

EDUCATION: September 5-8, 2012 | EXHIBITION: September 6-8, 2012 | Sands Expo & Convention Center | Las Vegas, NV

## VISION EXPO WEST 2012 DELIVERS:

### OPHTHALMIC PROFESSIONALS READY TO BUY...

- 52% of attendees are involved in their company's purchasing decisions
- 60% of last year's attendees said they were likely to attend the event in 2011
- 51% of attendees have an independent Optometric Practice
- 37% of attendees have the job category/title of Optometrist

### THE RIGHT ATTENDEES THAT YOU ARE LOOKING FOR...

**Audited Attendance at the 2011 International Vision Expo West was 12,628**

Job Title:	Business Category:	Region:
Optometrists 24.1%	Independent Optometric Practice 48.6%	Pacific 38.3%
Optical Buyer 12.7%	Retail Optical Chain, 1-10 Locations 8.8%	Mountain 15.2%
Optician (Licensed or Certified) 10.7%	Independent Ophthalmological Practice 6.7%	International 12.6%
Practice Manager 7.5%	Wholesaler/Distributor 4.6%	West South Central 9.2%
Optician (Non-certified) 4.3%	Manufacturer 4.1%	East North Central 7.5%
Optometric Technician 3.6%	Laboratory 3.4%	South Atlantic 6.0%
Manufacturer's Representative 2.5%	Chain/Superstore Corp. Management 3.2%	West North Central 4.4%
Optometric Student 2.4%	Student 2.9%	Middle Atlantic 4.0%
Opticianry Assistant 2.0%	Multidisciplinary Practice 2.4%	East South Central 1.4%
Laboratory Manager 1.9%	Retail Optical Chain, 10+ Locations 2.1%	New England 1.4%
Ophthalmologist 1.0%		
(4.6% unanswered)*	(7.0% unanswered)*	

## GREAT RESOURCES FOR 2012...



### VISION MOBILE RETURNS

Reach consumers directly on their mobile devices as they navigate the show floor. This application allows appointment setting, access to Freeman information and agenda planning. In the program's inaugural year over 2,000 attendees opted in to receive text messages from exhibitors during the show.

### MY SHOW PLANNER

**INCREASED CONNECTIONS** - Access to qualified, opt-in sales leads who have selected your company and your products. Begin your conversation with buyers before the show even starts by updating your listing today.

**ADDED VISIBILITY** - Your company - Your products Your Services. All in front of your buyers when they are looking to buy.

**EASE & FLEXIBILITY** - Update or change your information as often or as little as you choose. Announce the launch of a new product. Add special show offers. Or just put a fresh look on your message.

### PR OPPORTUNITIES

The online press room offers an array of options. Post your press releases, schedule a press conference, flip through our PR how-to-guide or request a pre-registered media list.

### PROMOTE SHOW SPECIALS

Promote exclusive specials you'll be offering at Vision Expo West free of charge, driving additional traffic to your booth and generating more exposure for your company. We are also collecting a "what's new" show special of your company and products – anything from new licenses, research findings, technological advances, etc, that your company is looking to promote at this time. Submit your Show Specials FREE OF CHARGE online.



### FREE CUSTOMER INVITATION PROGRAM

Communicate your presence, building booth traffic, and save your customers \$75 on admission to the exhibit hall! Order your free customer invitations today at [www.visionexpoinvitations.com](http://www.visionexpoinvitations.com)

# HOW WILL VISION EXPO WEST 2012 DELIVER INDUSTRY PROFESSIONALS TO YOUR BOOTH?

## TARGETED MARKETING OUTREACH...

- **ADVERTISING:** Print ads to run in 30+ U.S. and International publications with 3 million + impressions, extensive editorial coverage and inclusions in industry leading e-newsletters, emails, and web banners.
- **DIRECT MAIL:** 300,000 impressions targeting every segment of the industry.
- **RELATIONSHIPS:** Leverage relationships with state optometric associations and key buying groups.
- **E-MARKETING:** Nearly 160,000 visitors to the Vision Expo West website.
- **FREE CUSTOMER INVITATION PROGRAMS:** Order free customized invitations including, evites, web banners, and printed tickets to send to your best customers and hottest prospects, inviting them to visit you at the show at no charge!
- **SHOW SPECIALS:** Promote your company's Vision Expo West exclusives to drive more traffic to your booth and gain added media exposure for your company. We are also collecting a "WHAT'S NEW" show special of your company and products – anything from new licenses, research findings, technological advances, etc, that your company is looking to promote.
- **GEOGRAPHIC PENETRATION** into core Markets: Northeast, Mid-Atlantic, South Atlantic, Midwest and International.
- **ACCESS TO INTERNATIONAL BUYERS** which represent 12.6% of our overall attendance, including: Canada, Hong Kong, Mexico, Italy, France, Colombia, United Kingdom, China, Japan, Guatemala and Brazil.

### Don't miss upcoming ads in:

- 20/20
- Vision Monday
- Vision Care Product News
- Ophthalmology Times
- Eyecare Business
- Optometric Management
- Eyecare Professional
- and many more...

Check out [www.visionexpowest.com](http://www.visionexpowest.com) to view our webcast featuring 2012 marketing programs

## EDUCATION AT VISION EXPO WEST 2012

Thousands of Ophthalmic Professionals travel to International Vision Expo West to experience the largest and most extensive conference in the world. Find the best value in continuing education through our all-inclusive courses created by our Conference Advisory Board and endorsed by various state associations.

Over **325 hours** of continuing education, including these exclusive courses...

- Clinical/Medical
- Visionomics
- Cursos de Espanol
- Student Sessions
- Frame Buyers Certificate Program
- Management & Business Academy
- Allied Health Personnel Education
- Optical Technology
- Board Certification Review
- Business Solutions
- Staff Training & Cross Training

### READY TO EXHIBIT? or just want more information?

Val Scott, Vice President of Strategic Accounts at [vscott@reedexpo.com](mailto:vscott@reedexpo.com) or call 203.840.5383

Mike Carlucci, Director of Sales at [mcarlucci@reedexpo.com](mailto:mcarlucci@reedexpo.com) or call 203.840.5625

Brett DeWeese, International Sales Director - Europe, Latin & South America at [bdeweese@reedexpo.com](mailto:bdeweese@reedexpo.com)/203.840.5341

Dave Tobin, International Sales Director - Asia, India & Australia at [dtobin@reedexpo.com](mailto:dtobin@reedexpo.com)/203.840.5919

Chris Domans, Sales Manager at [cdomans@reedexpo.com](mailto:cdomans@reedexpo.com) or call 203.840.5827

Diane Neff, Sales Executive at [dneff@reedexpo.com](mailto:dneff@reedexpo.com) or call 203.840.5440

Colleen Carey, Sales Executive at [ccarey@reedexpo.com](mailto:ccarey@reedexpo.com) or call 203.840.5441