

EVENT AUDIT



DATES OF EVENT:

Conference: September 13 – 16, 2017
 Exhibits: September 14 – 16, 2017

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

LOCATION:

Sands Expo & Conference Center, Las Vegas

1. STATEMENT OF MARKET SERVED

International 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 Attendee, Conference, or Exhibitor badges were mailed, however, special mailings were made to a handful of exhibitors. Scanning at the New Product Center, Optimum Lounge, the Med Sci Theatre, and 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
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
2013	Las Vegas	4,219	8,727*	73	13,019	4,760	17,779
2012	Las Vegas	3,791	8,441*	93	12,325	3,851	16,176

* Includes speakers.

** 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	370	3.1	3.4
Independent Ophthalmological Practice	619	5.3	5.8
Independent Optometric Practice	5,663	48.0	52.7
Independent Optometric Practice Affiliated w/Corporate Chain	377	3.2	3.5
Laboratory (Surfacing)	198	1.7	1.8
Laboratory (Other)	117	1.0	1.1
Manufacturer	590	5.0	5.5
Multidisciplinary Practice	208	1.8	1.9
Retail-Drug/Pharmacy/Grocery	17	0.1	0.2
Retail Optical Store, 1-10 Locations	1,091	9.2	10.2
Retail Optical Chain, 10+ Locations	231	2.0	2.1
Sporting Goods	39	0.3	0.4
Wholesaler/Distributor	469	4.0	4.4
Other	749	6.4	7.0
Total Attendees Identified by Type of Business/Practice	10,738	91.1	100.0
Total Attendees Not Identified by Type of Business/Practice	1,052	8.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,790	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer – Optical	1,318	11.2	11.7
Buyer – Retail	426	3.6	3.8
Corporate Management	954	8.1	8.5
Laboratory Manager	219	1.9	1.9
Laboratory Technician	91	0.8	0.8
Manufacturer's Representative	340	2.9	3.0
Optician, Licensed or Certified	1,086	9.2	9.6
Optician, Non-Certified	662	5.6	5.9
Opticianry Assistant	170	1.4	1.5
Ophthalmologist	94	0.8	0.8
Ophthalmic Medical Personnel - COA	24	0.2	0.2
Ophthalmic Medical Personnel - COT	6	0.1	0.1
Ophthalmic Medical Personnel - COMT	3	<0.1	<0.1
Ophthalmological Assistant (Non-Certified)	21	0.2	0.2
Ophthalmological Resident	3	<0.1	<0.1
Optometrist (OD)	3,115	26.4	27.7
Optometric Technician	497	4.2	4.4
Optometric Resident	12	0.1	0.1
Office/Practice Management	1,126	9.5	10.0
Student	222	1.9	2.0
Other	872	7.4	7.8
Total Attendees Identified by Job Title/Position	11,261	95.5	100.0
Total Attendees Not Identified by Job Title/Position	529	4.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,790	100.0	100.0

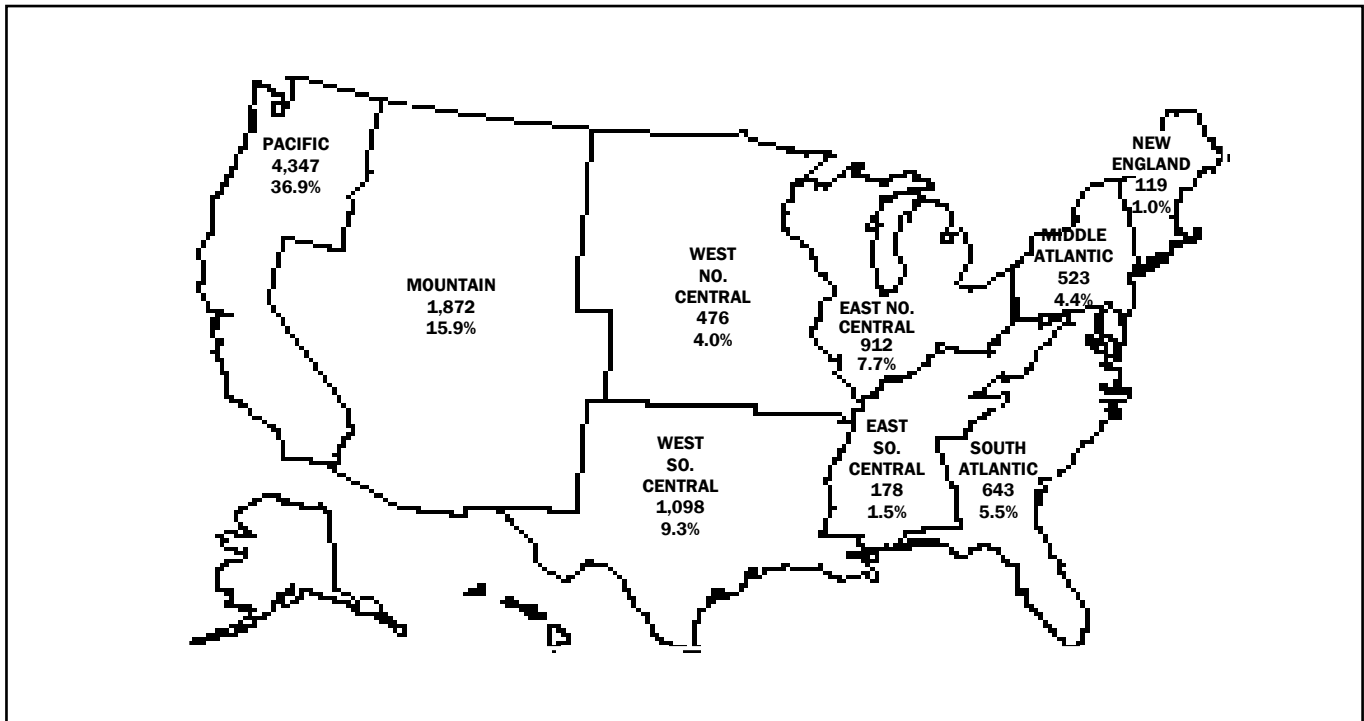
6. YOU ARE A/AN			
YOU ARE A/AN	TOTAL	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YOU ARE
Owner	3,385	28.7	37.2
Manager	1,949	16.5	21.4
Employee	3,111	26.4	34.2
Buyer	649	5.5	7.2
Total Identified by You Are	9,094	77.1	100.0
Total Not Identified by You Are	2,696	22.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,790	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	119	1.0
Maine	6	
New Hampshire	13	
Vermont	1	
Massachusetts	53	
Rhode Island	11	
Connecticut	35	
MIDDLE ATLANTIC	523	4.4
New York	273	
New Jersey	115	
Pennsylvania	135	
EAST NO. CENTRAL	912	7.7
Ohio	249	
Indiana	107	
Illinois	274	
Michigan	164	
Wisconsin	118	
WEST NO. CENTRAL	476	4.0
Minnesota	125	
Iowa	80	
Missouri	83	
North Dakota	24	
South Dakota	35	
Nebraska	53	
Kansas	76	
SOUTH ATLANTIC	643	5.5
Delaware	4	
Maryland	34	
Washington, DC	11	
Virginia	84	
West Virginia	1	
North Carolina	75	
South Carolina	18	
Georgia	122	
Florida	294	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	178	1.5
Kentucky	48	
Tennessee	100	
Alabama	12	
Mississippi	18	
WEST SO. CENTRAL	1,098	9.3
Arkansas	49	
Louisiana	32	
Oklahoma	83	
Texas	934	
MOUNTAIN	1,872	15.9
Montana	55	
Idaho	70	
Wyoming	29	
Colorado	246	
New Mexico	67	
Arizona	540	
Utah	173	
Nevada	692	
PACIFIC	4,347	36.9
Alaska	44	
Washington	306	
Oregon	186	
California	3,705	
Hawaii	106	
UNITED STATES	10,168	86.2
INTERNATIONAL*	1,622	13.8
Total Attendees	11,790	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	298	2.5	SOUTH AMERICA	117	1.0
China	114		Argentina	10	
Hong Kong	53		Brazil	36	
India	7		Chile	1	
Indonesia	1		Colombia	45	
Japan	42		Ecuador	10	
Korea, Republic of	21		Peru	7	
Macao	3		Uruguay	7	
Nepal	2		Venezuela	1	
Pakistan	2		EUROPE	123	1.0
Philippines	10		Austria	1	
Singapore	3		Belgium	5	
Sri Lanka	1		Denmark	2	
Taiwan	32		Finland	2	
Thailand	7		France	21	
ASIA PACIFIC / OCEANIA	13	0.1	Germany	31	
Australia	12		Italy	23	
New Zealand	1		Netherlands	3	
CARIBBEAN	45	0.4	Poland	2	
Antigua and Barbuda	2		Romania	1	
Aruba	1		Russian Federation	1	
Barbados	6		Slovakia (Slovak Republic)	3	
Cayman Islands	2		Spain	2	
Dominican Republic	3		Sweden	2	
Jamaica	2		Switzerland	2	
Puerto Rico	22		United Kingdom	22	
Trinidad and Tobago	5		MIDDLE EAST	12	0.1
Virgin Islands (U.S.)	2		Israel	9	
CENTRAL AMERICA	46	0.4	United Arab Emirates	3	
Costa Rica	13		AFRICA	8	0.1
El Salvador	7		Egypt	1	
Guatemala	10		Morocco	1	
Honduras	2		Nigeria	5	
Nicaragua	1		South Africa	1	
Panama	12		Total Attendees	11,790	100.0
Panama Canal Zone	1				
NORTH AMERICA	11,128	94.4			
Canada	757				
Mexico	203				
United States	10,168				



INTERNATIONAL VISION EXPO WEST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION SEPTEMBER 13-16, 2017 | EXHIBITION SEPTEMBER 14-16, 2017



PRIORITY CODE: OS

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 #
 ARBO/COPE OE TRACKER # (OD's Only)
 LICENSE STATE STATE LICENSE #
 NPI (NATIONAL PROVIDER IDENTIFIER) #

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 Optician Assistant
- K Ophthalmologist
- M Ophthalmic Medical Personnel-COA
- AA Ophthalmic Medical Personnel-COT
- BB Ophthalmic Medical Personnel-COMT
- N Ophthalmological Assistant — (non-certified)
- P Ophthalmological Resident
- Q Optometric (OD)
- R Optometric Technician
- S Optometric Resident
- T Office/Practice Management
- W Student
- Z 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 C Employee
- B Manager D Buyer

3. STUDENTS (Please check one.)

- A Pre-Optometry
- B Optometry
- C Optician
- D Fashion
- E Other (Please specify)

6. I AM

- A Female B Male

7. REGISTRATION TYPE

- EXHIBITS ONLY: At Exhibit Hall 9/13-16/2017: \$150
- EDUCATION: Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	After 8.16.17
Package A-6 Hours	\$309 <input type="checkbox"/>
Package B-9 Hours	\$390 <input type="checkbox"/>
Package C-13 Hours	\$506 <input type="checkbox"/>
Package D-18 Hours	\$667 <input type="checkbox"/>

Total Office Packages	Total Office Pricing
Package E-25 Hours (\$35/hr)	\$864 <input type="checkbox"/> up to 4 people
Package F-35 Hours (\$32/hr)	\$1,111 <input type="checkbox"/> up to 7 people
Package G-45 Hours (\$30/hr)	\$1,362 <input type="checkbox"/> up to 10 people

A la Carte	After 8.16.17
1 Hour	\$118 <input type="checkbox"/>
2 Hours	\$197 <input type="checkbox"/>
3 Hours	\$228 <input type="checkbox"/>
4 Hours	\$260 <input type="checkbox"/>
5 Hours	\$297 <input type="checkbox"/>

Optical Boot Camps	After 8.16.17
Module 1: The Eye and Optics: 2503	\$216 <input type="checkbox"/>
Module 2: Lenses, Frames and Troubleshooting Rx Complaints: 3104	\$216 <input type="checkbox"/>
Module 3: Eyewear Selection Sales and Communication Techniques: 33B6	\$216 <input type="checkbox"/>

**Free Courses	**Advance Registration is required for free courses
Global Contact Lens Forum: 10L1, 10L2, 10L3	<input type="checkbox"/>
Ocular Surface Disease and Wellness Symposium: 10L4 and 10L5	<input type="checkbox"/>
Medical & Scientific Theater Courses	<input type="checkbox"/>
Vision Series Courses	<input type="checkbox"/>
Google Talks	<input type="checkbox"/>

Workshops	After 8.16.17
Frame Adjusting & Repair: 2502	\$186 <input type="checkbox"/>
Sciera Lens Fitting - It's as Easy as 1, 2, 3: 26L1	\$186 <input type="checkbox"/>

9. LIST BELOW THE COURSES YOU WOULD LIKE TO TAKE (Including free courses)

WEDNESDAY Course	Fee	THURSDAY Course	Fee	FRIDAY Course	Fee	SATURDAY 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 #: Last 4 Digits Only

CARDHOLDER'S SIGNATURE:

I agree to pay the above total amount according to my card issuer agreement.

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 fees can be added to any package for \$15 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: Please print your registration confirmation and bring it with you onsite to EXPRESS registration to have your badge and course itinerary, with room #'s 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 VisionExpo.com or call our Privacy Administrator at 1.888.306.2344 or from outside the U.S. at 1.203.840.9810.

CANCELLATION POLICY
VisionExpoWest.com

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Fax: +1 732.741.5704



**Exhibit
Surveys**

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 West held September 13 – 16, 2017 in Las Vegas 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