

## EVENT AUDIT



### DATES OF EVENT:

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

### 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: October 2 – 5, 2013  
 Exhibits: October 3 – 5, 2013

### 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, Club Vision, New Product Center, Vision Council Lounge, the VIP desk, 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
2012	Las Vegas	3,791	8,441*	93	12,325	3,851	16,176
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

\* 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	408	3.3	3.8
Independent Ophthalmological Practice	805	6.5	7.5
Independent Optometric Practice	5,590	45.4	51.9
Independent Optometric Practice Affiliated w/ Corporate Chain	317	2.6	2.9
Laboratory (Surfacing)	238	1.9	2.2
Laboratory (Other)	134	1.1	1.2
Manufacturer	546	4.4	5.1
Multidisciplinary Practice	241	2.0	2.2
Retail - Drug/Pharmacy/Grocery	19	0.1	0.2
Retail Optical Store, 1 - 10 locations	1,019	8.3	9.4
Retail Optical Chain, 10+ locations	279	2.3	2.6
Sporting Goods	31	0.2	0.3
Wholesaler/Distributor	573	4.7	5.3
Other	582	4.7	5.4
Total Attendees Identified by Type of Business/Practice	10,782	87.5	100.0
Total Attendees Not Identified by Type of Business/Practice	1,543	12.5	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,325</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	1,491	12.1	13.0
Buyer - Retail	509	4.1	4.5
Corporate Management	813	6.6	7.1
Laboratory Manager	240	2.0	2.1
Laboratory Technician	109	0.9	0.9
Manufacturer's Representative	352	2.9	3.1
Optician, Licensed or Certified	1,252	10.2	11.0
Optician, Non-Certified	579	4.7	5.1
Opticianry Assistant	242	2.0	2.1
Ophthalmologist	129	1.0	1.1
Ophthalmic Medical Personnel	68	0.5	0.6
Ophthalmological Assistant (non-certified)	30	0.2	0.3
Ophthalmological Resident	3	<0.1	<0.1
Optometrist	2,664	21.6	23.3
Optometric Technician	470	3.8	4.1
Optometric Resident	6	0.1	0.1
Student - Pre-Optometry	60	0.5	0.5
Student - Optometry	329	2.7	2.9
Student - Opticianry	83	0.7	0.7
Practice Manager	892	7.2	7.8
Student - Fashion	31	0.2	0.3
Student - Other	64	0.5	0.6
Other	1,007	8.2	8.8
Total Attendees Identified by Job Title/Position	11,423	92.7	100.0
Total Attendees Not Identified by Job Title/Position	902	7.3	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,325</b>	<b>100.0</b>	<b>100.0</b>

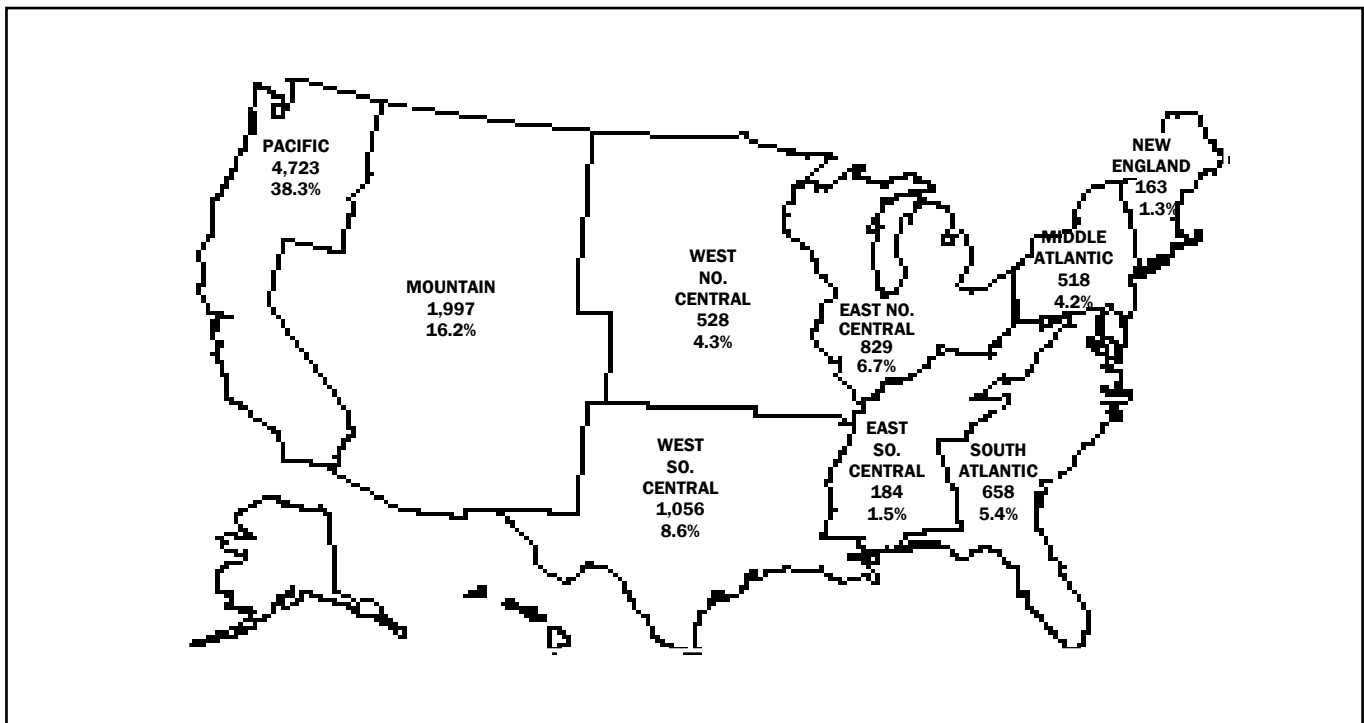
<b>6. JOB CLASSIFICATION</b>			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	3,935	31.9	36.8
Manager	2,293	18.6	21.4
Employee	3,704	30.1	34.6
Buyer	770	6.2	7.2
Total Attendees Identified by Job Classification	10,702	86.8	100.0
Total Attendees Not Identified by Job Classification	1,623	13.2	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,325</b>	<b>100.0</b>	<b>100.0</b>

**7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>163</b>	<b>1.3</b>
Maine	7	
New Hampshire	29	
Vermont	1	
Massachusetts	55	
Rhode Island	14	
Connecticut	57	
<b>MIDDLE ATLANTIC</b>	<b>518</b>	<b>4.2</b>
New York	282	
New Jersey	83	
Pennsylvania	153	
<b>EAST NO. CENTRAL</b>	<b>829</b>	<b>6.7</b>
Ohio	228	
Indiana	121	
Illinois	209	
Michigan	169	
Wisconsin	102	
<b>WEST NO. CENTRAL</b>	<b>528</b>	<b>4.3</b>
Minnesota	145	
Iowa	78	
Missouri	86	
North Dakota	42	
South Dakota	20	
Nebraska	58	
Kansas	99	
<b>SOUTH ATLANTIC</b>	<b>658</b>	<b>5.4</b>
Delaware	2	
Maryland	36	
Washington, DC	13	
Virginia	78	
West Virginia	7	
North Carolina	56	
South Carolina	23	
Georgia	105	
Florida	338	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>184</b>	<b>1.5</b>
Kentucky	59	
Tennessee	59	
Alabama	40	
Mississippi	26	
<b>WEST SO. CENTRAL</b>	<b>1,056</b>	<b>8.6</b>
Arkansas	43	
Louisiana	33	
Oklahoma	78	
Texas	902	
<b>MOUNTAIN</b>	<b>1,997</b>	<b>16.2</b>
Montana	40	
Idaho	85	
Wyoming	33	
Colorado	275	
New Mexico	87	
Arizona	630	
Utah	175	
Nevada	672	
<b>PACIFIC</b>	<b>4,723</b>	<b>38.3</b>
Alaska	48	
Washington	314	
Oregon	169	
California	4,086	
Hawaii	106	
<b>UNITED STATES</b>	<b>10,656</b>	<b>86.5</b>
<b>INTERNATIONAL*</b>	<b>1,669</b>	<b>13.5</b>
<b>Total Attendees</b>	<b>12,325</b>	<b>100.0</b>

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



8. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES			
COUNTRY	TOTAL		TOTAL
Anguilla	2	Lebanon	1
Argentina	6	Macau	3
Armenia	1	Malaysia	4
Aruba	8	Martinique	4
Australia	19	Mauritius	2
Austria	1	Mexico	187
Belgium	4	Monaco	1
Bermuda	1	Nepal	1
Bolivia	3	Netherlands	5
Brazil	16	Netherlands Antilles	4
Canada	835	New Zealand	1
Chile	2	Nicaragua	5
China	38	Nigeria	7
Colombia	36	Northern Mariana Islands	1
Costa Rica	18	Norway	4
Ecuador	18	Panama	9
El Salvador	11	Peru	6
Finland	2	Philippines	8
France	11	Puerto Rico	34
Germany	30	Russian Federation	2
Ghana	1	Saint Lucia	1
Guam	1	Singapore	3
Guatemala	19	Spain	2
Guyana	2	Suriname	2
Honduras	7	Sweden	4
Hong Kong	73	Switzerland	4
India	5	Taiwan	25
Israel	10	Trinidad and Tobago	7
Italy	8	Turkey	33
Jamaica	1	United Arab Emirates	2
Japan	32	United Kingdom	23
Jordan	1	Uruguay	5
Korea, Dem. People's Rep of	1	Venezuela	11
Korea, Republic of	29	Virgin Islands (British)	5
Kuwait	1		
		<b>TOTAL INTERNATIONAL</b>	<b>1,669 (13.5%)</b>



# INTERNATIONAL VISION EXPO WEST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: September 5–8, 2012

EXHIBITION: September 6–8, 2012

## FOUR WAYS TO REGISTER

### ONLINE

www.visionexpowest.com/ce

### BY FAX

Fax this completed form to 708.344.4444. Please include your phone number in case we have questions. Method of payment by credit card only.

### BY PHONE

Call 800.811.7151 or 203.840.5610 for conference registration only and have your credit card ready.

### BY MAIL

Send this completed form to:  
International Vision Expo West  
c/o Compusystems, P.O. Box 6271  
Broadview, IL 60155-6271

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

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 Opticianry Assistant
- K Ophthalmologist
- M Ophthalmic Medical Personnel
- N Ophthalmological Assistant — (non-certified)
- P Ophthalmological Resident
- Q Optometrist
- R Optometric Technician
- S Optometric Resident
- T Student - Pre-Optometry
- U Student - Optometry
- V Student - Opticianry
- W Practice Manager
- X Student - Fashion
- Y Student - Other
- 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:  On or Before 8.6.12: \$50  After 8.6.12: \$75
- CONTINUING EDUCATION:  Includes Exhibit Hall

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

Standard Packages	On or Before 8.6.12	After 8.6.12
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 8.6.12	After 8.6.12
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: 21-1005-V	\$120 <input type="checkbox"/>
*Optical Boot Camp* Level 2: 23-1005-V	\$120 <input type="checkbox"/>
*Optical Boot Camp* Level 3: 41-1005-V	\$120 <input type="checkbox"/>
*Contact Lens Boot Camp*: 31-1005-V	\$160 <input type="checkbox"/>
MBA Course - Financial Management: 41-706-V	\$130 <input type="checkbox"/>
MBA Course - Marketing & Merchandising: 43-706-V	\$130 <input type="checkbox"/>
*Non-refundable	

**Free Courses	***Workshops
Medical & Scientific Theater Courses (specify course number) <input type="checkbox"/>	Boot Camp: Basic Lensometry 22-906-V — \$158 <input type="checkbox"/>
Optometry Student Offerings: <input type="checkbox"/>	Internet and Social Media Hands-On Workshop: 31-507-V — \$237 <input type="checkbox"/>
Controversies and Conundrums in Lens Care: 41-1003-V	Boot Camp: Spectacle Measurements 31-906-V — \$158 <input type="checkbox"/>
Doctorfest: S101	Boot Camp: Frame Adjusting & Repair 33-906-V — \$158 <input type="checkbox"/>
Vision Expo's "ODs on Facebook" Party: S103	Hands-On Compression Mount Training 43-1005-V — \$158 <input type="checkbox"/>
Student Lunch: S201	***\$40 CE Registration processing fee applies if ONLY registering for workshops
Job Search Meet & Greet: S202	
Club Marchion: S203	
Student Education: Figuring Out What You Want and How to Get There: S301	
Student Lunch with Professionals: S302	
Student Education: School of Doc: S303	
Student Party: S304	
**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): \$ \_\_\_\_\_

### 12a. METHOD OF PAYMENT

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

AMOUNT \$ \_\_\_\_\_

ACCOUNT #: \_\_\_\_\_

CHECK ENCLOSED

Payable to Reed Exhibitions

Expiration Date \_\_\_\_\_

CHARGE TO:

AMEX  MasterCard  VISA

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

EMAIL [inquiry@visionexpowest.com](mailto:inquiry@visionexpowest.com)

#### 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 & 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 is required for admittance to each course.

#### IMPORTANT

The early pricing cut-off date is 8.6.12. To receive your credentials in the mail, registrations must be postmarked by 8.22.12. Registrations received after 8.22.12 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.visionexpowest.com](http://www.visionexpowest.com)

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 West held September 5 – 8, 2012 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