

EVENT AUDIT



DATES OF EVENT:

Conference: September 21 - 25, 2011
 Exhibits: September 22 - 24, 2011

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 5 - 8, 2012
 Exhibits: September 6 - 8, 2012

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:

Badges printed onsite were automatically verified. Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. Scanning guns were used to scan attendees' badges at badge holder pick-up counters, as they entered the exhibit hall, various party check-ins, Club Vision, New Product Center, exhibitor hotel suites, Vision Council and conference lounges, the VIP desk, travel counter, and the Med Sci Theater. Downloaded leads captured by exhibitors were also entered into the system as verified.

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 |
|---------------------------|----------------|----------------------|-------------------------|-------|----------------------|--|--------|
| 2011 | Las Vegas | 4,070 | 8,490 | 68 | 12,628 | 4,706 | 17,334 |
| 2010 | Las Vegas | 4,192 | 8,952 | 57 | 13,201 | 4,434 | 17,635 |
| 2009 | Las Vegas | 3,900 | 7,998 | 62 | 11,960 | 4,001 | 15,961 |
| 2008 | Las Vegas | 4,303 | 8,395 | 53 | 12,751 | 4,166 | 16,917 |
| 2007 | Las Vegas | 4,471 | 8,681 | 58 | 13,210 | 4,582 | 17,792 |

* 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 | 401 | 3.2 | 3.4 |
| Independent Ophthalmological Practice | 844 | 6.7 | 7.2 |
| Independent Optometric Practice | 6,135 | 48.6 | 52.3 |
| Independent Optometric Practice Affiliated w/ Corporate Chain | 356 | 2.8 | 3.0 |
| Laboratory (Surfacing) | 267 | 2.1 | 2.3 |
| Laboratory (Other) | 160 | 1.3 | 1.4 |
| Manufacturer | 522 | 4.1 | 4.4 |
| Multidisciplinary Practice | 301 | 2.4 | 2.6 |
| Retail - Drug/Pharmacy/Grocery | 21 | 0.2 | 0.2 |
| Retail Optical Store, 1 - 10 locations | 1,106 | 8.8 | 9.4 |
| Retail Optical Chain, 10+ locations | 269 | 2.1 | 2.3 |
| Sporting Goods | 29 | 0.2 | 0.2 |
| Wholesaler/Distributor | 588 | 4.6 | 5.0 |
| Other | 740 | 5.9 | 6.3 |
| Total Attendees Identified by Type of Business/Practice | 11,739 | 93.0 | 100.0 |
| Total Attendees Not Identified by Type of Business/Practice | 889 | 7.0 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 12,628 | 100.0 | 100.0 |

| 5. JOB TITLE/POSITION | | | |
|--|-----------------|------------------|--|
| JOB TITLE/POSITION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB TITLE/POSITION |
| Buyer - Optical | 1,602 | 12.7 | 13.3 |
| Buyer - Retail | 383 | 3.0 | 3.2 |
| Corporate Management | 827 | 6.6 | 6.9 |
| Laboratory Manager | 237 | 1.9 | 2.0 |
| Laboratory Technician | 154 | 1.2 | 1.3 |
| Manufacturer's Representative | 310 | 2.5 | 2.6 |
| Optician, Licensed or Certified | 1,348 | 10.7 | 11.2 |
| Optician, Non-Certified | 537 | 4.3 | 4.4 |
| Opticianry Assistant | 252 | 2.0 | 2.1 |
| Ophthalmologist | 109 | 0.9 | 0.9 |
| Ophthalmic Medical Personnel - COA | 41 | 0.3 | 0.3 |
| Ophthalmic Medical Personnel - COT | 23 | 0.2 | 0.2 |
| Ophthalmic Medical Personnel - COMT | 5 | <0.1 | <0.1 |
| Ophthalmological Assistant (non-certified) | 55 | 0.4 | 0.4 |
| Ophthalmological Resident | 4 | <0.1 | <0.1 |
| Optometrist | 3,045 | 24.1 | 25.3 |
| Optometric Technician | 459 | 3.6 | 3.8 |
| Optometric Resident | 8 | 0.1 | 0.1 |
| Student - Optometry | 298 | 2.4 | 2.5 |
| Student - Optician | 68 | 0.5 | 0.6 |
| Practice Manager | 946 | 7.5 | 7.8 |
| Guest | 731 | 5.8 | 6.1 |
| Other | 599 | 4.7 | 5.0 |
| Total Attendees Identified by Job Title/Position | 12,041 | 95.4 | 100.0 |
| Total Attendees Not Identified by Job Title/Position | 587 | 4.6 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 12,628 | 100.0 | 100.0 |

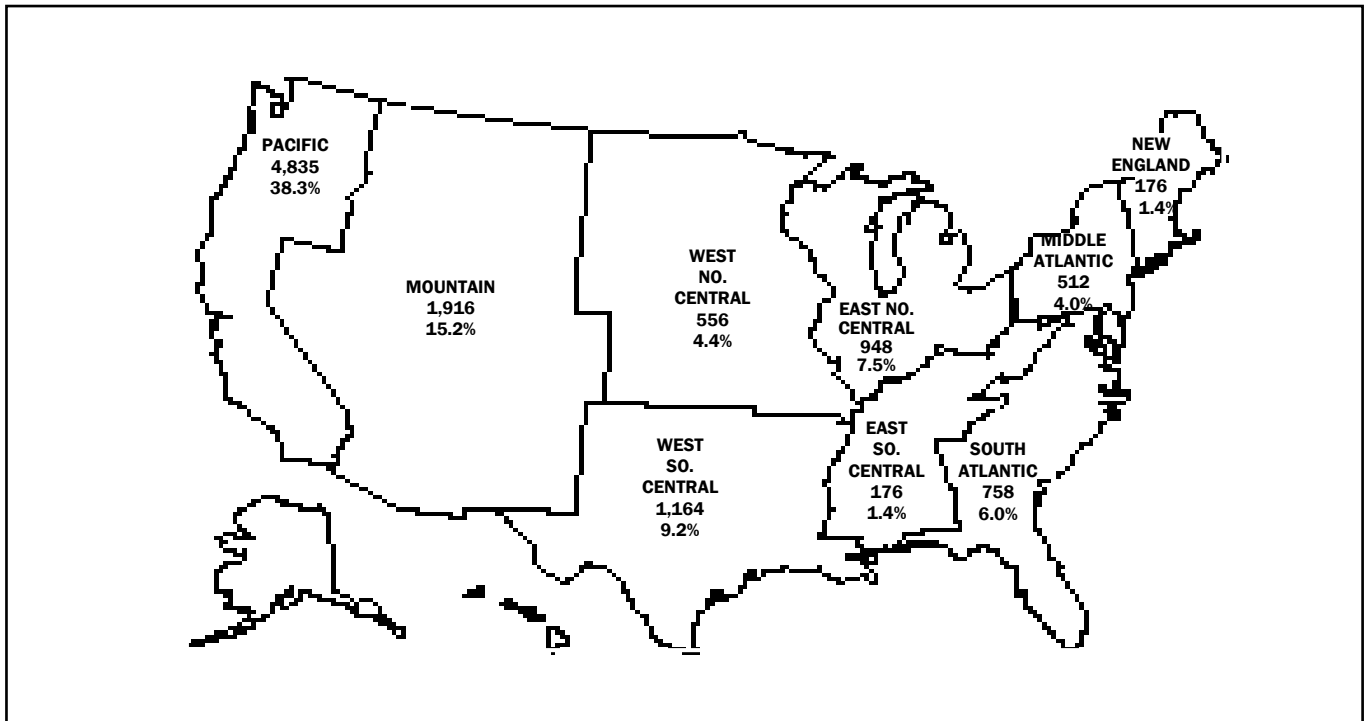
| 6. JOB CLASSIFICATION | | | |
|--|-----------------|------------------|--|
| JOB CLASSIFICATION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB CLASSIFICATION |
| Owner | 4,101 | 32.5 | 36.5 |
| Manager | 2,264 | 17.9 | 20.2 |
| Employee | 4,041 | 32.0 | 36.0 |
| Buyer | 820 | 6.5 | 7.3 |
| Total Attendees Identified by Job Classification | 11,226 | 88.9 | 100.0 |
| Total Attendees Not Identified by Job Classification | 1,402 | 11.1 | - |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 12,628 | 100.0 | 100.0 |

7. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

| State | TOTAL | PERCENT |
|-------------------------|------------|------------|
| NEW ENGLAND | 176 | 1.4 |
| Maine | 21 | |
| New Hampshire | 29 | |
| Vermont | 5 | |
| Massachusetts | 75 | |
| Rhode Island | 18 | |
| Connecticut | 28 | |
| MIDDLE ATLANTIC | 512 | 4.0 |
| New York | 262 | |
| New Jersey | 103 | |
| Pennsylvania | 147 | |
| EAST NO. CENTRAL | 948 | 7.5 |
| Ohio | 271 | |
| Indiana | 152 | |
| Illinois | 251 | |
| Michigan | 173 | |
| Wisconsin | 101 | |
| WEST NO. CENTRAL | 556 | 4.4 |
| Minnesota | 153 | |
| Iowa | 99 | |
| Missouri | 105 | |
| North Dakota | 25 | |
| South Dakota | 31 | |
| Nebraska | 52 | |
| Kansas | 91 | |
| SOUTH ATLANTIC | 758 | 6.0 |
| Delaware | 6 | |
| Maryland | 40 | |
| Washington, DC | 6 | |
| Virginia | 104 | |
| West Virginia | 8 | |
| North Carolina | 73 | |
| South Carolina | 23 | |
| Georgia | 103 | |
| Florida | 395 | |

| STATE | TOTAL | PERCENT |
|-------------------------|---------------|--------------|
| EAST SO. CENTRAL | 176 | 1.4 |
| Kentucky | 59 | |
| Tennessee | 56 | |
| Alabama | 38 | |
| Mississippi | 23 | |
| WEST SO. CENTRAL | 1,164 | 9.2 |
| Arkansas | 50 | |
| Louisiana | 55 | |
| Oklahoma | 86 | |
| Texas | 973 | |
| MOUNTAIN | 1,916 | 15.2 |
| Montana | 38 | |
| Idaho | 88 | |
| Wyoming | 25 | |
| Colorado | 274 | |
| New Mexico | 118 | |
| Arizona | 522 | |
| Utah | 176 | |
| Nevada | 675 | |
| PACIFIC | 4,835 | 38.3 |
| Alaska | 37 | |
| Washington | 341 | |
| Oregon | 190 | |
| California | 4,145 | |
| Hawaii | 122 | |
| UNITED STATES | 11,041 | 87.4 |
| INTERNATIONAL* | 1,587 | 12.6 |
| Total Attendees | 12,628 | 100.0 |

* All International Countries are listed on the next page.



| 8. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES | |
|---|----------------------|
| COUNTRY | TOTAL |
| Algeria | 1 |
| Argentina | 3 |
| Aruba | 3 |
| Australia | 11 |
| Austria | 2 |
| Bangladesh | 1 |
| Barbados | 6 |
| Bermuda | 1 |
| Brazil | 16 |
| Canada | 915 |
| Cayman Islands | 3 |
| Chile | 1 |
| China | 35 |
| Colombia | 9 |
| Costa Rica | 14 |
| Dominican Republic | 2 |
| Ecuador | 8 |
| El Salvador | 14 |
| France | 13 |
| Germany | 34 |
| Guam | 2 |
| Guatemala | 12 |
| Honduras | 6 |
| Hong Kong | 54 |
| India | 3 |
| Indonesia | 2 |
| Israel | 9 |
| Italy | 5 |
| Jamaica | 3 |
| Japan | 39 |
| Korea, Republic of | 24 |
| Lebanon | 1 |
| Luxembourg | 1 |
| Macau | 4 |
| Malaysia | 3 |
| Mauritius | 2 |
| Mexico | 164 |
| Netherlands | 4 |
| Netherlands Antilles | 7 |
| New Zealand | 1 |
| Nigeria | 6 |
| Norway | 11 |
| Panama | 7 |
| Peru | 1 |
| Philippines | 9 |
| Puerto Rico | 23 |
| Russian Federation | 2 |
| Saint Lucia | 1 |
| Singapore | 1 |
| South Africa | 1 |
| Sweden | 4 |
| Switzerland | 4 |
| Taiwan | 21 |
| Trinidad and Tobago | 8 |
| Ukraine | 1 |
| United Kingdom | 21 |
| Uruguay | 8 |
| Venezuela | 18 |
| Virgin Islands | 1 |
| Virgin Islands (British) | 1 |
| TOTAL INTERNATIONAL | 1,587 (12.6%) |



INTERNATIONAL VISION EXPO WEST

EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION

EDUCATION: September 21-25, 2011

EXHIBITION: September 22-24, 2011

ONSITE REGISTRATION FORM

PRIORITY CODE: OS

1. CONTACT INFORMATION

FIRST NAME LAST NAME

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)

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 — OOA
- N Ophthalmic Medical Personnel — CDT
- P Ophthalmic Medical Personnel — OOMT
- Q Ophthalmological Assistant — (non-certified)
- R Ophthalmological Resident
- S Optometrist
- T Optometric Technician
- U Optometric Resident
- V Student - Optometry
- W Student - Optician
- X Practice Manager
- Y Guest
- Z Other (please specify)

3. TYPE OF BUSINESS/PRACTICE

(Please check one.)

- A Chain/Department/Superstore
- B Independent Ophthalmological Practice
- C Independent Optometric Practice
- D Independent Optometric Practice Affiliated w/Corp. 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)

4. YOU ARE A/AN (Please check one.)

- A Owner C Employee
- B Manager D Buyer

6. I AM:

- A Female B Male

9. REGISTRATION TYPE

- EXHIBITS ONLY: \$75
- CONTINUING EDUCATION: Includes Exhibit Hall

10. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

| Standard Packages | Onsite |
|--------------------|--------------------------------|
| Package A-6 Hours | \$263 <input type="checkbox"/> |
| Package B-9 Hours | \$331 <input type="checkbox"/> |
| Package C-13 Hours | \$431 <input type="checkbox"/> |
| Package D-18 Hours | \$567 <input type="checkbox"/> |

| Total Office Packages | Total Office Pricing | |
|-----------------------|----------------------------------|-----------------|
| Package E-25 Hours | \$735 <input type="checkbox"/> | up to 4 people |
| Package F-35 Hours | \$945 <input type="checkbox"/> | up to 7 people |
| Package G-45 Hours | \$1,160 <input type="checkbox"/> | up to 10 people |

| A La Carte | Onsite |
|---|--|
| 1 Hour | \$100 <input type="checkbox"/> |
| 2 Hours | \$168 <input type="checkbox"/> |
| 3 Hours | \$194 <input type="checkbox"/> |
| 4 Hours | \$221 <input type="checkbox"/> |
| 5 Hours | \$252 <input type="checkbox"/> |
| *Optical Boot Camp* Level 1: 21-302-5 | \$230 <input type="checkbox"/> |
| *Optical Boot Camp* Level 2: 41-302-5 | \$167 <input type="checkbox"/> |
| *Contact Lens Boot Camp*: 31-302-5 | \$167 <input type="checkbox"/> |
| Management & Business Academy: MBAW | \$299 <input type="checkbox"/> |
| Lunch with the Experts Roundtable: 30-000-V | \$53 includes lunch <input type="checkbox"/> |
| *Non-refundable | |

| **Free Courses | ***Workshops |
|---|--|
| Women Ask for Directions: 43-507-V <input type="checkbox"/> | PAL Measurements: 21-305-5 — \$79 <input type="checkbox"/> |
| Medical & Scientific Theater Courses (specify course number) <input type="checkbox"/> | Boot Camp Spectacle Measurements: 24-305-5 — \$158 <input type="checkbox"/> |
| Cursos de Español: <input type="checkbox"/> (specify course number) 31-606-V, 32-606-V, 33-606-V, 41-606-V, 42-606-V, 43-606-V | Boot Camp Frame Adjusting & Repair: 31-305-5 — \$158 <input type="checkbox"/> |
| Optometry Student Offerings: <input type="checkbox"/> (specify course number) Networking Lunch: 20-605-V (includes lunch) Networking Lunch: 30-605-V (includes lunch) The Road to Successful Practice Ownership: MS-400-1 21st Century Optometry: MS-400-2 Money 101: MS-400-3 Student Networking Reception: MS-200-0 <input type="checkbox"/> | Boot Camp Basic Lensometry: 33-305-5 — \$158 <input type="checkbox"/> |
| Student Networking Party: 35-000-0 <input type="checkbox"/> | ***\$40 CE Registration processing fee applies if ONLY registering for workshops |
| **Registration required for free courses | |

11. LIST BELOW THE COURSES YOU WOULD LIKE TO TAKE (including free courses)

| WEDNESDAY Course | Fee | THURSDAY Course | Fee | FRIDAY Course | Fee | SATURDAY Course | Fee | SUNDAY Course | Fee |
|------------------|-----|-----------------|-----|---------------|-----|-----------------|-----|---------------|-----|
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

PROCESSING FEE: \$ GRAND TOTAL (9-11): \$

12a. METHOD OF PAYMENT

AMOUNT \$

CHECK ENCLOSED Payable to Reed Exhibitions

CHARGE TO: AMEX MasterCard VISA

CASH

12b. CARDHOLDER'S NAME (Please Print)

LAST 4 DIGITS OF ACCOUNT #:

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 can not 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.

Standard Package and/or A La Carte registrations can not be changed to Total Office Package Registrations and vice versa. Badge and photo ID required for admittance to each course.

IMPORTANT
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 <http://visionexpo.com> or call our Privacy Administrator at 1.888.306.2344, or from outside the U.S. at 1.203.840.5810.

CANCELLATION POLICY:
www.visionexpowest.com

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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 21 – 25, 2011 held 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