

EVENT AUDIT



DATES OF EVENT:

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

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1988

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: October 17 – 20, 2014
Exhibits: October 18 – 20, 2014

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, 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
2013	Las Vegas	4,219	8,727*	73	13,019	4,760	17,779
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.

4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Department/Superstore	384	2.9	3.3
Independent Ophthalmological Practice	870	6.7	7.4
Independent Optometric Practice	6,153	47.3	52.4
Independent Optometric Practice Affiliated with Corporate Chain	329	2.5	2.8
Laboratory (Surfacing)	220	1.7	1.9
Laboratory (Other)	198	1.5	1.7
Manufacturer	535	4.1	4.6
Multidisciplinary Practice	264	2.0	2.2
Retail-Drug/Pharmacy/Grocery	22	0.2	0.2
Retail Optical Store, 1-10 Locations	1,249	9.6	10.6
Retail Optical Chain, 10+ Locations	306	2.4	2.6
Sporting Goods	41	0.3	0.3
Wholesaler/Distributor	612	4.7	5.2
Other	570	4.4	4.8
Total Attendees Identified by Type of Business/Practice	11,753	90.3	100.0
Total Attendees Not Identified by Type of Business/Practice	1,266	9.7	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,019	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	1,524	11.7	12.6
Buyer – Retail	543	4.2	4.5
Corporate Management	785	6.0	6.5
Laboratory Manager	250	1.9	2.1
Laboratory Technician	109	0.8	0.9
Manufacturer's Representative	381	2.9	3.1
Optician, Licensed or Certified	1,200	9.2	9.9
Optician, Non-Certified	834	6.4	6.9
Opticianry Assistant	267	2.1	2.2
Ophthalmologist	133	1.0	1.1
Ophthalmic Medical Personnel	54	0.4	0.4
Ophthalmological Assistant (Non-Certified)	46	0.4	0.4
Ophthalmological Resident	3	<0.1	<0.1
Optometrist	2,937	22.6	24.2
Optometric Technician	506	3.9	4.2
Optometric Resident	11	0.1	0.1
Practice Manager	1,049	8.1	8.6
Student	299	2.3	2.5
Other	1,189	9.1	9.8
Total Attendees Identified by Job Title/Position	12,120	93.1	100.0
Total Attendees Not Identified by Job Title/Position	899	6.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	13,019	100.0	100.0

6. STUDENTS: YEAR			
YEAR	TOTAL STUDENTS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YEAR
1 st	48	16.1	22.9
2 nd	71	23.7	34.0
3 rd	56	18.7	26.8
4 th	34	11.4	16.3
Total Students Identified by Year	209	69.9	100.0
Total Students Not Identified by Year	90	30.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	299	100.0	100.0

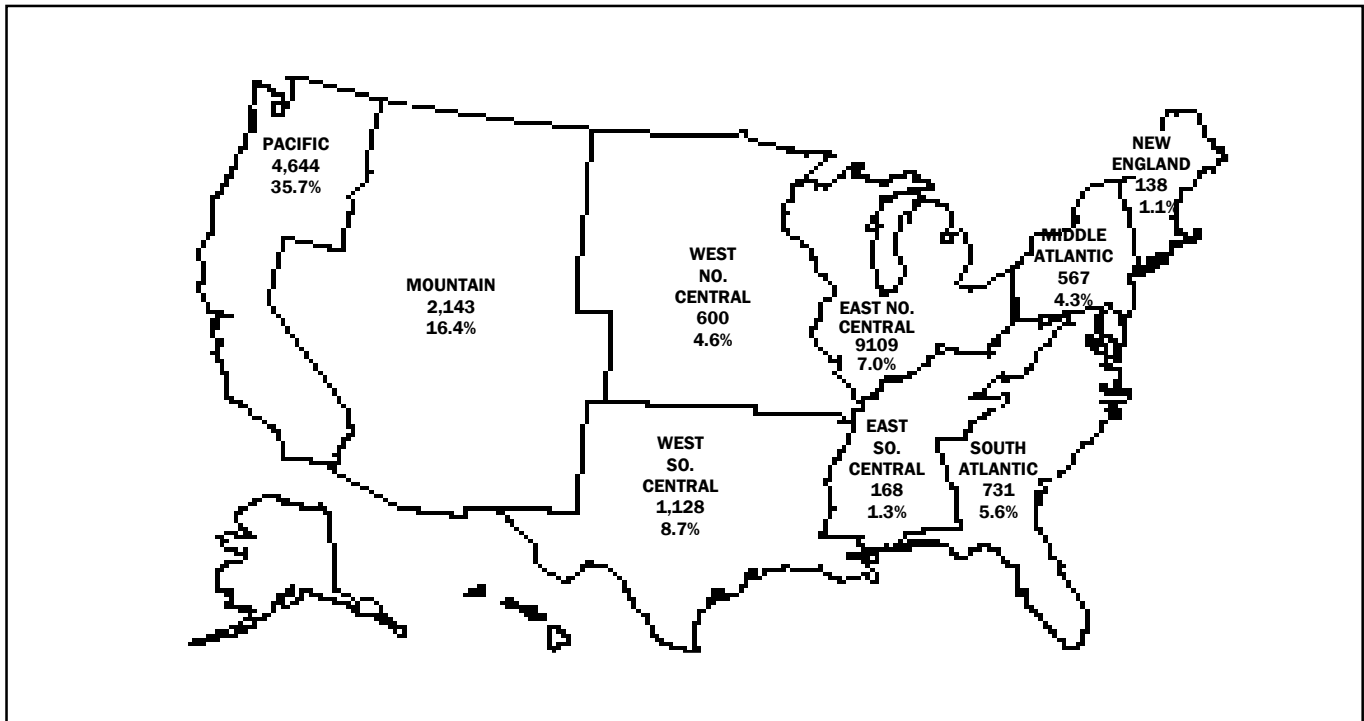
Base: 299 Students

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	138	1.1
Maine	5	
New Hampshire	23	
Vermont	5	
Massachusetts	54	
Rhode Island	24	
Connecticut	27	
MIDDLE ATLANTIC	567	4.3
New York	288	
New Jersey	121	
Pennsylvania	158	
EAST NO. CENTRAL	910	7.0
Ohio	214	
Indiana	141	
Illinois	260	
Michigan	195	
Wisconsin	100	
WEST NO. CENTRAL	600	4.6
Minnesota	166	
Iowa	104	
Missouri	93	
North Dakota	24	
South Dakota	19	
Nebraska	68	
Kansas	126	
SOUTH ATLANTIC	731	5.6
Delaware	3	
Maryland	71	
Washington, DC	9	
Virginia	69	
West Virginia	13	
North Carolina	84	
South Carolina	15	
Georgia	119	
Florida	348	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	168	1.3
Kentucky	64	
Tennessee	47	
Alabama	31	
Mississippi	26	
WEST SO. CENTRAL	1,128	8.7
Arkansas	48	
Louisiana	33	
Oklahoma	92	
Texas	955	
MOUNTAIN	2,143	16.4
Montana	34	
Idaho	86	
Wyoming	50	
Colorado	253	
New Mexico	108	
Arizona	665	
Utah	221	
Nevada	726	
PACIFIC	4,644	35.7
Alaska	56	
Washington	337	
Oregon	168	
California	3,980	
Hawaii	103	
UNITED STATES	11,029	84.7
INTERNATIONAL*	1,990	15.3
Total Attendees	13,019	100.0

* All International Countries are listed on the next page.





INTERNATIONAL VISION EXPO WEST

ON-SITE EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: October 2-5, 2013

EXHIBITION: October 3-5, 2013

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
- T Practice Manager
- W Student
- Z Other (Please specify)

3. STUDENTS (Please check one.)

- A Pre Optometry
- B Optometry
- C Optician
- D Fashion
- E 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 (Surfaing)
- 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

7. REGISTRATION TYPE

- EXHIBITS ONLY: After 9.9.13 & On-Site: \$75
- CONTINUING EDUCATION: Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	After 9.9.13 and On-Site	
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	After 9.9.13 and On-Site	
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: 2101	\$120	<input type="checkbox"/>
Optical Boot Camp Level 2: 2301	\$120	<input type="checkbox"/>
Optical Boot Camp Level 3: 4103	\$120	<input type="checkbox"/>
*Contact Lens Boot Camp: 3111	\$160	<input type="checkbox"/>
*Non-refundable		

**Free Courses	**Workshops
Medical & Scientific Theater Courses: (specify course number) <input type="checkbox"/>	Boot Camp Basic Lensometry: 3101 - \$158 <input type="checkbox"/>
Breakfast with ARES: 3002 <input type="checkbox"/>	Boot Camp Spectacle Measurements: 3301 - \$158 <input type="checkbox"/>
	Boot Camp Frame Adjusting & Repair: 4301 - \$158 <input type="checkbox"/>
	Punctual Plugs Workshop: 4302 - \$158 <input type="checkbox"/>
**Registration required for free courses	
***\$40 CE Registration processing fee applies if ONLY registering for workshops	

9. 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 (7-9): \$

10a. METHOD OF PAYMENT

AMOUNT \$

CHECK ENCLOSED Payable to Reed Exhibitions

CHARGE TO: AMEX MasterCard VISA

CASH

10b. CARDHOLDER'S NAME (Please print)

ACCOUNT # (Last 4 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

Prior to the event, you will be e-mailed your course itinerary. Please bring this confirmation letter with barcode to the CE Express Badge Counter onsite in Conference Registration to have your badge and course itinerary printed.

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
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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 October 2 – 5, 2013 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