

EVENT AUDIT



DATES OF EVENT:

Conference: September 17 - 20, 2014
 Exhibits: September 18 - 20, 2014

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: September 16 - 19, 2015
 Exhibits: September 17 - 19, 2015

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:

With the exception of Optimum Members (VIPs), all attendee and conference badges were printed onsite. Badges printed onsite were automatically verified. Scanning guns were used to scan attendees' badges at all show entrances, lanyard pick-up counters for exhibitors and VIPs, Club Vision, New Product Center, Vision Council Lounge, the VIP desk, the Med Sci Theater and many other event areas and conferences. 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
2014	Las Vegas	4,302*	8,315	71	12,688	4,443	17,131
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

* 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	438	3.5	4.0
Independent Ophthalmological Practice	761	6.0	6.9
Independent Optometric Practice	5,726	45.1	51.8
Independent Optometric Practice Affiliated w/Corporate Chain	361	2.8	3.3
Laboratory (Surfacing)	216	1.7	1.9
Laboratory (Other)	132	1.0	1.2
Manufacturer	581	4.6	5.2
Multidisciplinary Practice	233	1.8	2.1
Retail-Drug/Pharmacy/Grocery	13	0.1	0.1
Retail Optical Store, 1-10 Locations	1,105	8.7	10.0
Retail Optical Chain, 10+ Locations	248	2.0	2.2
Sporting Goods	21	0.2	0.2
Wholesaler/Distributor	543	4.3	4.9
Other	682	5.4	6.2
Total Attendees Identified by Type of Business/Practice	11,060	87.2	100.0
Total Attendees Not Identified by Type of Business/Practice	1,628	12.8	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,688	100.0	100.0

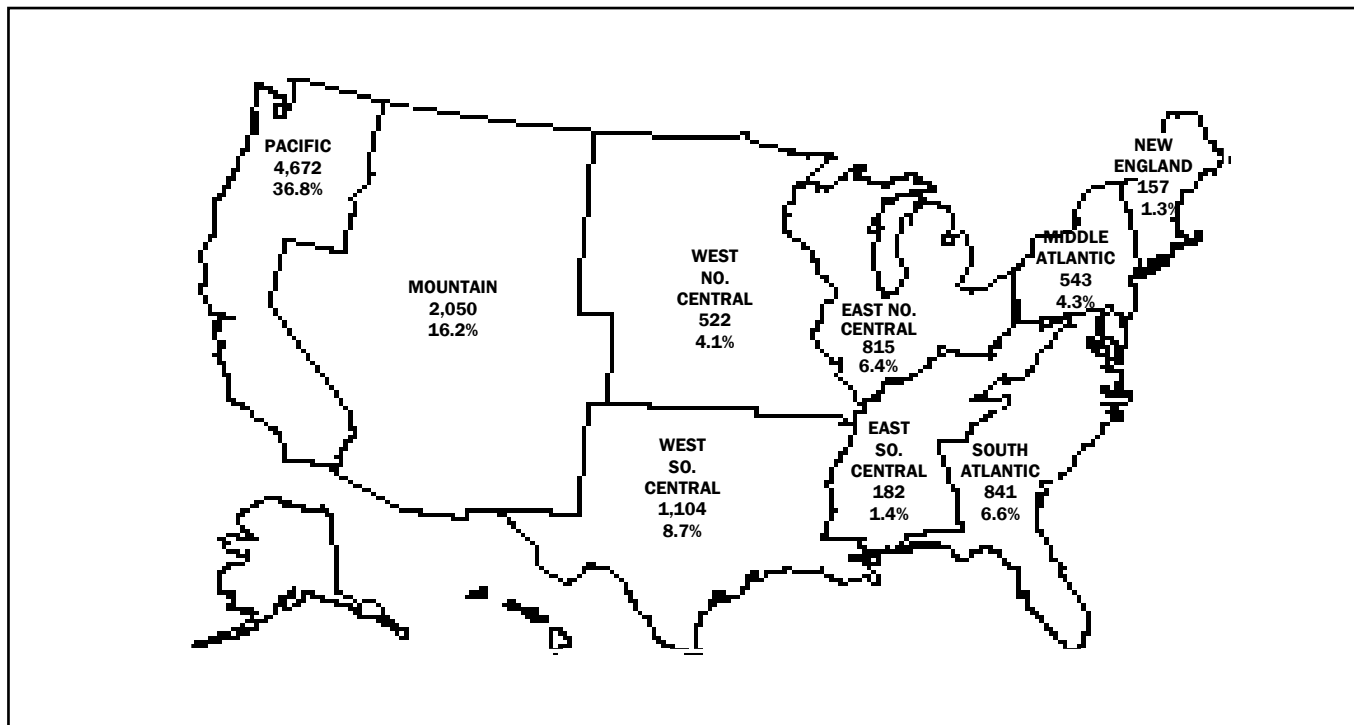
5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	1,316	10.4	11.2
Buyer – Retail	558	4.4	4.7
Corporate Management	953	7.5	8.1
Laboratory Manager	240	1.9	2.0
Laboratory Technician	101	0.8	0.9
Manufacturer's Representative	347	2.7	3.0
Optician, Licensed or Certified	986	7.8	8.4
Optician, Non-Certified	824	6.5	7.0
Opticianry Assistant	221	1.8	1.9
Ophthalmologist	104	0.8	0.9
Ophthalmic Medical Personnel	45	0.4	0.4
Ophthalmological Assistant (Non-Certified)	30	0.2	0.3
Ophthalmological Resident	2	<0.1	<0.1
Optometrist	3,046	24.0	25.9
Optometric Technician	423	3.3	3.6
Optometric Resident	3	<0.1	<0.1
Practice Manager	925	7.3	7.9
Student	385	3.0	3.3
Other	1,232	9.7	10.5
Total Attendees Identified by Job Title/Position	11,741	92.5	100.0
Total Attendees Not Identified by Job Title/Position	947	7.5	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,688	100.0	100.0

6. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	157	1.3
Maine	8	
New Hampshire	23	
Vermont	1	
Massachusetts	69	
Rhode Island	15	
Connecticut	41	
MIDDLE ATLANTIC	543	4.3
New York	319	
New Jersey	84	
Pennsylvania	140	
EAST NO. CENTRAL	815	6.4
Ohio	253	
Indiana	103	
Illinois	227	
Michigan	147	
Wisconsin	85	
WEST NO. CENTRAL	522	4.1
Minnesota	133	
Iowa	82	
Missouri	114	
North Dakota	24	
South Dakota	13	
Nebraska	68	
Kansas	88	
SOUTH ATLANTIC	841	6.6
Delaware	2	
Maryland	49	
Washington, DC	12	
Virginia	79	
West Virginia	7	
North Carolina	125	
South Carolina	26	
Georgia	133	
Florida	408	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	182	1.4
Kentucky	43	
Tennessee	81	
Alabama	29	
Mississippi	29	
WEST SO. CENTRAL	1,104	8.7
Arkansas	52	
Louisiana	27	
Oklahoma	95	
Texas	930	
MOUNTAIN	2,050	16.2
Montana	36	
Idaho	82	
Wyoming	36	
Colorado	278	
New Mexico	100	
Arizona	598	
Utah	197	
Nevada	723	
PACIFIC	4,672	36.8
Alaska	63	
Washington	352	
Oregon	175	
California	3,961	
Hawaii	121	
UNITED STATES	10,886	85.8
INTERNATIONAL*	1,802	14.2
Total Attendees	12,688	100.0

* All International Countries are listed on the next page.



6a. INTERNATIONAL BREAKOUT OF CONFERENCE & EXHIBIT ONLY ATTENDEES					
COUNTRY	TOTAL	PERCENT	COUNTRY	TOTAL	PERCENT
ASIA	293	2.3	NORTH AMERICA	11,972	94.3
China	67		Canada	884	
Hong Kong	57		Mexico	202	
India	8		United States	10,886	
Japan	61		SOUTH AMERICA	142	1.1
Indonesia	2		Argentina	5	
Korea, Republic of	30		Bolivia	5	
Macau	2		Brazil	46	
Pakistan	1		Chile	4	
Philippines	6		Colombia	59	
Singapore	3		Ecuador	16	
Taiwan	54		Peru	3	
Thailand	1		Uruguay	1	
Viet Nam	1		Venezuela	3	
ASIA PACIFIC / OCEANIA	29	0.2	EUROPE	122	1.0
Australia	23		Austria	4	
Fiji	1		Czech Republic	2	
Guam	1		Denmark	5	
Micronesia, Fed. States of	1		France	16	
New Zealand	2		Germany	17	
Northern Mariana Islands	1		Hungary	2	
CARIBBEAN	60	0.5	Ireland	1	
Anguilla	2		Italy	21	
Antigua and Barbuda	2		Netherlands	2	
Aruba	5		Norway	2	
Bermuda	1		Spain	2	
Cayman Islands	2		Sweden	3	
Dominican Republic	1		Switzerland	23	
Jamaica	3		United Kingdom	22	
Puerto Rico	21		MIDDLE EAST	17	0.1
Netherlands Antilles	5		Israel	7	
Saint Lucia	2		Kuwait	1	
Trinidad And Tobago	13		Lebanon	4	
Virgin Islands (British)	3		United Arab Emirates	4	
CENTRAL AMERICA	47	0.4	Yemen, Republic of	1	
Costa Rica	7		AFRICA	6	0.1
El Salvador	4		Egypt	2	
Guatemala	17		Mauritius	1	
Honduras	5		Nigeria	2	
Panama	14		South Africa	1	
			Total Attendees	12,688	100.0



INTERNATIONAL VISION EXPO WEST EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION
EDUCATION: September 17–September 20, 2014 EXHIBITION: September 18–September 20, 2014



FOUR WAYS TO REGISTER

ONLINE

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.

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 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 # (ODs 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) _____

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

3. STUDENTS (Please check one.)

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

ANY QUESTIONS? CALL 1.800.811.7151 OR 1.203.840.5610 | E-MAIL inquiry@visionexpwest.com

7. REGISTRATION TYPE

- EXHIBITS ONLY: On or Before 8.21.14: \$50 After 8.21.14: \$75
- CONTINUING EDUCATION: Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 8.21.14	After 8.21.14
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

Specialty Courses	Pricing
*Optical Boot Camp® Level 1: 2101	\$199 <input type="checkbox"/>
*Optical Boot Camp® Level 2: 2401	\$199 <input type="checkbox"/>
*Optical Boot Camp® Level 3: 4101	\$199 <input type="checkbox"/>
*Contact Lens Boot Camp: 31L1	\$250 <input type="checkbox"/>
*Non-refundable	

A la Carte	On or Before 8.21.14	After 8.21.14
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
Global Contact Lens Forum <input type="checkbox"/>	Kids and Glasses Workshop: 13O1 – \$206 <input type="checkbox"/>
Dietary Zeaxanthin and Macular Pigment: 20C0 <input type="checkbox"/>	New Manager Mini Track: 21B2 – \$233 <input type="checkbox"/>
Ocular Nutrition Patient Case: 30C0 <input type="checkbox"/>	Chief Experience Officer (CXO) Certificate Program: 31B3 – \$250 <input type="checkbox"/>
Breaking News Healthcare Reform Update: 30C1 <input type="checkbox"/>	Boot Camp Spectacle Measurements: 32O2 – \$206 <input type="checkbox"/>
Medical & Scientific Theater Courses <input type="checkbox"/>	Boot Camp Basic Lensometry: 33O2 – \$206 <input type="checkbox"/>
	Scleral Lens Workshop: 41L1 – \$140 <input type="checkbox"/>
	Amniotic Membrane Workshop: 43C6 – \$140 <input type="checkbox"/>
	Boot Camp Frame Adjusting & Repair: 44O2 – \$206 <input type="checkbox"/>
**Registration required for free courses	Punctal Plugs Workshop: 44C6 – \$206 <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

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. 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 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://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
 VisionExpoWest.com

Two Corporate Drive, Ninth Floor
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Fax: +1 203.447.2900
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 West held September 17 – 20, 2014 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