

EVENT AUDIT



DATES OF EVENT:

Conference: March 14 – 17, 2013
Exhibits: March 15 – 17, 2013

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.visionexpeast.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1986

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 27 – 30, 2014
Exhibits: March 28 – 30, 2014
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, and special feature areas (i.e., New Product Center, Club Vision, Vision Council Lounge, VIP desk, and Med Sci Theater). All badges printed onsite were immediately marked 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
2013	New York	3,173	12,488	238	15,899	6,990	22,889
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.

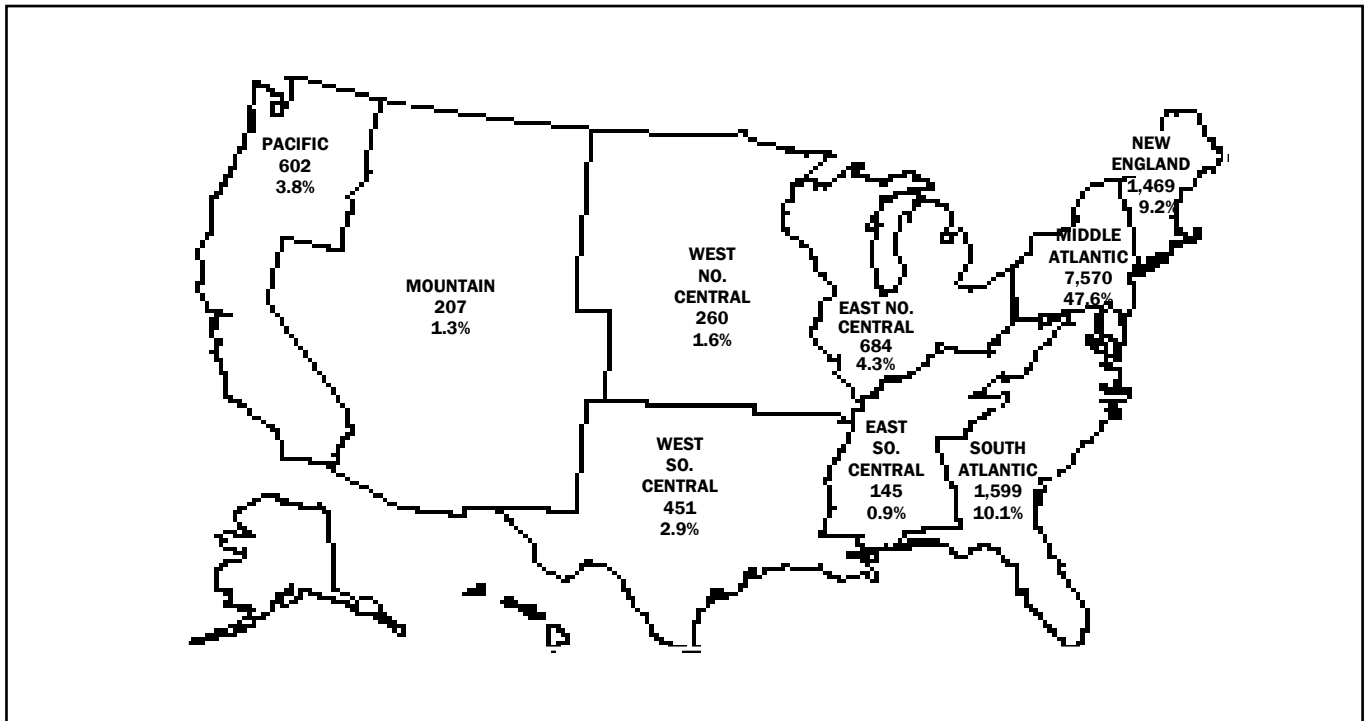
4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Department/Superstore	667	4.2	4.7
Independent Ophthalmological Practice	1,352	8.5	9.5
Independent Optometric Practice	5,340	33.6	37.4
Independent Optometric Practice Affiliated with Corporate Chain	308	1.9	2.2
Laboratory (Surfacing)	177	1.1	1.2
Laboratory (Other)	192	1.2	1.3
Manufacturer	778	4.9	5.4
Multidisciplinary Practice	379	2.4	2.6
Retail-Drug/Pharmacy/Grocery	31	0.2	0.2
Retail Optical Store, 1-10 Locations	2,557	16.1	17.9
Retail Optical Chain, 10+ Locations	655	4.1	4.6
Sporting Goods	42	0.3	0.3
Wholesaler/Distributor	931	5.9	6.5
Other	882	5.5	6.2
Total Attendees Identified by Type of Business/Practice	14,291	89.9	100.0
Total Attendees Not Identified by Type of Business/Practice	1,608	10.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,899	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	2,266	14.3	15.4
Buyer – Retail	1,031	6.5	7.0
Corporate Management	1,158	7.3	7.9
Laboratory Manager	247	1.5	1.7
Laboratory Technician	136	0.9	0.9
Manufacturer's Representative	515	3.2	3.5
Optician, Licensed or Certified	1,869	11.8	12.7
Optician, Non-Certified	542	3.4	3.7
Opticianry Assistant	324	2.0	2.2
Ophthalmologist	221	1.4	1.5
Ophthalmic Medical Personnel	82	0.5	0.6
Ophthalmological Assistant (Non-Certified)	54	0.3	0.4
Ophthalmological Resident	7	0.1	0.1
Optometrist	2,788	17.5	19.0
Optometric Technician	361	2.3	2.4
Optometric Resident	8	0.1	0.1
Practice Manager	816	5.1	5.6
Student	641	4.0	4.4
Other	1,601	10.1	10.9
Total Attendees Identified by Job Title/Position	14,667	92.3	100.0
Total Attendees Not Identified by Job Title/Position	1,232	7.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,899	100.0	100.0

6. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	1,469	9.2
Maine	51	
New Hampshire	96	
Vermont	55	
Massachusetts	566	
Rhode Island	117	
Connecticut	584	
MIDDLE ATLANTIC	7,570	47.6
New York	4,630	
New Jersey	1,792	
Pennsylvania	1,148	
EAST NO. CENTRAL	684	4.3
Ohio	258	
Indiana	72	
Illinois	138	
Michigan	127	
Wisconsin	89	
WEST NO. CENTRAL	260	1.6
Minnesota	119	
Iowa	21	
Missouri	56	
North Dakota	9	
South Dakota	4	
Nebraska	11	
Kansas	40	
SOUTH ATLANTIC	1,599	10.1
Delaware	70	
Maryland	357	
Washington, DC	46	
Virginia	245	
West Virginia	20	
North Carolina	127	
South Carolina	44	
Georgia	124	
Florida	566	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	145	0.9
Kentucky	39	
Tennessee	49	
Alabama	36	
Mississippi	21	
WEST SO. CENTRAL	451	2.9
Arkansas	28	
Louisiana	45	
Oklahoma	26	
Texas	352	
MOUNTAIN	207	1.3
Montana	6	
Idaho	6	
Wyoming	3	
Colorado	68	
New Mexico	22	
Arizona	48	
Utah	42	
Nevada	12	
PACIFIC	602	3.8
Alaska	10	
Washington	62	
Oregon	54	
California	467	
Hawaii	9	
UNITED STATES	12,987	81.7
INTERNATIONAL	2,912	18.3
Canada	1,070	
Mexico	95	
Other International	1,747	
Total Attendees	15,899	100.0





INTERNATIONAL VISION EXPO EAST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: March 14-17, 2013
EXHIBITION: March 15-17, 2013

FOUR WAYS TO REGISTER

ONLINE
www.visionexpoeast.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.

PRIORITY CODE: CS

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 East, c/o Compustystems, P.O. Box 6271, Broadview, IL 60155-6271.

7. REGISTRATION TYPE

EXHIBITS ONLY: On or Before 2.13.13: \$50 After 2.13.13: \$75
CONTINUING EDUCATION: Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 2.13.13	After 2.13.13
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 2.13.13	After 2.13.13
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: 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"/>
POA Medical Coding & Billing: 2104		\$50 members/\$100 non-members <input type="checkbox"/>
NYSQA Basic Medical Coding: 4123		
NYSQA Advanced Medical Coding and Billing: 4323		

** Free Courses	***Workshops
Medical & Scientific Theater Courses: (specify course number) <input type="checkbox"/>	Hands-On Compression Mount Training: 2221 - \$158 <input type="checkbox"/>
	Boot Camp Frame Adjusting & Repair: 3330 - \$158 <input type="checkbox"/>
	Boot Camp Spectacle Measurements: 4114 - \$158 <input type="checkbox"/>
	Boot Camp Basic Lensometry: 4314 - \$158 <input type="checkbox"/>

9. 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): \$

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
- U Other (Please specify)

4. 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)

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

- A Owner C Employee
- B Manager D Buyer

6. I AM

- A Female B Male

3. STUDENTS (Please check one.)

- A Pre Optometry
- B Optometry
- C Opticianry
- D Fashion
- E Other (Please specify)

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 out-off date is 2.13.13. To receive your credentials in the mail, registrations must be postmarked by 3.1.13. Registrations received after 3.1.13 will be processed at 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.visionexpoeast.com

ANY QUESTIONS?

CALL 1.800.811.7151 OR 1.203.840.5610

EMAIL inquiry@visionexpoeast.com

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

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www.bpaww.com



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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 14 – 17, 2013 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