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

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<th>Year which Event was Held</th>
<th>Event Location</th>
<th>Conference Attendees</th>
<th>Exhibit Only Attendees</th>
<th>Media</th>
<th>Sub-Total: Attendees</th>
<th>Exhibitors</th>
<th>Total</th>
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<td>8,124</td>
<td>53</td>
<td>12,721</td>
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<td>17,541</td>
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<td>4,252*</td>
<td>7,477</td>
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<td>11,790</td>
<td>4,856</td>
<td>16,646</td>
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<td>3,702</td>
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<td>12,257</td>
<td>3,363</td>
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* Includes speakers.
## 4. TYPE OF BUSINESS/PRACTICE

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<th>TOTAL ATTENDEES</th>
<th>PERCENT OF TOTAL</th>
<th>PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE</th>
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<td>Retail Optical Chain, 10+ Locations</td>
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<td>Sporting Goods</td>
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## 5. JOB TITLE/POSITION

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<td>Contact Lens Technician, Non-Certified</td>
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<td>Laboratory Technician</td>
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<td>Manufacturer’s Representative</td>
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<td>9.9</td>
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### 6. YOU ARE A/AN

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### 7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

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* All International Countries are listed on the next page.
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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