

EVENT AUDIT



DATES OF EVENT:

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

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1986

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 14 – 17, 2016
Exhibits: April 15 – 17, 2016
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, lanyard pick-up counters, at the New Product Center, Club Vision, Vision Council Lounge, VIP desk, Med Sci Theater, and many other event areas and conference.

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
2015	New York	3,098	12,197	209	15,504	6,257	21,761
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

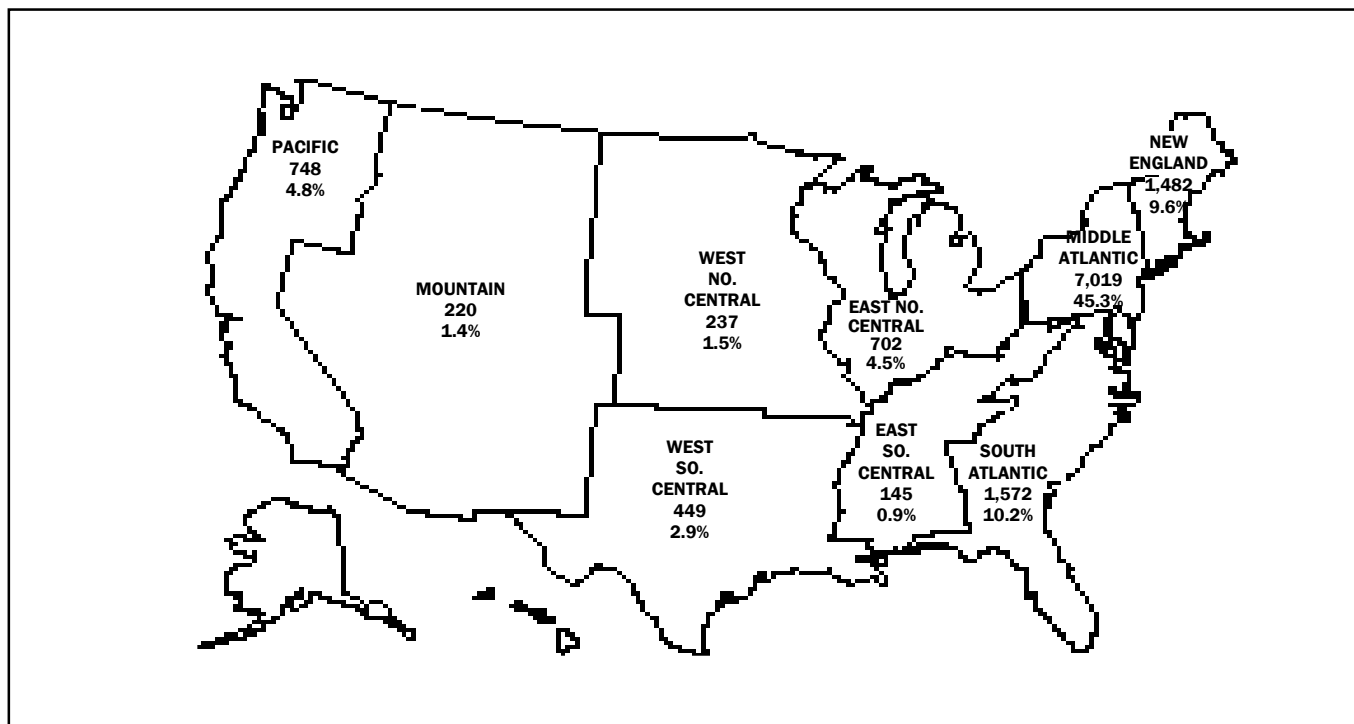
* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Department/Superstore	415	2.7	3.3
Independent Ophthalmological Practice	964	6.2	7.6
Independent Optometric Practice	5,011	32.3	39.7
Independent Optometric Practice Affiliated w/Corporate Chain	318	2.0	2.5
Laboratory (Surfacing)	268	1.7	2.1
Laboratory (Other)	120	0.8	1.0
Manufacturer	756	4.9	6.0
Multidisciplinary Practice	288	1.9	2.3
Retail-Drug/Pharmacy/Grocery	39	0.3	0.3
Retail Optical Chain, 1-10 Locations	2,379	15.3	18.9
Retail Optical Chain, 10+ Locations	315	2.0	2.5
Sporting Goods	31	0.2	0.2
Wholesaler/Distributor	810	5.2	6.4
Other	909	5.9	7.2
Total Attendees Identified by Type of Business/Practice	12,623	81.4	100.0
Total Attendees Not Identified by Type of Business/Practice	2,881	18.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,504	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer - Optical	2,156	13.9	15.2
Buyer - Retail	940	6.1	6.6
Corporate Management	1,692	10.9	11.9
Laboratory Manager	235	1.5	1.7
Laboratory Technician	143	0.9	1.0
Manufacturer's Representative	472	3.1	3.3
Optician, Licensed or Certified	1,616	10.4	11.4
Optician, Non-Certified	658	4.3	4.6
Opticianry Assistant	263	1.7	1.9
Ophthalmologist	216	1.4	1.5
Ophthalmic Medical Personnel	53	0.3	0.4
Ophthalmological Assistant (Non-Certified)	41	0.3	0.3
Ophthalmological Resident	5	<0.1	<0.1
Optometrist	2,933	18.9	20.6
Optometric Technician	420	2.7	2.9
Optometric Resident	11	0.1	0.1
Practice Manager	941	6.1	6.6
Student	731	4.7	5.1
Other	701	4.5	4.9
Total Attendees Identified by Job Title/Position	14,227	91.8	100.0
Total Attendees Not Identified by Job Title/Position	1,277	8.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,504	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	3,098	20	37.1
Manager	1,689	10.9	20.2
Employee	2,715	17.5	32.5
Buyer	847	5.5	10.2
Total Attendees Identified by Job Classification	8,349	53.9	100.0
Total Attendees Not Identified by Job Classification	7,155	46.1	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,504	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES					
State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	1,482	9.6	EAST SO. CENTRAL	145	0.9
Maine	41		Kentucky	36	
New Hampshire	80		Tennessee	63	
Vermont	35		Alabama	28	
Massachusetts	628		Mississippi	18	
Rhode Island	116		WEST SO. CENTRAL	449	2.9
Connecticut	582		Arkansas	35	
MIDDLE ATLANTIC	7,019	45.3	Louisiana	44	
New York	4,297		Oklahoma	30	
New Jersey	1,578		Texas	340	
Pennsylvania	1,144		MOUNTAIN	220	1.4
EAST NO. CENTRAL	702	4.5	Montana	10	
Ohio	229		Idaho	10	
Indiana	66		Wyoming	11	
Illinois	178		Colorado	74	
Michigan	138		New Mexico	26	
Wisconsin	91		Arizona	45	
WEST NO. CENTRAL	237	1.5	Utah	28	
Minnesota	87		Nevada	16	
Iowa	28		PACIFIC	748	4.8
Missouri	53		Alaska	8	
North Dakota	12		Washington	79	
South Dakota	3		Oregon	62	
Nebraska	21		California	587	
Kansas	33		Hawaii	12	
SOUTH ATLANTIC	1,572	10.2	UNITED STATES	12,574	81.1
Delaware	69		INTERNATIONAL	2,930	18.9
Maryland	398		Canada	998	
Washington, DC	41		Mexico	175	
Virginia	249		Other International	1,757	
West Virginia	11		Total Attendees	15,504	100.0
North Carolina	116				
South Carolina	36				
Georgia	115				
Florida	537				



8a. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES				
COUNTRY	TOTAL		COUNTRY	TOTAL
Algeria	1		Japan	54
American Samoa	2		Kazakhstan	4
Anguilla	2		Korea, Republic of	43
Antigua And Barbuda	9		Kuwait	2
Argentina	19		Lebanon	1
Aruba	7		Macau	1
Australia	21		Malaysia	3
Austria	9		Mali	1
Bahamas	4		Mexico	175
Bangladesh	5		Moldova, Republic of	1
Barbados	12		Monaco	2
Belgium	26		Mongolia	1
Bermuda	8		Netherlands	21
Bolivia	4		Netherlands Antilles	9
Brazil	65		New Zealand	4
Cameroon	1		Nicaragua	9
Canada	998		Nigeria	36
Cayman Islands	4		Norway	14
Chile	18		Pakistan	9
China	76		Panama	16
Colombia	136		Paraguay	7
Costa Rica	15		Peru	23
Czech Republic	10		Philippines	5
Denmark	11		Poland	2
Dominica	1		Portugal	4
Dominican Republic	39		Puerto Rico	124
Ecuador	88		Romania	1
Egypt	6		Saint Kitts And Nevis	3
El Salvador	10		Saint Lucia	3
Finland	2		Singapore	7
France	121		South Africa	7
French Guiana	1		Spain	18
Georgia	3		Sri Lanka	2
Germany	44		Suriname	2
Greece	4		Sweden	22
Guadeloupe	1		Switzerland	13
Guatemala	43		Taiwan	20
Guyana	14		Tanzania, United Republic of	1
Haiti	6		Thailand	7
Honduras	14		Trinidad And Tobago	26
Hong Kong	79		Turkey	13
India	16		United Arab Emirates	7
Indonesia	8		United Kingdom	58
Ireland	2		Uruguay	27
Israel	20		Venezuela	17
Italy	95		Viet Nam	1
Jamaica	19		Virgin Islands, U.S.	5
			TOTAL INTERNATIONAL	2,930 (18.9%)

8b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES	
CONTINENT	TOTAL
Africa	53
Asia	384
Australia/Oceania	27
Europe	483
North America (excluding U.S.)	1,553
South America	430
TOTAL INTERNATIONAL	2,930 (18.9%)



INTERNATIONAL VISION EXPO EAST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: March 19–22, 2015

EXHIBITION: March 20–22, 2015

PRIORITY CODE: CS

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.

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.

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 #

ARBQ/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 Practice Manager
- W Student
- Z Other (Please specify)

3. STUDENTS *(Please check one.)*

- A Pre-Optometry
- B Optometry
- C Opticianry
- 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 2.17.15: \$75 After 2.17.15: \$100 At Exhibit Hall 2.20-22.15: \$15
CONTINUING EDUCATION: Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 2.17.15	After 2.17.15
Package A–6 Hours	\$260 (\$43/hr) <input type="checkbox"/>	\$283 (\$47/hr) <input type="checkbox"/>
Package B–9 Hours	\$328 (\$36/hr) <input type="checkbox"/>	\$357 (\$40/hr) <input type="checkbox"/>
Package C–13 Hours	\$442 (\$34/hr) <input type="checkbox"/>	\$464 (\$36/hr) <input type="checkbox"/>
Package D–18 Hours	\$587 (\$32/hr) <input type="checkbox"/>	\$610 (\$34/hr) <input type="checkbox"/>

Total Office Packages	Total Office Pricing
Package E–25 Hours	\$791 (\$31/hr) <input type="checkbox"/> up to 4 people
Package F–35 Hours	\$1,017 (\$29/hr) <input type="checkbox"/> up to 7 people
Package G–45 Hours	\$1,248 (\$27/hr) <input type="checkbox"/> up to 10 people

Specialty Tracks and State Association Courses	Pricing
*Optical Boot Camp – Anatomy & Physiology and Optics: 2202	\$199 <input type="checkbox"/>
*Optical Boot Camp – Lenses, Frames, Measurements and Eyewear Selection: 2502	
*Optical Boot Camp – Eyewear Sales and Communications & Troubleshooting Rx Complaints: 3102	\$50 members/\$100 non-members <input type="checkbox"/>
POA A Common Sense Approach to Medical Billing and Coding: 2203	
NYSOA Preparing for ICD-10: 32B1	
NYSOA Advanced Medical Coding: 33B1	\$99 <input type="checkbox"/>
Ocular Wellness Program: 10L4, 10L5	
*Non-refundable	

A la Carte	On or Before 2.17.15	After 2.17.15
1 Hour	\$103 <input type="checkbox"/>	\$108 <input type="checkbox"/>
2 Hours	\$170 (\$85/hr) <input type="checkbox"/>	\$180 (\$90/hr) <input type="checkbox"/>
3 Hours	\$198 (\$66/hr) <input type="checkbox"/>	\$209 (\$69/hr) <input type="checkbox"/>
4 Hours	\$215 (\$53/hr) <input type="checkbox"/>	\$238 (\$59/hr) <input type="checkbox"/>
5 Hours	\$249 (\$49/hr) <input type="checkbox"/>	\$272 (\$54/hr) <input type="checkbox"/>

**Free Courses	Workshops
Global Contact Lens Forum: <input type="checkbox"/>	Progressive Lens Design Selection: 1102 \$210 <input type="checkbox"/>
10L1, 10L2, 10L0, 10L3	Amniotic Membrane: 20C3 \$143 <input type="checkbox"/>
Medical & Scientific Theater Courses <input type="checkbox"/>	Scleral Lens: 33L1 \$210 <input type="checkbox"/>
	Boot Camp Frame Adjusting & Repair: 3201 \$210 <input type="checkbox"/>
	Boot Camp Spectacle Measurements: 4202 \$210 <input type="checkbox"/>
**Registration required for free courses	Boot Camp Basic Lensometry: 4501 \$210 <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

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.

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

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 1.888.206.2344, or from outside the U.S. at 1.203.840.5810.

CANCELATION POLICY
VisionExpoEast.com

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com



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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 19 – 22, 2015 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