

EVENT AUDIT



DATES OF EVENT:

Conference: March 21 – March 24, 2019
Exhibits: March 22 – March 24, 2019

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 26 - 29, 2020
Exhibits: March 27 - 29, 2020
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

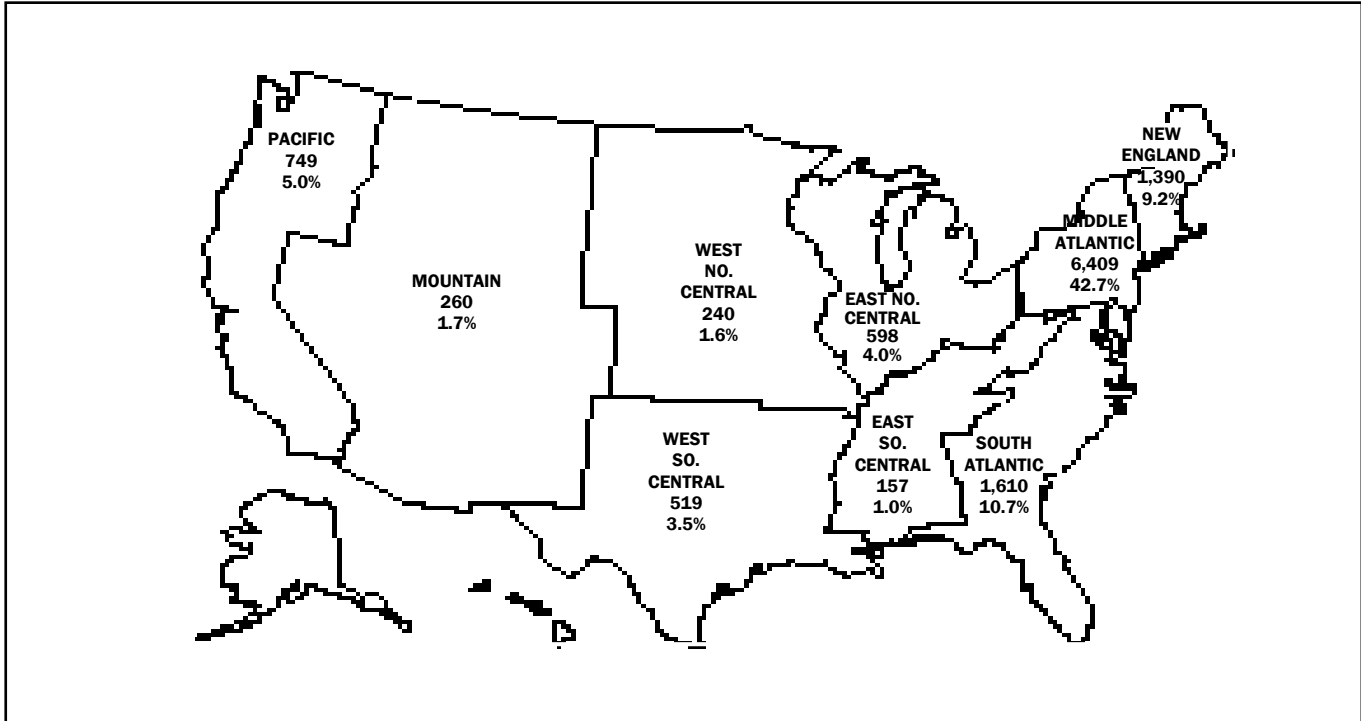
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Media	Sub-Total: Attendees	Exhibitors	Total
2019	New York	2,570	12,277	176	15,023	7,014	22,037
2018	New York	2,799	11,737	150	14,686	6,512	21,198
2017	New York	3,115	12,139	165	15,419	6,555	21,974
2016	New York	3,271	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	572	3.8	4.3
Independent Ophthalmological Practice	1,003	6.7	7.6
Independent Optometric Practice	5,100	33.9	38.5
Independent Optometric Practice Affiliated w/Corporate Chain	281	1.9	2.1
Laboratory (Surfacing)	218	1.4	1.6
Laboratory (Other)	159	1.1	1.2
Manufacturer	815	5.4	6.2
Multidisciplinary Practice	301	2.0	2.3
Retail-Drug/Pharmacy/Grocery	31	0.2	0.2
Retail Optical Store, 1-10 Locations	2,326	15.5	17.5
Retail Optical Chain, 10+ Locations	459	3.1	3.5
Sporting Goods	52	0.3	0.4
Wholesaler/Distributor	844	5.6	6.4
Other	1,092	7.3	8.2
Total Attendees Identified by Type of Business/Practice	13,253	88.2	100.0
Total Attendees Not Identified by Type of Business/Practice	1,770	11.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,023	100.0	100.0

5. JOB TITLE/POSITION			
JOB TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/POSITION
Buyer - Optical	2,157	14.4	15.1
Buyer - Retail	832	5.6	5.8
Corporate Management	1,192	7.9	8.3
Contact Lens Technician, Licensed or Certified	34	0.2	0.2
Contact Lens Technician, Non-Certified	34	0.2	0.2
Laboratory Manager	208	1.4	1.5
Laboratory Technician	98	0.7	0.7
Manufacturer's Representative	529	3.5	3.7
Optician, Licensed or Certified	1,741	11.6	12.2
Optician, Non-Certified	569	3.8	4.0
Opticianry Assistant	277	1.8	1.9
Ophthalmologist	178	1.2	1.3
Ophthalmic Medical Personnel - COA	38	0.3	0.3
Ophthalmic Medical Personnel - COT	14	0.1	0.1
Ophthalmic Medical Personnel - COMT	14	0.1	0.1
Ophthalmological Assistant (Non-Certified)	36	0.2	0.3
Ophthalmological Resident	4	<0.1	<0.1
Optometrist (OD)	2,858	19.0	20.0
Optometric Technician	350	2.3	2.4
Optometric Resident	12	0.1	0.1
Office/Practice Management	1,052	7.0	7.4
Student	748	5.0	5.2
Other	1,322	8.8	9.2
Total Attendees Identified by Job Title/Position	14,297	95.2	100.0
Total Attendees Not Identified by Job Title/Position	726	4.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,023	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Owner	4,509	30.0	37.1
Manager	2,708	18.1	22.3
Employee	3,804	25.3	31.3
Buyer	1,129	7.5	9.3
Total Attendees Identified by Job Classification	12,150	80.9	100.0
Total Attendees Not Identified by Job Classification	2,873	19.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,023	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES					
State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	1,390	9.2	EAST SO. CENTRAL	157	1.0
Maine	50		Kentucky	36	
New Hampshire	86		Tennessee	84	
Vermont	22		Alabama	27	
Massachusetts	593		Mississippi	10	
Rhode Island	119		WEST SO. CENTRAL	519	3.5
Connecticut	520		Arkansas	24	
MIDDLE ATLANTIC	6,409	42.7	Louisiana	28	
New York	4,067		Oklahoma	19	
New Jersey	1,383		Texas	448	
Pennsylvania	959		MOUNTAIN	260	1.7
EAST NO. CENTRAL	598	4.0	Montana	7	
Ohio	209		Idaho	15	
Indiana	60		Wyoming	6	
Illinois	158		Colorado	97	
Michigan	111		New Mexico	28	
Wisconsin	60		Arizona	58	
WEST NO. CENTRAL	240	1.6	Utah	24	
Minnesota	99		Nevada	25	
Iowa	35		PACIFIC	749	5.0
Missouri	55		Alaska	2	
North Dakota	10		Washington	77	
South Dakota	5		Oregon	61	
Nebraska	16		California	596	
Kansas	20		Hawaii	13	
SOUTH ATLANTIC	1,610	10.7	UNITED STATES	11,932	79.4
Delaware	61		INTERNATIONAL	3,091	20.6
Maryland	328		Canada	1,100	
Washington, DC	54		Mexico	154	
Virginia	220		Other International	1,837	
West Virginia	8		Total Attendees	15,023	100.0
North Carolina	154				
South Carolina	35				
Georgia	178				
Florida	572				



8a. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES				
COUNTRY	TOTAL		COUNTRY	TOTAL
Afghanistan	1		Italy	119
Albania	2		Jamaica	14
Algeria	2		Japan	87
Anguilla	1		Kazakhstan	3
Antigua And Barbuda	6		Korea, Dem. People's Rep of	1
Argentina	29		Korea, Republic of	42
Aruba	5		Kosovo	1
Australia	22		Kuwait	1
Austria	5		Lithuania	2
Bahamas	4		Martinique	5
Barbados	12		Mexico	154
Belgium	14		Monaco	4
Bermuda	8		Nepal	1
Bolivia	11		Netherlands	8
Bonaire	1		Nicaragua	5
Brazil	53		Nigeria	26
Canada	1,100		Norway	14
Cape Verde	1		Pakistan	2
Cayman Islands	2		Panama	26
Chile	23		Peru	22
China	84		Philippines	4
Colombia	76		Poland	12
Costa Rica	26		Puerto Rico	190
Curacao	7		Romania	2
Czech Republic	2		Russian Federation	9
Denmark	19		Saint Lucia	3
Djibouti	1		Saint Martin	3
Dominican Republic	75		Saudi Arabia	2
Ecuador	51		Singapore	7
Egypt	1		Sint Maarten	2
El Salvador	15		Slovakia (Slovak Republic)	1
France	152		Slovenia	1
Georgia	1		South Africa	4
Germany	67		Spain	12
Greece	1		Sweden	11
Guadeloupe	6		Switzerland	8
Guatemala	51		Taiwan	42
Guyana	22		Thailand	4
Haiti	3		Trinidad and Tobago	20
Honduras	15		Tunisia	1
Hong Kong	76		United Kingdom	74
Hungary	4		Uruguay	25
India	11		Venezuela	15
Indonesia	1		Virgin Islands, British	1
Ireland	5		Virgin Islands, US	8
Israel	19			
			TOTAL INTERNATIONAL	3,091 (20.6%)

8b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES	
CONTINENT/REGION	TOTAL
Africa	36
Asia	367
Asia Pacific	22
Caribbean	376
Central America	138
Europe	549
Middle East	22
North America (Canada and Mexico)	1,254
South America	327
TOTAL INTERNATIONAL	3,091 (20.6%)

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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 21 – March 24, 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