

## EVENT AUDIT



### DATES OF EVENT:

Conference: March 26 – 30, 2014  
 Exhibits: March 28 – 30, 2014

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

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1986

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: March 19 – 22, 2015  
 Exhibits: March 20 – 22, 2015  
 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:

There were no attendee or conference badges mailed. All badges were printed on-site and the registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges at all show entrances, at the New Product Center, Club Vision, Vision Council Lounge, VIP desk, Med Sci Theater, and many other event areas and conference. For exhibitors only, scanning was done at badge holder pick-up counters.

### 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
2014	New York	2,927	13,635	268	16,830	6,804	23,634
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

\* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

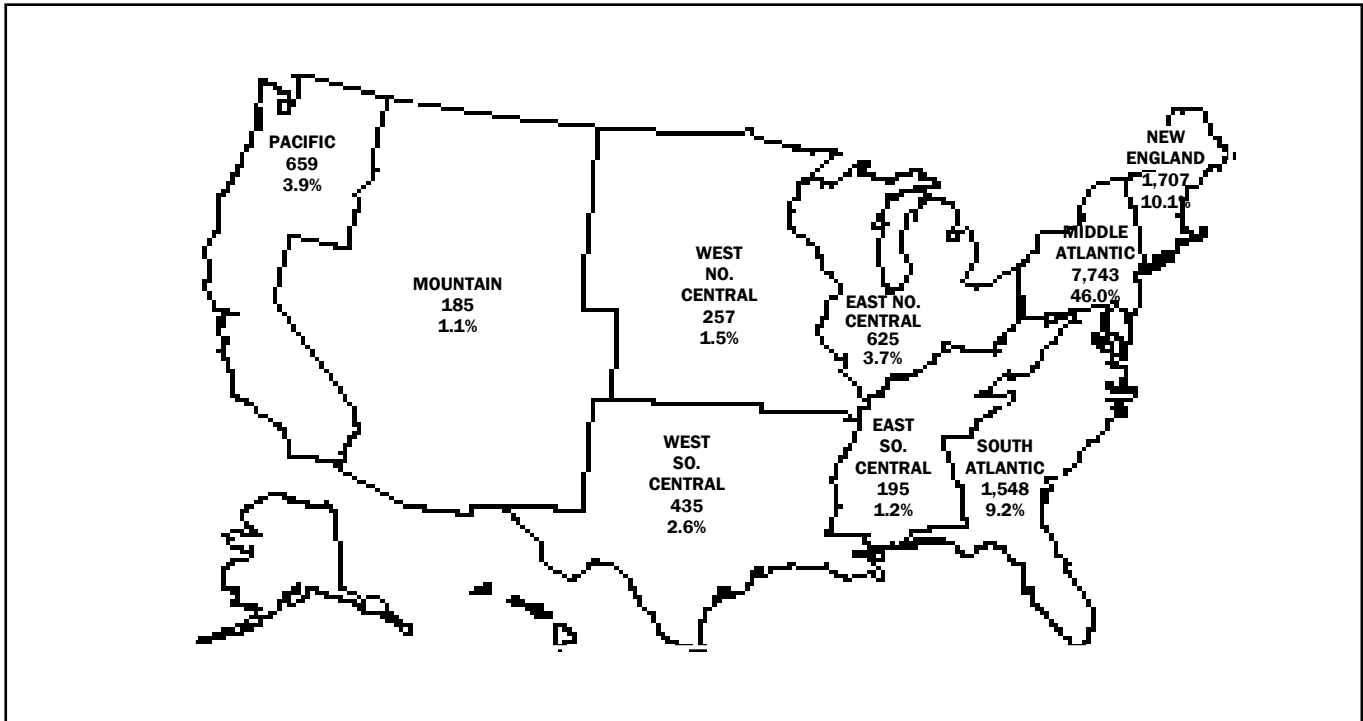
4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Department/Superstore	606	3.6	4.3
Independent Ophthalmological Practice	1,138	6.8	8.2
Independent Optometric Practice	5,374	31.9	38.6
Independent Optometric Practice Affiliated with Corporate Chain	252	1.5	1.8
Laboratory (Surfacing)	204	1.2	1.5
Laboratory (Other)	152	0.9	1.1
Manufacturer	871	5.2	6.3
Multidisciplinary Practice	363	2.2	2.6
Retail-Drug/Pharmacy/Grocery	35	0.2	0.2
Retail Optical Store, 1-10 Locations	2,680	15.9	19.3
Retail Optical Chain, 10+ Locations	389	2.3	2.8
Sporting Goods	37	0.2	0.3
Wholesaler/Distributor	890	5.3	6.4
Other	926	5.5	6.6
Total Attendees Identified by Type of Business/Practice	13,917	82.7	100.0
Total Attendees Not Identified by Type of Business/Practice	2,913	17.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>16,830</b>	<b>100.0</b>	<b>100.0</b>

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer - Optical	2,256	13.4	14.4
Buyer - Retail	976	5.8	6.2
Corporate Management	1,225	7.3	7.8
Laboratory Manager	242	1.4	1.6
Laboratory Technician	139	0.8	0.9
Manufacturer's Representative	572	3.4	3.7
Optician, Licensed or Certified	1,869	11.1	12.0
Optician, Non-Certified	601	3.6	3.9
Opticianry Assistant	345	2.0	2.2
Ophthalmologist	217	1.3	1.4
Ophthalmic Medical Personnel	76	0.5	0.5
Ophthalmological Assistant (Non-Certified)	65	0.4	0.4
Ophthalmological Resident	17	0.1	0.1
Optometrist	3,057	18.2	19.6
Optometric Technician	332	2.0	2.1
Optometric Resident	23	0.1	0.1
Practice Manager	1,046	6.2	6.7
Student	1,050	6.2	6.7
Other	1,509	9.0	9.7
Total Attendees Identified by Job Title/Position	15,617	92.8	100.0
Total Attendees Not Identified by Job Title/Position	1,213	7.2	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>16,830</b>	<b>100.0</b>	<b>100.0</b>

**6. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,707</b>	<b>10.1</b>
Maine	38	
New Hampshire	101	
Vermont	43	
Massachusetts	745	
Rhode Island	144	
Connecticut	636	
<b>MIDDLE ATLANTIC</b>	<b>7,743</b>	<b>46.0</b>
New York	4,823	
New Jersey	1,808	
Pennsylvania	1,112	
<b>EAST NO. CENTRAL</b>	<b>625</b>	<b>3.7</b>
Ohio	240	
Indiana	49	
Illinois	133	
Michigan	134	
Wisconsin	69	
<b>WEST NO. CENTRAL</b>	<b>257</b>	<b>1.5</b>
Minnesota	92	
Iowa	27	
Missouri	48	
North Dakota	6	
South Dakota	8	
Nebraska	24	
Kansas	52	
<b>SOUTH ATLANTIC</b>	<b>1,548</b>	<b>9.2</b>
Delaware	61	
Maryland	347	
Washington, DC	57	
Virginia	225	
West Virginia	26	
North Carolina	130	
South Carolina	46	
Georgia	136	
Florida	520	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>195</b>	<b>1.2</b>
Kentucky	41	
Tennessee	82	
Alabama	36	
Mississippi	36	
<b>WEST SO. CENTRAL</b>	<b>435</b>	<b>2.6</b>
Arkansas	23	
Louisiana	37	
Oklahoma	32	
Texas	343	
<b>MOUNTAIN</b>	<b>185</b>	<b>1.1</b>
Montana	13	
Idaho	3	
Wyoming	4	
Colorado	46	
New Mexico	18	
Arizona	49	
Utah	22	
Nevada	30	
<b>PACIFIC</b>	<b>659</b>	<b>3.9</b>
Alaska	4	
Washington	78	
Oregon	47	
California	517	
Hawaii	13	
<b>UNITED STATES</b>	<b>13,354</b>	<b>79.3</b>
<b>INTERNATIONAL</b>	<b>3,476</b>	<b>20.7</b>
Canada	1,414	
Mexico	127	
Other International	1,935	
<b>Total Attendees</b>	<b>16,830</b>	<b>100.0</b>



**7a. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

COUNTRY	TOTAL	COUNTRY	TOTAL
Albania	2	Jamaica	25
Anguilla	1	Japan	49
Antigua and Barbuda	5	Jordan	2
Argentina	30	Kazakhstan	1
Aruba	7	Korea, Republic of	58
Australia	15	Kuwait	6
Austria	8	Latvia	3
Bahamas	2	Lebanon	2
Bangladesh	1	Macau	2
Barbados	9	Mexico	127
Belgium	14	Monaco	1
Belize	1	Netherlands	10
Bermuda	9	Netherlands Antilles	6
Bolivia	11	Nicaragua	5
Brazil	64	Nigeria	40
Canada	1,414	Norway	14
Cayman Islands	4	Pakistan	6
Chile	13	Panama	23
China	98	Paraguay	3
Colombia	128	Peru	32
Costa Rica	17	Philippines	3
Czech Republic	4	Portugal	3
Denmark	9	Puerto Rico	156
Dominica	3	Russian Federation	2
Dominican Republic	48	Saint Kitts and Nevis	2
Ecuador	83	Saint Lucia	4
Egypt	7	Singapore	3
El Salvador	10	South Africa	1
Estonia	2	Spain	9
Finland	7	Sri Lanka	2
France	189	St. Vincent and The Grenadines	1
Germany	52	Suriname	5
Greece	4	Sweden	27
Guadeloupe	3	Switzerland	31
Guatemala	46	Taiwan	24
Guinea	1	Thailand	4
Guyana	19	Trinidad and Tobago	28
Haiti	6	Tunisia	2
Honduras	16	Turkey	16
Hong Kong	102	United Arab Emirates	4
India	11	United Kingdom	52
Indonesia	1	Uruguay	20
Ireland	5	Venezuela	33
Israel	25	Virgin islands (British)	1
Italy	116	Virgin islands (US)	6
		<b>TOTAL INTERNATIONAL</b>	<b>3,476 (20.7%)</b>

<b>7b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	
<b>CONTINENT</b>	<b>TOTAL</b>
Africa	51
Asia	365
Asia Pacific	15
Caribbean	326
Central America	118
Europe	564
Middle East	55
North America (Canada and Mexico)	1,541
South America	441
<b>TOTAL INTERNATIONAL</b>	<b>3,476 (20.7%)</b>

# INTERNATIONAL VISION EXPO EAST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: March 26–30, 2014

EXHIBITION: March 28–30, 2014

## FOUR WAYS TO REGISTER

**ONLINE**  
www.visionexpoeast.com

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

PRIORITY CODE: CS

### 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
- 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 (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
- B Manager
- C Employee
- D Buyer

### 6. I AM

- A Female
- B Male

### 7. REGISTRATION TYPE

- EXHIBITS ONLY:  On or Before 2.25.14: \$50  After 2.25.14: \$75  
CONTINUING EDUCATION:  Includes Exhibit Hall

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

Standard Packages	On or Before 2.25.14	After 2.25.14
Package A—6 Hours	\$254 <input type="checkbox"/>	\$276 <input type="checkbox"/>
Package B—9 Hours	\$320 <input type="checkbox"/>	\$348 <input type="checkbox"/>
Package C—13 Hours	\$431 <input type="checkbox"/>	\$453 <input type="checkbox"/>
Package D—18 Hours	\$573 <input type="checkbox"/>	\$595 <input type="checkbox"/>

Total Office Packages	Total Office Pricing	
Package E—25 Hours	\$772 <input type="checkbox"/>	up to 4 people
Package F—35 Hours	\$992 <input type="checkbox"/>	up to 7 people
Package G—45 Hours	\$1,218 <input type="checkbox"/>	up to 10 people

Global Contact Lens Forum (Wednesday, 3/26 - Thursday, 3/27)	On or Before 12.15.13	On or Before 2.25.14	After 2.25.14
Global Contact Lens Forum: GCLF	\$199 <input type="checkbox"/>	\$249 <input type="checkbox"/>	\$299 <input type="checkbox"/>

Specialty Tracks and State Association Courses	Pricing
*Optical Boot Camp* Level 1: 2101	\$126 <input type="checkbox"/>
*Optical Boot Camp* Level 2: 2402	\$126 <input type="checkbox"/>
*Optical Boot Camp* Level 3: 3102	\$126 <input type="checkbox"/>
Chief Experience Officer (CEO) Certificate Program: 3185	\$249 <input type="checkbox"/>
New Manager Mini Track: 3387	\$249 <input type="checkbox"/>
POA Oral Pharmaceutical Agents: 2181 POA Thyroid Dysfunction: 2381 NYSOA Basic Medical Coding: 2381 NYSOA Advanced Medical Coding: 3382	\$50 members/\$100 non-members <input type="checkbox"/>

A la Carte	On or Before 2.25.14	After 2.25.14
1 Hour	\$100 <input type="checkbox"/>	\$105 <input type="checkbox"/>
2 Hours	\$166 <input type="checkbox"/>	\$176 <input type="checkbox"/>
3 Hours	\$193 <input type="checkbox"/>	\$204 <input type="checkbox"/>
4 Hours	\$210 <input type="checkbox"/>	\$232 <input type="checkbox"/>
5 Hours	\$243 <input type="checkbox"/>	\$265 <input type="checkbox"/>

**Free Courses	***Workshops
NYSOA/POA Optometry Student Lunch Course: 3000 <input type="checkbox"/>	Hands-On Compression Mount Training: 1301 — \$83 <input type="checkbox"/>
Medical & Scientific Theater Courses: (specify course number) <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 3203 — \$166 <input type="checkbox"/>
	Boot Camp Spectacle Measurements: 4102 — \$166 <input type="checkbox"/>
	Boot Camp Basic Lensometry: 4402 — \$166 <input type="checkbox"/>

### 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	SUNDAY Course	Fee

PROCESSING FEE: \$  GRAND TOTAL (7–9): \$

### 10a. METHOD OF PAYMENT

AMOUNT \$

CHECK ENCLOSED  
 Payable to Reed Exhibitions

CHARGE TO:  
 AMEX  MasterCard  VISA

### 10b. CARDHOLDER'S NAME (Please print)

ACCOUNT #:

EXPIRATION DATE:

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. Registrations 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 the CE Registration area 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://www.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](http://www.visionexpoeast.com)

ANY QUESTIONS?

CALL 1.800.811.7151 OR 1.203.840.5610

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Shelton, CT 06484-6259  
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Fax: +1 203.447.2900  
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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 26 – 30, 2014 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