

EVENT AUDIT



DATES OF EVENT:

Conference: March 16 – 20, 2011
Exhibits: March 18 – 20, 2011

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: March 22 – 25, 2012
Exhibits: March 23 – 25, 2012

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. Attendees' badge stubs were also scanned to ensure that no one was missed. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall, special feature areas, and the conference sessions. All badges printed onsite were immediately marked as verified. 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
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
2007	New York	3,016	12,230	128	15,374	6,726	22,100

* 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	665	4.4	4.7
Independent Ophthalmological Practice	1,267	8.4	9.0
Independent Optometric Practice	5,963	39.4	42.3
Independent Optometric Practice Affiliated w/Corporate Chain	306	2.0	2.2
Laboratory (Surfacing)	251	1.7	1.8
Laboratory (Other)	216	1.4	1.5
Manufacturer	814	5.4	5.8
Multidisciplinary Practice	322	2.1	2.3
Retail-Drug/Pharmacy/Grocery	76	0.5	0.5
Retail Optical Store, 1-10 Locations	1,923	12.7	13.6
Retail Optical Chain, 10+ Locations	456	3.0	3.2
Sporting Goods	40	0.3	0.3
Wholesaler/Distributor	1,066	7.1	7.6
Student	738	4.9	5.2
Total Attendees Identified by Type of Business/Practice	14,103	93.3	100.0
Total Attendees Not Identified by Type of Business/Practice	1,015	6.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,118	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	2,433	16.1	16.9
Buyer – Retail	774	5.1	5.4
Corporate Management	1,049	6.9	7.3
Laboratory Manager	217	1.4	1.5
Laboratory Technician	173	1.1	1.2
Manufacturer's Representative	388	2.6	2.7
Optician, Licensed or Certified	2,021	13.4	14.0
Optician, Non-Certified	417	2.8	2.9
Opticianry Assistant	359	2.4	2.5
Ophthalmologist	219	1.4	1.5
Ophthalmic Medical Personnel-COA	67	0.4	0.5
Ophthalmic Medical Personnel-COT	22	0.1	0.1
Ophthalmic Medical Personnel-COMT	13	0.1	0.1
Ophthalmological Assistant (Non-Certified)	57	0.4	0.4
Ophthalmological Resident	8	0.1	0.1
Optometrist	2,567	17.0	17.8
Optometric Technician	328	2.2	2.3
Optometric Resident	7	0.1	0.1
Optometric Student	456	3.0	3.1
Practice Manager	794	5.2	5.5
Guest	1,069	7.1	7.4
Other	968	6.4	6.7
Total Attendees Identified by Job Title/Position	14,406	95.3	100.0
Total Attendees Not Identified by Job Title/Position	712	4.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,118	100.0	100.0

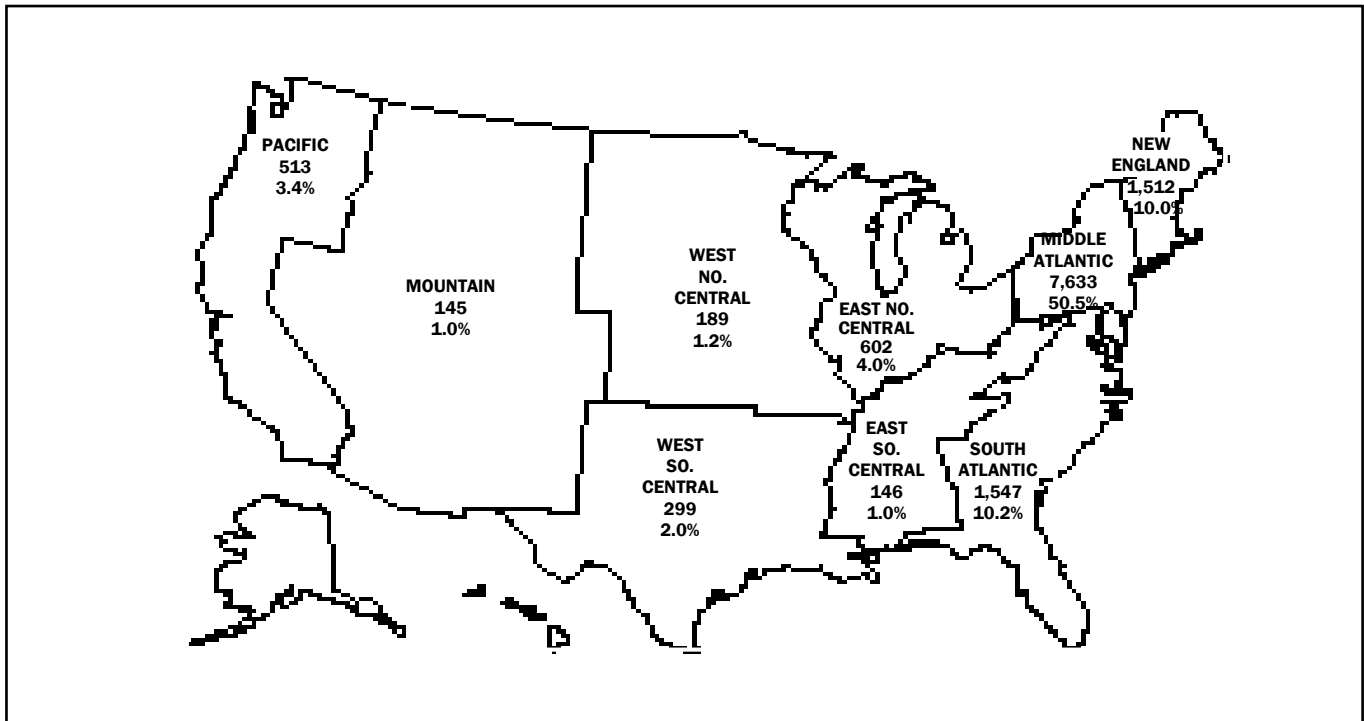
6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	5,042	33.4	35.8
Manager	2,708	17.9	19.2
Employee	4,274	28.3	30.3
Buyer	1,096	7.2	7.8
Student	965	6.4	6.9
Total Attendees Identified by Job Classification	14,085	93.2	100.0
Total Attendees Not Identified by Job Classification	1,033	6.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,118	100.0	100.0

7. GENDER			
GENDER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GENDER
Male	6,044	40.0	50.6
Female	5,893	39.0	49.4
Total Attendees Identified by Gender	11,937	79.0	100.0
Total Attendees Not Identified by Gender	3,181	21.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,118	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	1,512	10.0
Maine	66	
New Hampshire	77	
Vermont	47	
Massachusetts	612	
Rhode Island	126	
Connecticut	584	
MIDDLE ATLANTIC	7,633	50.5
New York	4,526	
New Jersey	1,794	
Pennsylvania	1,313	
EAST NO. CENTRAL	602	4.0
Ohio	255	
Indiana	56	
Illinois	125	
Michigan	106	
Wisconsin	60	
WEST NO. CENTRAL	189	1.2
Minnesota	71	
Iowa	25	
Missouri	43	
North Dakota	8	
South Dakota	8	
Nebraska	10	
Kansas	24	
SOUTH ATLANTIC	1,547	10.2
Delaware	131	
Maryland	365	
Washington, DC	53	
Virginia	241	
West Virginia	17	
North Carolina	110	
South Carolina	35	
Georgia	92	
Florida	503	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	146	1.0
Kentucky	36	
Tennessee	52	
Alabama	26	
Mississippi	32	
WEST SO. CENTRAL	299	2.0
Arkansas	18	
Louisiana	39	
Oklahoma	12	
Texas	230	
MOUNTAIN	145	1.0
Montana	3	
Idaho	2	
Wyoming	-	
Colorado	68	
New Mexico	10	
Arizona	28	
Utah	20	
Nevada	14	
PACIFIC	513	3.4
Alaska	4	
Washington	59	
Oregon	35	
California	406	
Hawaii	9	
UNITED STATES	12,586	83.3
INTERNATIONAL	2,532	16.7
Canada	1,148	
Mexico	80	
Other International	1,304	
Total Attendees	15,118	100.0





INTERNATIONAL VISION EXPO EAST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

CONFERENCE: March 16 – 20, 2011
EXHIBITION: March 18 – 20, 2011

FOUR WAYS TO REGISTER

PRIORITY CODE: CS

ONLINE
www.visionexpoeast.com

BY FAX
Fax this completed form to 708.344.9487. Please include your phone number in case we have questions. Method of payment by credit card only.

BY PHONE
Call 800.811.7151 or 203.840.5533 for conference registration only and have your credit card.

BY MAIL
International Vision Expo East c/o CompuSystems Inc., 2805 S. 25th Ave., Broadview, IL 60155

1. CONTACT INFORMATION If the information on the mailing label is incorrect, please make changes directly to the pre-printed information.

FIRST NAME _____ LAST NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

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 Opticianry Assistant
 - K Ophthalmologist
 - M Ophthalmic Medical Personnel – COA
 - N Ophthalmic Medical Personnel – COT
 - P Ophthalmic Medical Personnel – COMT
 - Q Ophthalmological Assistant – (non-certified)
 - R Ophthalmological Resident
 - S Optometrist
 - T Optometric Technician
 - U Optometric Resident
 - V Optometric Student
 - W Practice Manager
 - X Guest
 - Y Other (please specify) _____

3. TYPE OF BUSINESS/PRACTICE

- (Please check one.)*
- A Chair/Department/Superstore
 - B Independent Ophthalmological Practice
 - C Independent Optometric Practice
 - D Independent Optometric Practice Affiliated w/Corp. 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 Student

4. YOU ARE A/AN *(Please check one.)*

- A Owner
- B Manager
- C Employee
- D Buyer
- E Student

6. For Demographic Census Purposes, please indicate if you are: A Male B Female

INFORMATION

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 please use same company name, address and zip code and a registration form for each person. Please Note: registrations must be submitted together.

Other discounts do not apply. **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. All registration fees are non-refundable and non-transferable.

Ticket and badge name must correspond for admittance to each course.

IMPORTANT

The pre-registration cut-off date is 2.18.11. To receive your badge and course tickets in the mail, registrations must be postmarked by 2.18.11. Registrations received after 2.18.11 will be processed; however, badges and course tickets 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

9. REGISTRATION TYPE

EXHIBITS ONLY: Before 2.18.11: \$50 After 2.18.11: \$75
CONTINUING EDUCATION: Includes Exhibit Hall

10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 2.18.11	After 2.18.11
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 2.18.11	After 2.18.11
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: 1110	\$209 <input type="checkbox"/>	\$230 <input type="checkbox"/>
*Optical Boot Camp® Level 2: 4110	\$146 <input type="checkbox"/>	\$167 <input type="checkbox"/>

MBA Pricing	
1 person	\$299 <input type="checkbox"/>
2 people – same office	\$570 <input type="checkbox"/>
3 people – same office	\$840 <input type="checkbox"/>
4 people – same office	\$1,100 <input type="checkbox"/>
5 people – same office	\$1,350 <input type="checkbox"/>
POA Coding and Billing: 2107	\$50 members <input type="checkbox"/>
NYSOA Medical Coding: 3113	\$100 non-members <input type="checkbox"/>
NYSOA Art of the Deal: 3313	
Lunch with the Experts Roundtable: 3008	\$53 includes lunch <input type="checkbox"/>
*Non-refundable	

**Free Courses	**Workshops
Cursos de Espanol: 2102, 2202, 2302, 3106, 3206, 3306 <input type="checkbox"/>	Frame Selection: 2106 – \$79 <input type="checkbox"/>
Visionomics Keynote: 2411 <input type="checkbox"/>	Boot Camp Frame Adjusting & Repair: 2206 – \$158 <input type="checkbox"/>
WomenAsk for Directors: 2414 <input type="checkbox"/>	Boot Camp Spectacle Measurements: 2306 – \$158 <input type="checkbox"/>
NYSOA/POA Post-Graduation Choices: 3013 (Includes lunch) <input type="checkbox"/>	Boot Camp Basic Lensometry: 2406 – \$158 <input type="checkbox"/>
**Registration required for free courses	
***\$40 CE registration processing fee applies to ONLY registering for workshops	

11. 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 (9-11): \$ _____

12a. METHOD OF PAYMENT

AMOUNT \$ _____

CHECK ENCLOSED Payable to Reed Exhibitions

CHARGE TO: AMEX MasterCard VISA

12b. 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

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Shelton, CT 06484-6259
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Fax: +1 203.447.2900
www.bpaww.com



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Red Bank, NJ 07701
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Fax: +1 732.741.5704
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 17 – 20, 2011 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