAME LAST NAME

TITLE

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
- N Ophthalmological Assistant – (non-certified)
- P Ophthalmological Resident
- Q Optometrist
- R Optometric Technician
- S Optometric Resident
- W Practice Manager
- T Student – Pre-Optometry
- U Student – Optometry
- V Student – Opticianry
- X Student – Fashion
- Y Student – Other (Including High School)
- 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 with Corporate 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
- B Manager
- C Employee
- D Buyer

6. I AM

- A Female
- B Male

9. REGISTRATION TYPE

- EXHIBITS ONLY: After 2.24.12 and onsite: \$75
- CONTINUING EDUCATION: Includes Exhibit Hall

10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	After 2.24.12 and 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 and Onsite
Package E-25 Hours	up to 4 people
Package F-35 Hours	up to 7 people
Package G-45 Hours	up to 10 people
A la Carte	After 2.24.12 and 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: 2130	\$120 <input type="checkbox"/>
*Optical Boot Camp® Level 2: 2330	\$120 <input type="checkbox"/>
*Optical Boot Camp® Level 3: 3130	\$120 <input type="checkbox"/>
Lunch with the Experts Roundtable: 3030	\$53 includes lunch <input type="checkbox"/>
POA Medical Coding & Billing: 2127	
NYSOA Basic Medical Coding: 3228	\$50 members/\$100 non-members <input type="checkbox"/>
NYSOA Advanced Medical Coding: 3328	
MBA Courses	
Financial Management: 4104	\$130 <input type="checkbox"/>
Marketing & Merchandising: 4304	\$130 <input type="checkbox"/>
*Non-refundable	
Free Courses	*Workshops
Women Ask for Directions: 2404 <input type="checkbox"/>	Internet and Social Media Hands-on Workshop: 1124 – \$237 <input type="checkbox"/>
Medical & Scientific Theater Courses: (specify course number) <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 3330 – \$150 SOLD OUT
Optometry Student Offerings: (specify course number)	Boot Camp Spectacle Measurements: 4114 – \$150 <input type="checkbox"/>
Student Lunch: S101 (includes lunch) <input type="checkbox"/>	Boot Camp Basic Lensometry: 4314 – \$150 <input type="checkbox"/>
Doctorfest: S102 - Friday, March 23 <input type="checkbox"/>	
Doctorfest: S203 - Saturday, March 24 <input type="checkbox"/>	
Job Search Power Breakfast: S200 (includes breakfast) <input type="checkbox"/>	
Student Education: What's It Take to Make It: S201 (includes breakfast) <input type="checkbox"/>	
NYSOA/POA Student Lunch Course: 3028 (includes lunch) <input type="checkbox"/>	
Student Education: Grassroots Marketing: S202 <input type="checkbox"/>	
Student Party: S204 <input type="checkbox"/>	
Student Education: Fast Track to Five-Stars & Facebook Fans: S301 <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	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)

ACCOUNT #:

Last four digits only

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 cannot 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 cannot be changed to Total Office Package Registrations and vice versa.

Badge is required for admittance to each course.

IMPORTANT

The early pricing cut-off date is 2.24.12. To receive your credentials in the mail, registrations must be postmarked by 3.2.12. Registrations received after 3.2.12 will be processed; however, credentials 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.visionexpeast.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 East held March 22 – 25, 2012 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