

EDUCATION SEPTEMBER 26-29, 2018 EXHIBIT HALL SEPTEMBER 27-29, 2018 SANDS EXPO & CONVENTION CENTER, LAS VEGAS

**12,000** ATTENDEES **53%** NEW PROSPECTS ATTEND FOR THE FIRST TIME

**WHO YOU'LL MEET**

- OPTOMETRISTS
- FRAME BUYERS
- OPTICIANS
- PRACTICE MANAGERS
- CORPORATE MANAGERS
- LABORATORY MANAGERS
- LABORATORY TECHNICIANS
- OPHTHALMOLOGISTS
- CONTACT LENS TECHNICIANS

**65%**  
INVOLVED IN PURCHASING

**50%**  
ATTENDED FOR EDUCATION

**72%**  
FROM 2017 PLAN TO RETURN THIS YEAR

**90%**  
DID NOT ATTEND VISION EXPO EAST

**PLUS—AN ELITE GROUP OF 1000+ KEY DECISION MAKERS**



Vision Monday  
Top 50 Retailers

Managers & Owners  
of \$1+ Million  
Practices

Key Contacts who  
oversee 3+  
storefronts

Boutique Buyers  
from the U.S.,  
France, UK, & Italy

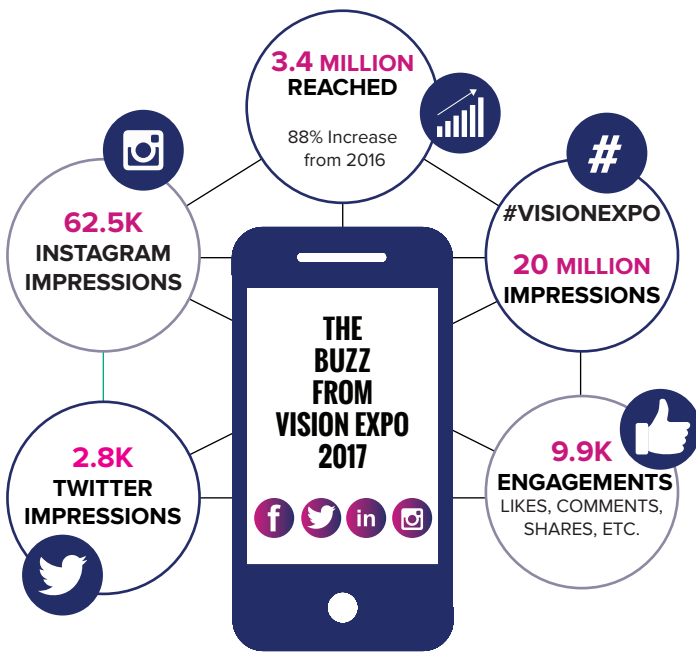
**REACH MORE ATTENDEES AT VISION EXPO WEST**

**BUILD AN INTEGRATED MEDIA CAMPAIGN**

REACH MORE BUYERS PRE AND POST-SHOW  
ON SCREEN, IN PRINT AND ONSITE



VISIT [VISIONEXPOWEST.COM/MEDIA-KIT](http://VISIONEXPOWEST.COM/MEDIA-KIT)



**TO GET IN FRONT OF THESE HIGH-LEVEL CUSTOMERS, CONTACT:**

**PETE ZEZIMA, PORTFOLIO SALES DIRECTOR**

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