

EVENT AUDIT



DATES OF EVENT:

Conference: March 15 – March 18, 2018
Exhibits: March 16 – March 18, 2018

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1986

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 21 - 24, 2019
Exhibits: March 22 - 24, 2019
LOCATION: Jacob J. Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

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 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 automatically verified.

3. AUDITED ATTENDEE ANALYSIS

| Year which Event was Held | Event Location | Conference Attendees | Exhibit Only Attendees | Media | Sub-Total: Attendees | Exhibitors- | Total |
|---------------------------|----------------|----------------------|------------------------|-------|----------------------|-------------|--------|
| 2018 | New York | 2,799 | 11,737 | 150 | 14,686 | 6,512 | 21,198 |
| 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 |

| 4. TYPE OF BUSINESS/PRACTICE | | | |
|--|-----------------|------------------|---|
| TYPE OF BUSINESS/PRACTICE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE |
| Chain/Department/Superstore | 464 | 3.1 | 3.6 |
| Independent Ophthalmological Practice | 1,022 | 7.0 | 7.9 |
| Independent Optometric Practice | 5,248 | 35.7 | 40.4 |
| Independent Optometric Practice Affiliated w/Corporate Chain | 272 | 1.8 | 2.1 |
| Laboratory (Surfacing) | 182 | 1.2 | 1.4 |
| Laboratory (Other) | 160 | 1.1 | 1.2 |
| Manufacturer | 728 | 5.0 | 5.6 |
| Multidisciplinary Practice | 278 | 1.9 | 2.1 |
| Retail-Drug/Pharmacy/Grocery | 40 | 0.3 | 0.3 |
| Retail Optical Store, 1-10 Locations | 2,272 | 15.5 | 17.5 |
| Retail Optical Chain, 10+ Locations | 461 | 3.1 | 3.5 |
| Sporting Goods | 41 | 0.3 | 0.3 |
| Wholesaler/Distributor | 779 | 5.3 | 6.0 |
| Other | 1,054 | 7.2 | 8.1 |
| Total Attendees Identified by Type of Business/Practice | 13,001 | 88.5 | 100.0 |
| Total Attendees Not Identified by Type of Business/Practice | 1,685 | 11.5 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 14,686 | 100.0 | 100.0 |

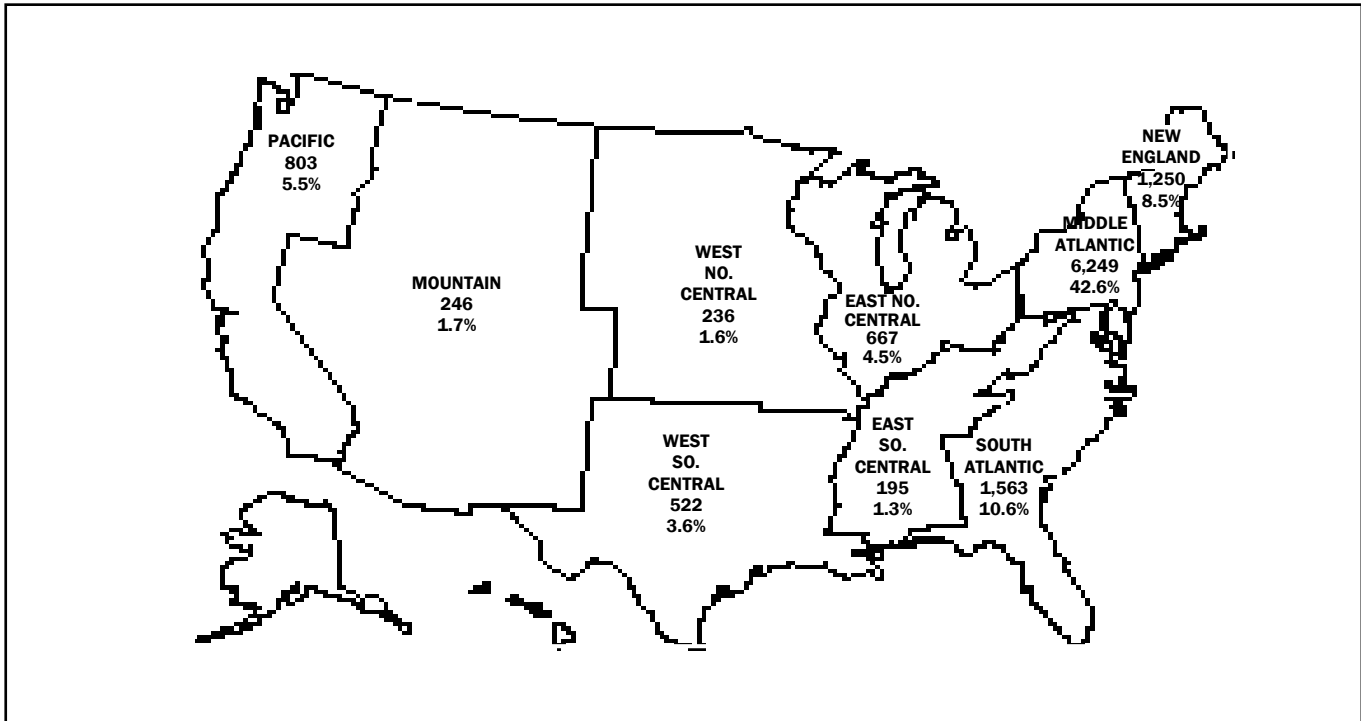
| 5. JOB TITLE/POSITION | | | |
|--|-----------------|------------------|--|
| JOB TITLE/POSITION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB TITLE/POSITION |
| Buyer - Optical | 1,998 | 13.6 | 14.4 |
| Buyer - Retail | 885 | 6.0 | 6.4 |
| Corporate Management | 1,285 | 8.7 | 9.2 |
| Contact Lens Technician, Licensed or Certified | 27 | 0.2 | 0.2 |
| Contact Lens Technician, Non-Certified | 36 | 0.2 | 0.3 |
| Laboratory Manager | 228 | 1.5 | 1.6 |
| Laboratory Technician | 117 | 0.8 | 0.8 |
| Manufacturer's Representative | 463 | 3.1 | 3.3 |
| Optician, Licensed or Certified | 1,830 | 12.5 | 13.2 |
| Optician, Non-Certified | 598 | 4.1 | 4.3 |
| Opticianry Assistant | 245 | 1.7 | 1.8 |
| Ophthalmologist | 189 | 1.3 | 1.4 |
| Ophthalmic Medical Personnel - COA | 28 | 0.2 | 0.2 |
| Ophthalmic Medical Personnel - COT | 10 | 0.1 | 0.1 |
| Ophthalmic Medical Personnel - COMT | 11 | 0.1 | 0.1 |
| Ophthalmological Assistant (Non-Certified) | 68 | 0.5 | 0.5 |
| Ophthalmological Resident | 2 | <0.1 | <0.1 |
| Optometrist - OD | 2,923 | 19.9 | 21.0 |
| Optometric Technician | 345 | 2.3 | 2.5 |
| Optometric Resident | 12 | 0.1 | 0.1 |
| Office/Practice Management | 983 | 6.7 | 7.1 |
| Student | 544 | 3.7 | 3.9 |
| Other | 1,057 | 7.2 | 7.6 |
| Total Attendees Identified by Job Title/Position | 13,884 | 94.5 | 100.0 |
| Total Attendees Not Identified by Job Title/Position | 802 | 5.5 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 14,686 | 100.0 | 100.0 |

| 6. JOB CLASSIFICATION | | | |
|--|-----------------|------------------|--|
| JOB CLASSIFICATION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB CLASSIFICATION |
| Owner | 4,299 | 29.3 | 37.8 |
| Manager | 2,431 | 16.6 | 21.4 |
| Employee | 3,691 | 25.1 | 32.4 |
| Buyer | 960 | 6.5 | 8.4 |
| Total Attendees Identified by Job Classification | 11,381 | 77.5 | 100.0 |
| Total Attendees Not Identified by Job Classification | 3,305 | 22.5 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 14,686 | 100.0 | 100.0 |

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

| State | TOTAL | PERCENT |
|-------------------------|--------------|-------------|
| NEW ENGLAND | 1,250 | 8.5 |
| Maine | 41 | |
| New Hampshire | 73 | |
| Vermont | 63 | |
| Massachusetts | 509 | |
| Rhode Island | 94 | |
| Connecticut | 470 | |
| MIDDLE ATLANTIC | 6,249 | 42.6 |
| New York | 3,798 | |
| New Jersey | 1,503 | |
| Pennsylvania | 948 | |
| EAST NO. CENTRAL | 667 | 4.5 |
| Ohio | 209 | |
| Indiana | 54 | |
| Illinois | 179 | |
| Michigan | 138 | |
| Wisconsin | 87 | |
| WEST NO. CENTRAL | 236 | 1.6 |
| Minnesota | 102 | |
| Iowa | 28 | |
| Missouri | 42 | |
| North Dakota | 2 | |
| South Dakota | 7 | |
| Nebraska | 22 | |
| Kansas | 33 | |
| SOUTH ATLANTIC | 1,563 | 10.6 |
| Delaware | 62 | |
| Maryland | 295 | |
| Washington, DC | 33 | |
| Virginia | 261 | |
| West Virginia | 12 | |
| North Carolina | 166 | |
| South Carolina | 46 | |
| Georgia | 113 | |
| Florida | 575 | |

| STATE | TOTAL | PERCENT |
|-------------------------|---------------|--------------|
| EAST SO. CENTRAL | 195 | 1.3 |
| Kentucky | 29 | |
| Tennessee | 98 | |
| Alabama | 29 | |
| Mississippi | 39 | |
| WEST SO. CENTRAL | 522 | 3.6 |
| Arkansas | 32 | |
| Louisiana | 34 | |
| Oklahoma | 33 | |
| Texas | 423 | |
| MOUNTAIN | 246 | 1.7 |
| Montana | 7 | |
| Idaho | 5 | |
| Wyoming | 7 | |
| Colorado | 76 | |
| New Mexico | 15 | |
| Arizona | 44 | |
| Utah | 12 | |
| Nevada | 80 | |
| PACIFIC | 803 | 5.5 |
| Alaska | 1 | |
| Washington | 84 | |
| Oregon | 69 | |
| California | 642 | |
| Hawaii | 7 | |
| UNITED STATES | 11,731 | 79.9 |
| INTERNATIONAL | 2,955 | 20.1 |
| Canada | 1,030 | |
| Mexico | 171 | |
| Other International | 1,754 | |
| Total Attendees | 14,686 | 100.0 |



| 8a. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES | | | | |
|--|--------------|--|-----------------------------|----------------------|
| COUNTRY | TOTAL | | COUNTRY | TOTAL |
| Afghanistan | 1 | | Israel | 10 |
| Albania | 3 | | Italy | 100 |
| Algeria | 2 | | Jamaica | 32 |
| Antigua And Barbuda | 7 | | Japan | 58 |
| Argentina | 35 | | Jordan | 2 |
| Aruba | 4 | | Korea, Dem. People's Rep of | 1 |
| Australia | 22 | | Korea, Republic of | 24 |
| Austria | 5 | | Lebanon | 1 |
| Bahamas | 7 | | Macau | 2 |
| Barbados | 10 | | Martinique | 9 |
| Belgium | 25 | | Mexico | 171 |
| Bermuda | 9 | | Montenegro | 1 |
| Bolivia | 9 | | Netherlands | 16 |
| Brazil | 51 | | New Caledonia | 1 |
| Burkina Faso | 1 | | New Zealand | 4 |
| Cameroon | 1 | | Nicaragua | 14 |
| Canada | 1,030 | | Nigeria | 37 |
| Cape Verde | 1 | | Norway | 7 |
| Cayman Islands | 2 | | Pakistan | 3 |
| Chile | 22 | | Panama | 21 |
| China | 132 | | Paraguay | 3 |
| Colombia | 74 | | Peru | 22 |
| Costa Rica | 23 | | Philippines | 4 |
| Cote D'Ivoire | 1 | | Poland | 1 |
| Croatia (Hrvatska) | 1 | | Portugal | 1 |
| Curacao | 6 | | Puerto Rico | 130 |
| Czech Republic | 4 | | Qatar | 1 |
| Denmark | 13 | | Russian Federation | 2 |
| Dominica | 2 | | Saint Lucia | 3 |
| Dominican Republic | 53 | | Saudi Arabia | 1 |
| Ecuador | 75 | | Singapore | 5 |
| Egypt | 3 | | Slovenia | 1 |
| El Salvador | 19 | | South Africa | 3 |
| Finland | 4 | | Spain | 14 |
| France | 155 | | Sweden | 7 |
| Georgia | 1 | | Switzerland | 9 |
| Germany | 44 | | Taiwan | 37 |
| Greece | 4 | | Thailand | 5 |
| Grenada | 1 | | Trinidad and Tobago | 32 |
| Guadeloupe | 3 | | Tunisia | 4 |
| Guatemala | 54 | | Turkey | 3 |
| Guyana | 9 | | United Arab Emirates | 5 |
| Haiti | 10 | | United Kingdom | 47 |
| Honduras | 16 | | Uruguay | 24 |
| Hong Kong | 75 | | Venezuela | 16 |
| Hungary | 1 | | Viet Nam | 1 |
| India | 16 | | Virgin Islands, British | 1 |
| Indonesia | 1 | | Virgin Islands, US | 9 |
| Ireland | 3 | | | |
| | | | TOTAL INTERNATIONAL | 2,955 (20.1%) |

| 8b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES | |
|--|----------------------|
| CONTINENT/REGION | TOTAL |
| Africa | 53 |
| Asia | 366 |
| Asia Pacific | 27 |
| Caribbean | 330 |
| Central America | 147 |
| Europe | 468 |
| Middle East | 23 |
| North America (Canada and Mexico) | 1,201 |
| South America | 340 |
| TOTAL INTERNATIONAL | 2,955 (20.1%) |

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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 East held March 15 – March 18, 2018 held in New York City 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 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
Red Bank, NJ