

EVENT AUDIT



DATES OF EVENT:

Conference: September 26 – 29, 2018
 Exhibits: September 27 – 29, 2018

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 18 – 21, 2019
 Exhibits: September 19 – 21, 2019
 LOCATION: Sands Expo & Conference Center, Las Vegas

1. STATEMENT OF MARKET SERVED

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:

100% express badge, no pre-show mailing for exhibitors & VIP like years' past. No Attendee or Conference badges were mailed. We did accommodate a small number of company requests for special pre-show mailing or pre-printing of badges. Other than that, all badges were printed and picked up on-site. Badges printed on-site were verified.

3. AUDITED ATTENDEE ANALYSIS

| Year which Event was Held | Event Location | Conference Attendees | Exhibit Only Attendees | Media | Sub-Total: Attendees | Exhibitors | Total |
|---------------------------|----------------|----------------------|------------------------|-------|----------------------|------------|--------|
| 2018 | Las Vegas | 4,544* | 8,124 | 53 | 12,721 | 4,820 | 17,541 |
| 2017 | Las Vegas | 4,252* | 7,477 | 61 | 11,790 | 4,856 | 16,646 |
| 2016 | Las Vegas | 4,553* | 7,852 | 59 | 12,464 | 3,702 | 16,166 |
| 2015 | Las Vegas | 4,584* | 7,588 | 85 | 12,257 | 3,363 | 15,620 |
| 2014 | Las Vegas | 4,302* | 8,315 | 71 | 12,688 | 4,443 | 17,131 |

* Includes speakers.

| 4. TYPE OF BUSINESS/PRACTICE | | | |
|--|-----------------|------------------|---|
| TYPE OF BUSINESS/PRACTICE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE |
| Chain/Department/Superstore | 396 | 3.1 | 3.4 |
| Independent Ophthalmological Practice | 777 | 6.1 | 6.6 |
| Independent Optometric Practice | 6,077 | 47.8 | 52.1 |
| Independent Optometric Practice Affiliated w/Corporate Chain | 408 | 3.2 | 3.5 |
| Laboratory (Surfacing) | 198 | 1.6 | 1.7 |
| Laboratory (Other) | 139 | 1.1 | 1.2 |
| Manufacturer | 582 | 4.6 | 5.0 |
| Multidisciplinary Practice | 237 | 1.9 | 2.0 |
| Retail-Drug/Pharmacy/Grocery | 16 | 0.1 | 0.1 |
| Retail Optical Store, 1-10 Locations | 1,100 | 8.7 | 9.4 |
| Retail Optical Chain, 10+ Locations | 286 | 2.2 | 2.5 |
| Sporting Goods | 28 | 0.2 | 0.2 |
| Wholesaler/Distributor | 523 | 4.1 | 4.5 |
| Other | 909 | 7.1 | 7.8 |
| Total Attendees Identified by Type of Business/Practice | 11,676 | 91.8 | 100.0 |
| Total Attendees Not Identified by Type of Business/Practice | 1,045 | 8.2 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 12,721 | 100.0 | 100.0 |

| 5. JOB TITLE/POSITION | | | |
|--|-----------------|------------------|--|
| JOB TITLE/POSITION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB TITLE/POSITION |
| Buyer – Optical | 1,273 | 10.0 | 10.4 |
| Buyer – Retail | 450 | 3.5 | 3.7 |
| Corporate Management | 981 | 7.7 | 8.0 |
| Contact Lens Technician, Licensed or Certified | 34 | 0.3 | 0.3 |
| Contact Lens Technician, Non-Certified | 60 | 0.5 | 0.5 |
| Laboratory Manager | 221 | 1.7 | 1.8 |
| Laboratory Technician | 105 | 0.8 | 0.9 |
| Manufacturer's Representative | 334 | 2.6 | 2.7 |
| Optician, Licensed or Certified | 1,212 | 9.5 | 9.9 |
| Optician, Non-Certified | 820 | 6.4 | 6.7 |
| Opticianry Assistant | 206 | 1.6 | 1.7 |
| Ophthalmologist | 115 | 0.9 | 0.9 |
| Ophthalmic Medical Personnel - COA | 19 | 0.2 | 0.2 |
| Ophthalmic Medical Personnel - COT | 8 | 0.1 | 0.1 |
| Ophthalmic Medical Personnel - COMT | 1 | <0.1 | <0.1 |
| Ophthalmological Assistant (Non-Certified) | 34 | 0.3 | 0.3 |
| Ophthalmological Resident | 1 | <0.1 | <0.1 |
| Optometrist (OD) | 3,357 | 26.4 | 27.6 |
| Optometric Technician | 479 | 3.8 | 3.9 |
| Optometric Resident | 6 | 0.1 | 0.1 |
| Office/Practice Management | 1,116 | 8.8 | 9.2 |
| Student | 189 | 1.5 | 1.6 |
| Other | 1,161 | 9.1 | 9.5 |
| Total Attendees Identified by Job Title/Position | 12,182 | 95.8 | 100.0 |
| Total Attendees Not Identified by Job Title/Position | 539 | 4.2 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 12,721 | 100.0 | 100.0 |

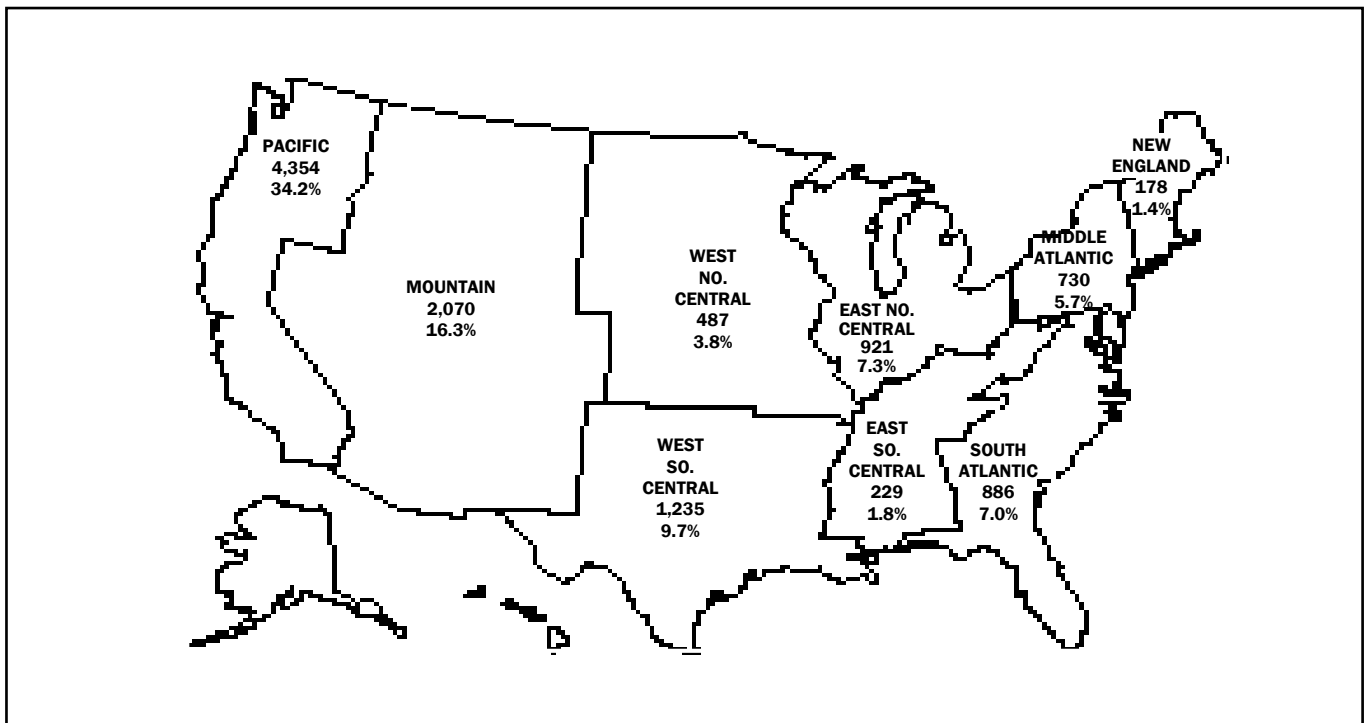
| 6. YOU ARE A/AN | | | |
|--|---------------|------------------|-------------------------------|
| YOU ARE A/AN | TOTAL | PERCENT OF TOTAL | PERCENT IDENTIFIED BY YOU ARE |
| Owner | 3,961 | 31.1 | 35.9 |
| Manager | 2,405 | 18.9 | 21.8 |
| Employee | 3,906 | 30.7 | 35.4 |
| Buyer | 769 | 6.1 | 6.9 |
| Total Identified by You Are | 11,041 | 86.8 | 100.0 |
| Total Not Identified by You Are | 1,680 | 13.2 | - |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 12,721 | 100.0 | 100.0 |

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

| State | TOTAL | PERCENT |
|-------------------------|------------|------------|
| NEW ENGLAND | 178 | 1.4 |
| Maine | 8 | |
| New Hampshire | 10 | |
| Vermont | 18 | |
| Massachusetts | 83 | |
| Rhode Island | 16 | |
| Connecticut | 43 | |
| MIDDLE ATLANTIC | 730 | 5.7 |
| New York | 473 | |
| New Jersey | 101 | |
| Pennsylvania | 156 | |
| EAST NO. CENTRAL | 921 | 7.3 |
| Ohio | 258 | |
| Indiana | 103 | |
| Illinois | 279 | |
| Michigan | 172 | |
| Wisconsin | 109 | |
| WEST NO. CENTRAL | 487 | 3.8 |
| Minnesota | 141 | |
| Iowa | 91 | |
| Missouri | 82 | |
| North Dakota | 34 | |
| South Dakota | 33 | |
| Nebraska | 42 | |
| Kansas | 64 | |
| SOUTH ATLANTIC | 886 | 7.0 |
| Delaware | 5 | |
| Maryland | 72 | |
| Washington, DC | 10 | |
| Virginia | 98 | |
| West Virginia | 10 | |
| North Carolina | 81 | |
| South Carolina | 39 | |
| Georgia | 141 | |
| Florida | 430 | |

| STATE | TOTAL | PERCENT |
|-------------------------|---------------|--------------|
| EAST SO. CENTRAL | 229 | 1.8 |
| Kentucky | 57 | |
| Tennessee | 134 | |
| Alabama | 14 | |
| Mississippi | 24 | |
| WEST SO. CENTRAL | 1,235 | 9.7 |
| Arkansas | 55 | |
| Louisiana | 33 | |
| Oklahoma | 86 | |
| Texas | 1,061 | |
| MOUNTAIN | 2,070 | 16.3 |
| Montana | 62 | |
| Idaho | 94 | |
| Wyoming | 33 | |
| Colorado | 306 | |
| New Mexico | 114 | |
| Arizona | 535 | |
| Utah | 177 | |
| Nevada | 749 | |
| PACIFIC | 4,354 | 34.2 |
| Alaska | 38 | |
| Washington | 365 | |
| Oregon | 217 | |
| California | 3,605 | |
| Hawaii | 129 | |
| UNITED STATES | 11,090 | 87.2 |
| INTERNATIONAL* | 1,631 | 12.8 |
| Total Attendees | 12,721 | 100.0 |

* All International Countries are listed on the next page.



7a. INTERNATIONAL BREAKOUT OF CONFERENCE & EXHIBIT ONLY ATTENDEES

| COUNTRY | TOTAL | PERCENT | COUNTRY | TOTAL | PERCENT |
|-------------------------------|---------------|-------------|------------------------|---------------|--------------|
| ASIA | 221 | 1.7 | SOUTH AMERICA | 80 | 0.6 |
| China | 57 | | Argentina | 1 | |
| Hong Kong | 27 | | Bolivia | 1 | |
| India | 2 | | Brazil | 32 | |
| Japan | 58 | | Chile | 6 | |
| Korea, Republic of | 23 | | Colombia | 7 | |
| Nepal | 1 | | Ecuador | 10 | |
| Pakistan | 1 | | Guyana | 2 | |
| Philippines | 13 | | Peru | 6 | |
| Singapore | 2 | | Suriname | 1 | |
| Taiwan | 33 | | Uruguay | 9 | |
| Thailand | 4 | | Venezuela | 5 | |
| ASIA PACIFIC / OCEANIA | 32 | 0.2 | EUROPE | 86 | 0.7 |
| Australia | 29 | | Austria | 3 | |
| New Zealand | 1 | | Belgium | 2 | |
| Northern Mariana Islands | 2 | | Denmark | 2 | |
| CARIBBEAN | 87 | 0.7 | Finland | 2 | |
| Anguilla | 3 | | France | 7 | |
| Antigua and Barbuda | 3 | | Germany | 12 | |
| Aruba | 4 | | Hungary | 1 | |
| Bahamas | 3 | | Ireland | 6 | |
| Barbados | 1 | | Italy | 8 | |
| Bermuda | 1 | | Latvia | 3 | |
| Cayman Islands | 4 | | Netherlands | 1 | |
| Curacao | 2 | | Norway | 1 | |
| Dominican Republic | 5 | | Romania | 2 | |
| Haiti | 1 | | Russian Federation | 1 | |
| Jamaica | 13 | | Spain | 1 | |
| Netherlands Antilles | 2 | | Sweden | 1 | |
| Puerto Rico | 30 | | Switzerland | 1 | |
| Saint Lucia | 1 | | Turkey | 1 | |
| Sint Maarten | 1 | | United Kingdom | 31 | |
| Trinidad and Tobago | 2 | | MIDDLE EAST | 20 | 0.2 |
| Virgin Islands (U.S.) | 11 | | Israel | 11 | |
| CENTRAL AMERICA | 80 | 0.6 | Kuwait | 1 | |
| Costa Rica | 10 | | Lebanon | 2 | |
| El Salvador | 16 | | Qatar | 1 | |
| Guatemala | 31 | | Saudi Arabia | 2 | |
| Honduras | 7 | | United Arab Emirates | 3 | |
| Nicaragua | 2 | | AFRICA | 9 | 0.1 |
| Panama | 14 | | Egypt | 1 | |
| NORTH AMERICA | 12,106 | 95.2 | Nigeria | 7 | |
| Canada | 758 | | South Africa | 1 | |
| Mexico | 258 | | Total Attendees | 12,721 | 100.0 |
| United States | 11,090 | | | | |

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**Exhibit
Surveys**

Founded in 1963, Exhibit Surveys 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 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

We have examined the attendee records for the Vision Expo West held September 26 – 29, 2018 in Las Vegas as reported in this Exhibit Surveys 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 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
Red Bank, NJ