

## EVENT AUDIT



### DATES OF EVENT:

Conference: March 30 – April 2, 2017  
 Exhibits: March 31 – April 2, 2017

### LOCATION:

Jacob J. Javits Convention Center, New York, NY

### EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions  
 Address: 383 Main Avenue, Norwalk, CT 06851  
 Phone: (203) 840-4800  
 Website (Show): [www.visionexpoeast.com](http://www.visionexpoeast.com)

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1986

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: March 15 - 18, 2018  
 Exhibits: March 16 - 18, 2018  
 LOCATION: Jacob J. Javits Convention Center, New York, NY

### 1. STATEMENT OF MARKET SERVED

International Vision Expo East serves the eye care 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:

There was 100% express badge, no pre-show mailing for exhibitors and VIP like years' past. No Attendee or Conference badges were mailed. Accommodation was made for 27 company requests for special pre-show mailing or pre-printing of badges. Other than that, all badges were printed and picked up. Scanning of attendees' badges done at all show entrances, the New Product Center, the VIP desk, the Med Sci Theatre and many 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	New York	3,115	12,139	165	15,419	6,555	21,974
2016	New York	3,271	12,923	211	16,405	5,741	22,146
2015	New York	3,098	12,197	209	15,504	6,257	21,761
2014	New York	2,927	13,635	268	16,830	6,804	23,634
2013	New York	3,173	12,488	238	15,899	6,990	22,889

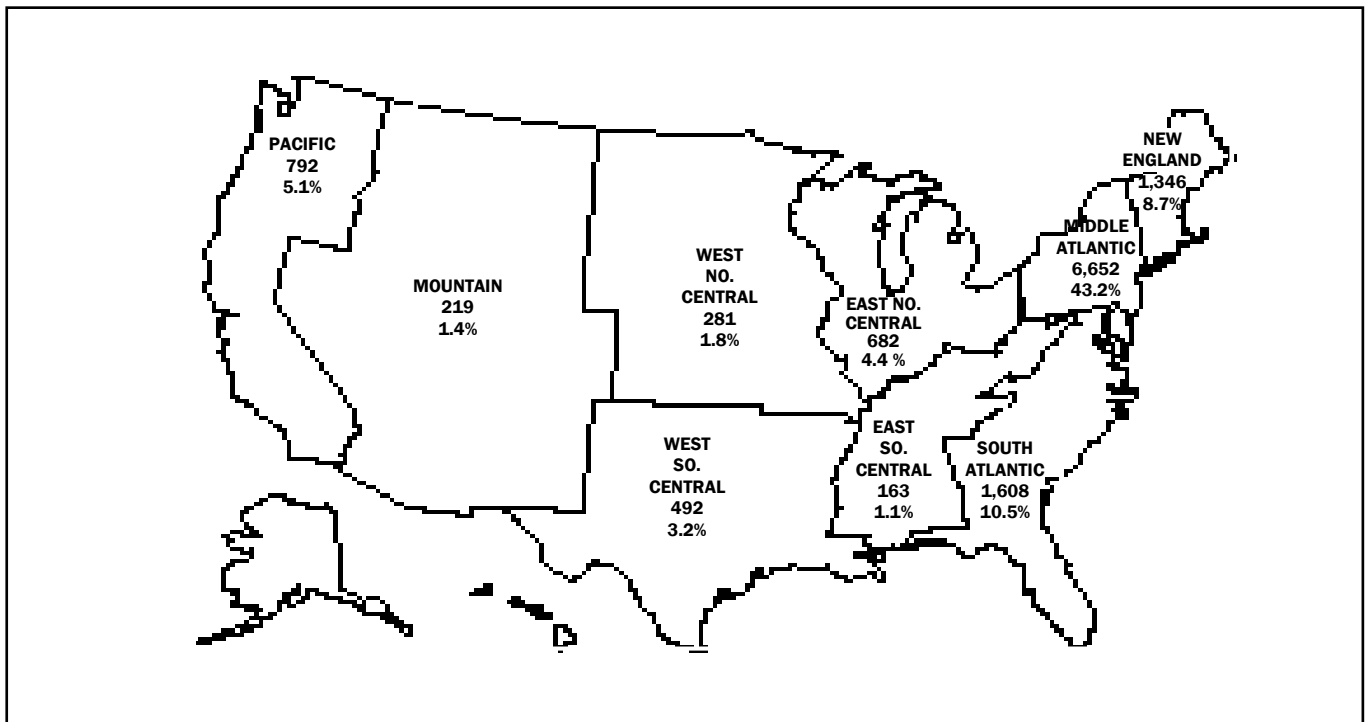
\* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Chain/Department/Superstore	463	3.0	3.4
Independent Ophthalmological Practice	893	5.8	6.6
Independent Optometric Practice	4,977	32.3	37.0
Independent Optometric Practice Affiliated w/Corporate Chain	278	1.8	2.1
Laboratory (Surfacing)	219	1.4	1.6
Laboratory (Other)	167	1.1	1.2
Manufacturer	855	5.5	6.4
Multidisciplinary Practice	310	2.0	2.3
Retail-Drug/Pharmacy/Grocery	30	0.2	0.2
Retail Optical Store, 1-10 Locations	2,161	14.0	16.1
Retail Optical Chain, 10+ Locations	414	2.7	3.1
Sporting Goods	35	0.2	0.3
Wholesaler/Distributor	902	5.9	6.7
Other	1,754	11.4	13.0
Total Attendees Identified by Type of Business/Practice	13,458	87.3	100.0
Total Attendees Not Identified by Type of Business/Practice	1,961	12.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,419</b>	<b>100.0</b>	<b>100.0</b>

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer - Optical	2,107	13.7	14.5
Buyer - Retail	922	6.0	6.4
Corporate Management	1,314	8.5	9.1
Laboratory Manager	214	1.4	1.5
Laboratory Technician	147	0.9	1.0
Manufacturer's Representative	584	3.8	4.0
Optician, Licensed or Certified	1,581	10.3	10.9
Optician, Non-Certified	456	3.0	3.2
Opticianry Assistant	274	1.8	1.9
Ophthalmologist	170	1.1	1.2
Ophthalmic Medical Personnel - COA	38	0.2	0.3
Ophthalmic Medical Personnel - COT	13	0.1	0.1
Ophthalmic Medical Personnel - COMT	4	<0.1	<0.1
Ophthalmological Assistant (Non-Certified)	52	0.3	0.4
Ophthalmological Resident	3	<0.1	<0.1
Optometrist - OD	2,851	18.5	19.7
Optometric Technician	336	2.2	2.3
Optometric Resident	19	0.1	0.1
Office/Practice Management	1,084	7.0	7.5
Student	729	4.7	5.0
Other	1,582	10.3	10.9
Total Attendees Identified by Job Title/Position	14,480	93.9	100.0
Total Attendees Not Identified by Job Title/Position	939	6.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,419</b>	<b>100.0</b>	<b>100.0</b>

<b>6. JOB CLASSIFICATION</b>			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,480	29.1	38.2
Manager	2,484	16.1	21.2
Employee	3,627	23.5	30.9
Buyer	1,141	7.4	9.7
Total Attendees Identified by Job Classification	11,732	76.1	100.0
Total Attendees Not Identified by Job Classification	3,687	23.9	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,419</b>	<b>100.0</b>	<b>100.0</b>

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES					
State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,346</b>	<b>8.7</b>	<b>EAST SO. CENTRAL</b>	<b>163</b>	<b>1.1</b>
Maine	37		Kentucky	33	
New Hampshire	80		Tennessee	63	
Vermont	35		Alabama	32	
Massachusetts	588		Mississippi	35	
Rhode Island	99		<b>WEST SO. CENTRAL</b>	<b>492</b>	<b>3.2</b>
Connecticut	507		Arkansas	33	
<b>MIDDLE ATLANTIC</b>	<b>6,652</b>	<b>43.2</b>	Louisiana	44	
New York	4,128		Oklahoma	28	
New Jersey	1,495		Texas	387	
Pennsylvania	1,029		<b>MOUNTAIN</b>	<b>219</b>	<b>1.4</b>
<b>EAST NO. CENTRAL</b>	<b>682</b>	<b>4.4</b>	Montana	11	
Ohio	211		Idaho	2	
Indiana	56		Wyoming	5	
Illinois	223		Colorado	71	
Michigan	128		New Mexico	20	
Wisconsin	64		Arizona	51	
<b>WEST NO. CENTRAL</b>	<b>281</b>	<b>1.8</b>	Utah	25	
Minnesota	92		Nevada	34	
Iowa	42		<b>PACIFIC</b>	<b>792</b>	<b>5.1</b>
Missouri	65		Alaska	10	
North Dakota	7		Washington	77	
South Dakota	4		Oregon	68	
Nebraska	29		California	628	
Kansas	42		Hawaii	9	
<b>SOUTH ATLANTIC</b>	<b>1,608</b>	<b>10.5</b>	<b>UNITED STATES</b>	<b>12,235</b>	<b>79.4</b>
Delaware	58		<b>INTERNATIONAL</b>	<b>3,184</b>	<b>20.6</b>
Maryland	305		Canada	1,074	
Washington, DC	47		Mexico	189	
Virginia	250		Other International	1,921	
West Virginia	21		<b>Total Attendees</b>	<b>15,419</b>	<b>100.0</b>
North Carolina	136				
South Carolina	68				
Georgia	141				
Florida	582				



8a. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES			
COUNTRY	TOTAL		TOTAL
Algeria	5	Japan	58
Anguilla	2	Korea, Republic of	42
Antarctica	1	Lebanon	3
Antigua And Barbuda	10	Macau	3
Argentina	57	Martinique	9
Aruba	5	Mauritania	2
Australia	30	Mexico	189
Austria	4	Monaco	2
Bahamas	5	Montserrat	1
Barbados	6	Namibia	1
Belgium	18	Nepal	1
Bermuda	6	Netherlands	26
Bolivia	10	Netherlands Antilles	5
Botswana	2	New Zealand	9
Brazil	43	Nicaragua	8
Cameroon	2	Nigeria	35
Canada	1,074	Norway	24
Central African Republic	2	Pakistan	6
Chile	28	Panama	27
China	109	Peru	29
Cocos (Keeling) Islands	5	Philippines	3
Colombia	93	Poland	5
Costa Rica	28	Puerto Rico	160
Cote D'Ivoire	1	Romania	1
Czech Republic	3	Russian Federation	5
Denmark	17	Saint Kitts and Nevis	1
Dominica	1	Saint Lucia	2
Dominican Republic	53	Saudi Arabia	3
Ecuador	95	Senegal	2
Egypt	2	Singapore	12
El Salvador	11	South Africa	3
Finland	3	Spain	16
France	147	Sri Lanka	1
Germany	43	St. Pierre and Miquelon	7
Guadeloupe	1	Sweden	34
Guatemala	54	Switzerland	6
Guernsey, C.I.	2	Taiwan	44
Guyana	14	Tanzania, United Republic of	2
Haiti	6	Thailand	4
Honduras	18	Trinidad and Tobago	32
Hong Kong	83	Tunisia	1
Hungary	4	Turkey	6
India	11	United Arab Emirates	7
Indonesia	1	United Kingdom	49
Ireland	7	Uruguay	13
Israel	14	Venezuela	14
Italy	108	Viet Nam	1
Jamaica	25	Virgin Islands, British	1
		<b>TOTAL INTERNATIONAL</b>	<b>3,184 (20.6%)</b>

<b>8b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	
<b>CONTINENT/REGION</b>	<b>TOTAL</b>
Africa	60
Antarctica	1
Asia	384
Asia Pacific	39
Caribbean	331
Central America	146
Europe	524
Middle East	33
North America (Canada and Mexico)	1,270
South America	396
<b>TOTAL INTERNATIONAL</b>	<b>3,184 (20.6%)</b>



# INTERNATIONAL VISION EXPO EAST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

**EDUCATION MARCH 30-APRIL 2, 2017 | EXHIBITION MARCH 31-APRIL 2, 2017**



## 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 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 Opticianry 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 Optometrist (OD)
- R Optometric Technician
- S Optometric Resident
- T Office/Practice Management
- W Student
- Z Other (Please specify)

## 3. STUDENTS *(Please check one.)*

- A Pre-Optometry
- B Optometry
- C Opticianry
- D Fashion
- E 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

## 6. I AM

- A Female  B Male

## 7. REGISTRATION TYPE

EXHIBITS ONLY:  At Exhibit Hall 3.30-4.2.17: \$150

EDUCATION:  Includes Exhibit Hall

## 8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On-Site
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	On-Site
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"/>

State Association Courses	
POA: A Common Sense Approach to Medical Billing and Coding: 25B5	\$50 members <input type="checkbox"/> \$100 non-members <input type="checkbox"/>
NYSOA: Preparing Your Practice for the Changes in Medicare and All of Healthcare: 32B6	
NYSOA: Surviving an Audit: 33B6	

**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	
Frame Adjusting & Repair: 2502	\$186 <input type="checkbox"/>
Scleral 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)*

THURSDAY Course	Fee	FRIDAY Course	Fee	SATURDAY Course	Fee	SUNDAY 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 hours can be added to any package for \$35 per hour. Package prices are based on paid course hours. Credit rollovers will not be granted for unused hours.

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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](http://VisionExpo.com) or call our Privacy Administrator at 1.888.306.2344, or from outside the U.S. at 1.203.840.5910.

**CANCELLATION POLICY**  
[VisionExpoEast.com](http://VisionExpoEast.com)



# INTERNATIONAL VISION EXPO EAST

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**EDUCATION MARCH 30-APRIL 2, 2017 | EXHIBITION MARCH 31-APRIL 2, 2017**



PRIORITY CODE: 05

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State Association Courses	
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Vision Series Courses	<input type="checkbox"/>
Google Talks	<input type="checkbox"/>

Workshops	
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VisionExpoEast.com



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Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://www.exhibitsurveys.com)



**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 East held March 30 – April 2, 2017 held in New York City 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