

WHERE IT ALL COMES TOGETHER

Education.Fashion.Innovation.

✓ Vision Expo West 2016 Delivered:

OPHTHALMIC PROFESSIONALS READY TO BUY...

ATTENDEES

- 52%** ARE INVOLVED IN THEIR COMPANY'S PURCHASING DECISIONS
- 70%** OF 2016 ATTENDEES SAID THEY WERE LIKELY TO ATTEND THE EVENT IN 2017.
- 38%** OF ATTENDEES HAVE AN INDEPENDENT OPTOMETRIC PRACTICE
- 23%** HAVE THE JOB CATEGORY/TITLE OF OPTOMETRIST

THE RIGHT ATTENDEES THAT YOU ARE LOOKING FOR...

Audited Attendance at the 2016 International Vision Expo West was 12,464.

JOB TITLE:		BUSINESS CATEGORY:		REGION:	
Optometrist	24.5%	Independent Optometric Practice	46.6%	Pacific	37.3%
Frame Buyer	14.7%	Retail Optical Chain, 1-10 Locations	8.9%	Mountain	16.2%
Optician	14.5%	Independent Ophthalmological Practice	5.5%	International	12.8%
Practice Manager	9.0%	Wholesaler/Distributor	4.0%	West South Central	9.2%
Corporate Management	7.9%	Manufacturer	4.3%	East North Central	6.7%
Manufacturer's Rep	2.8%	Chain/Superstore Corp. Management	2.3%	South Atlantic	6.0%
Student	2.3%	Laboratory	2.2%	Middle Atlantic	4.6%
Lab	2.6%	Retail Optical Chain, 10+ Locations	1.6%	West North Central	4.4%
Ophthalmologist	1.0%	Multidisciplinary Practice	1.9%	East South Central	1.7%
				New England	1.1%



INTERNATIONAL VISION EXPO 2017

EDUCATION: SEPTEMBER 13-SEPTEMBER 16, 2017
 EXHIBITION: SEPTEMBER 14 - SEPTEMBER 16, 2017
 SANDS EXPO & CONVENTION CENTER | LAS VEGAS, NV

VisionExpoWest.com | #VisionExpo

✓ Great Resources for 2017:



LEAD RETRIEVAL

NOW INCLUDED IN YOUR BOOTH PACKAGE!
 Easily collect, qualify and download the contact details of customers you meet at Vision Expo West with the simple scan of a badge using the CompuLEAD Smart App. No need to collect business cards!

"Because of the mobile lead app, we collected more leads from Vision Expo East 2017 than we did at the five previous shows. Our entire team felt it was easier to use our own devices and even better that the app is included in our Booth Package!"

-Susan Manier, Marco Ophthalmic



INCREASED CONNECTIONS - Access to qualified, sales leads who have selected your company and your products. Begin your conversation with buyers before the show even starts!

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 as you choose. Announce the launch of a new product, add special show offers or just put a fresh look on your message.

READY TO EXHIBIT? or just want more information?

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✓ How will Vision Expo West 2017 Deliver Industry Professionals to your Booth?

TARGETED MARKETING OUTREACH...

- **ADVERTISING:** Digital and print ads in U.S. and International publications, extensive editorial coverage, and inclusion in industry leading e-newsletters, emails, web banners, and pay-per-click and remarketing campaigns.
- **SOCIAL MEDIA:** At Vision Expo East 2017, #VisionExpo generated 3M+ impressions across a variety of channels.
- **RELATIONSHIPS:** We've partnered with state optometric associations, key buying groups, and professional organizations who will have a prominent presence at the Show.
- **FREE CUSTOMER INVITATION PROGRAM:** Order free customized invites and web banners to send to your best customers and hottest prospects. Invite them to visit you at the show at no charge!
- **ACCESS TO INTERNATIONAL BUYERS** which represent 13% of our overall attendance, including: Canada, Hong Kong, Mexico, Italy, France, Colombia, United Kingdom, China, Japan, Puerto Rico and Brazil.

INTERNATIONAL VISION EXPO EDUCATES MORE OPTOMETRISTS THAN ANY OTHER EYECARE EVENT AND IS THE ONLY CONFERENCE WITH EDUCATION FOR ALL STAFF AT ALL LEVELS



320+ HOURS OFFERED
220+ COURSES OFFERED

Posterior Segment & Macular Degeneration	Global Contact Lens Forum	Dry Eye/Ocular Surface Disease
New Technology	Contact Lens	Glaucoma
Frame Buyer Certificate Program	Dispensing Essentials	Pediatrics, Systematic Diseases, & Neuro
Business Solutions	Best of ODs on FB	Spectacle Lens Expert Track
Vision Series	Hands-On Workshops	Scleral Lens Track

✓ More Great Resources for 2017:

RECOMMENDATIONS PROGRAM

With our Exhibitor Recommendations Program, we're referring your company to attendees who are looking for products and services like yours!

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 "New Products" show special of your company and products – anything from new licenses, research findings, technological advances, etc. Submit your Show Specials **FREE OF CHARGE** online.

MOBILE APP

Reach attendees 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.

Check out VisionExpoWest.com for more information.

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