

WHERE IT ALL COMES TOGETHER

Education.Fashion.Innovation.



INTERNATIONAL VISION EXPO 2017

EDUCATION: SEPTEMBER 13-SEPTEMBER 16, 2017

EXHIBITION: SEPTEMBER 14 - SEPTEMBER 16, 2017

SANDS EXPO & CONVENTION CENTER | LAS VEGAS, NV

VisionExpoWest.com | #VisionExpo

✓ Vision Expo West 2016 Delivers:

OPHTHALMIC PROFESSIONALS READY TO BUY...

- 52% of attendees are involved in their company's purchasing decisions
- 80% of last year's attendees said they were likely to attend the event in 2016
- 38% of attendees have an independent Optometric Practice
- 23% of attendees have the job category/title of Optometrist

THE RIGHT ATTENDEES THAT YOU ARE LOOKING FOR...

Audited Attendance at the 2016 International Vision Expo West was 12,464.

JOB TITLE:		BUSINESS CATEGORY:		REGION:	
Optometrist	24.5%	Independent Optometric Practice	46.6%	Pacific	37.3%
Frame Buyer	14.7%	Retail Optical Chain, 1-10 Locations	8.9%	Mountain	16.2%
Optician	14.5%	Independent Ophthalmological Practice	5.5%	International	12.8%
Practice Manager	9.0%	Wholesaler/Distributor	4.0%	West South Central	9.2%
Corporate Management	7.9%	Manufacturer	4.3%	East North Central	6.7%
Manufacturer's Rep	2.8%	Chain/Superstore Corp. Management	2.3%	South Atlantic	6.0%
Student	2.3%	Laboratory	2.2%	Middle Atlantic	4.6%
Lab	2.6%	Retail Optical Chain, 10+ Locations	1.6%	West North Central	4.4%
Ophthalmologist	1.0%	Multidisciplinary Practice	1.9%	East South Central	1.7%
				New England	1.1%

✓ Great Resources for 2017:

MY SHOW

INCREASED CONNECTIONS - Access to qualified, opt-in sales leads who have selected your company and your products. Begin your conversation with buyers before the show even starts by updating your listing today.

ADDED VISIBILITY - Your company - Your products Your Services. All in front of your buyers when they are looking to buy.

EASE & FLEXIBILITY - Update or change your information as often or as little as your choose. Announce the launch of a new product. Add special show offers. Or just put a fresh look on your message.



VISION EXPO MOBILE

Reach consumers directly on their mobile devices as they navigate the Show Floor. This application allows appointment setting, access to Freeman information and agenda planning. In the program's inaugural year over 2,000 attendees opted in to receive text messages from exhibitors during the show.

READY TO EXHIBIT? or just want more information?

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✓ How will Vision Expo West 2017 Deliver Industry Professionals to your Booth?

TARGETED MARKETING OUTREACH...

- **ADVERTISING:** Print ads to run in 30+ U.S. and International publications with 3.6 million + impressions, extensive editorial coverage and inclusions in industry leading e-newsletters, emails, and web banners.
- **DIRECT MAIL:** 300,000 impressions targeting every segment of the industry.
- **RELATIONSHIPS:** Leverage relationships with state optometric associations and key buying groups.
- **E-MARKETING:** Nearly 145,000 visitors to the Vision Expo West website.
- **FREE CUSTOMER INVITATION PROGRAM:** Order free customized invitations including, evites, web banners, and printed tickets to send to your best customers and hottest prospects, inviting them to visit you at the show at no charge!
- **SHOW SPECIALS:** Promote your company's Vision Expo West exclusives to drive more traffic to your booth and gain added media exposure for your company. Upload your "New Products" show special of your company and products – anything from new licenses, research findings, technological advances, and more, that your company is looking to promote.
- **VISION EXPO BUYING PROGRAM:** Elevate your exposure to buyers through the new VE Buying Program – offering standardized incentives by pavilion, price point and product category.
- **GEOGRAPHIC PENETRATION INTO CORE MARKETS:** Northeast, Mid-Atlantic, South Atlantic, Midwest and International.
- **ACCESS TO INTERNATIONAL BUYERS** which represent 12.8% of our overall attendance, including: Canada, Hong Kong, Mexico, Italy, France, Colombia, United Kingdom, China, Japan, Puerto Rico and Brazil.

EDUCATION AT VISION EXPO WEST 2016

Thousands of ophthalmic professionals travel to Vision Expo West to experience the largest and most extensive conference in the world. Find the best value in education through our all-inclusive courses created by our Conference Advisory Board and endorsed by various state associations. Over 320 hours of education, including these exclusive courses...

Posterior Segment & Macular Degeneration	Global Contact Lens Forum	Ocular Surface Disease
New Technology	Corcoran Coding Account	Glaucoma
Frame Buyer Certificate Program	Dispensing Essentials	Pediatrics, Systematic Diseases, & Neuro
Business Solutions	Best of ODs on FB	Spectacle Lens Expert Track
Lightning Rounds	Hands-On Workshops	Scleral Lens Track

✓ More Great Resources for 2017:

PROMOTE SHOW SPECIALS

Promote exclusive specials you'll be offering at Vision Expo East free of charge, driving additional traffic to your booth and generating more exposure for your company. We are also collecting a "New Products" show special of your company and products – anything from new licenses, research findings, technological advances, etc, that your company is looking to promote at this time. Submit your Show Specials FREE OF CHARGE online.

BUYING PROGRAM

Designed to enhance buying on the Show floor, offer buyers your standardized exhibitor discounts organized by pavilion, price point and specified product category. Your offers/incentives will be included in all attendee promotions. Elevate your exposure for FREE today.

PR OPPORTUNITIES

The online press room offers an array of options. Post your press releases, schedule a press conference, flip through our PR how-to-guide or request a pre-registered media list.

FREE CUSTOMER INVITATION PROGRAM

Communicate your presence, building booth traffic, and save your customers \$150 on admission to the Exhibit Hall! Order your free customer invitations today at VisionExpoInvitations.com

Check out VisionExpoWest.com for more information on our marketing programs

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