



Executive Summit 2017

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INTERNATIONAL VISION EXPO 2017

Vision Expo West 2016 Attendance

- Attendance up 2%

ATTENDEES BY TITLE



25% DOCTOR
17% OPTICIAN/
PRACTICE MANAGER
15% BUYER



8% CORPORATE
MANAGEMENT
7% OTHER
STAFF
5% STUDENT



3% MANUFACTURER'S
REP
3% LAB
3% [Unlabeled]

	BUYER	EMPLOYEE	MANAGER	OWNER	TOTAL
Corporate Management	27	105	467	292	891
Ophthalmologist	2	11	3	76	92
Optical Buyer	474	140	166	412	1,192
Optician, Licensed or Certified	64	504	191	223	982
Optician, Non-Certified	25	603	52	22	702
Optometrists	24	646	51	2,146	2867
Practice Manager	17	110	838	109	1,074
Retail Buyer	200	78	52	168	498
TOTAL	833	2,197	1,820	3,448	8,298

*based on 3 years



953
OPTIMUM PROGRAM
(SENIOR-LEVEL, HOSTED BUYERS)

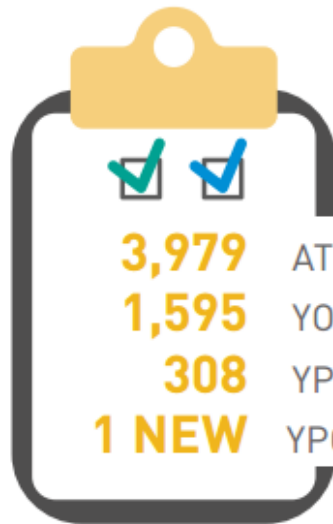
600 \$1M+ OD/BUYER
282 VM TOP 50
251 ODs



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Vision Expo West 2016 Attendance

- Millennial attendance up 10% in 2016



NEXT GENERATION

3,979

ATTENDEES UNDER 34 YEARS OLD

1,595

YOUNG PROFESSIONALS CLUB MEMBERS (YPC)

308

YPC MEMBERS ATTENDED (255 OPTOMETRISTS; 53 OTHER)

1 NEW

YPC ADVISORY GROUP



2016 STUDENT VERIFIED ATTENDANCE

432

OD

119

OPTICIAN

36

PRE-OPTOMETRY

25

FASHION

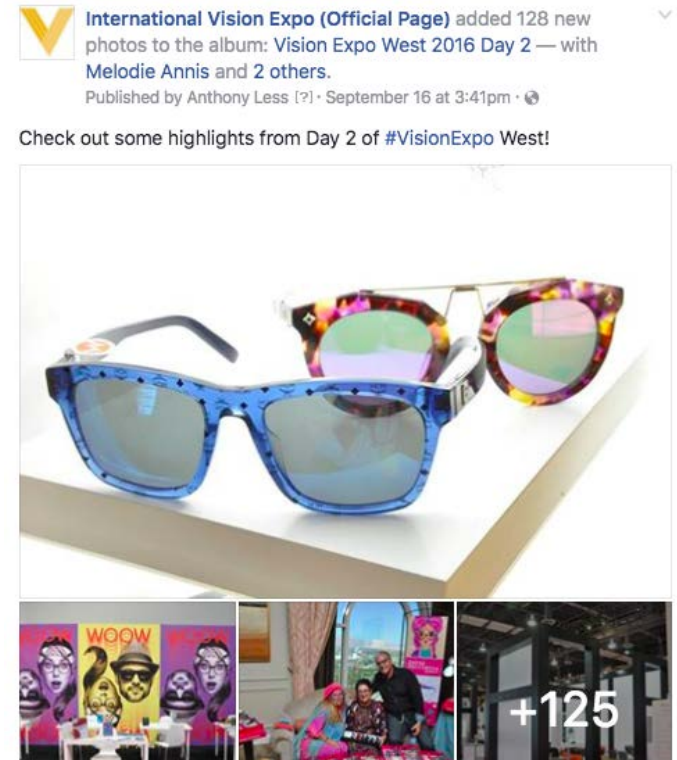
55

OTHER

754 TOTAL

Initiatives at Vision Expo West 2016

- Live streams of pop up talks, exhibitors, celebrity appearances, events from the show floor
- Set New Social Media Records:
 - 700% increase in Facebook engagement over 2015
 - More than 30% increase in Twitter impressions.
 - The official show hashtag, #VisionExpo, was used more than 4,500 times
 - 20k+ people viewed the official Vision Expo Snapchat filter





Pop Up Talks at Vision Expo West

A new opportunity for attendees to learn, network and discuss relevant topics in an intimate and dynamic format right on the show floor.

- Fashion/business topics with media partners in The Galleria Lounge
- Topics for young professionals in the Learning Lounge
- Panels for students and young professionals in the NewGradOptometry booth

Topics included:

- **Fall's 5 Biggest Eyewear Fashion Trends** with *Eyecare Business*
- **The Making of America's Finest Optical Retailer** with *INVISION*
- **How to Become the Practice Rockstar** with YPC Advisory Group member Jordan Edwards
- **The Essential Money Conversation for Optometry Students** with YPC Advisory Group member Quy Nguyen, OD





What's New at Vision Expo East 2017

Google Talks in the New Marketing Stadium

The new Marketing Stadium on Sunday, April 2, 2017 from 10am – 4pm will feature FREE, 20 minute learning presentations all day. Learn how to utilize Google digital products to grow your eye care business.

Google Partners Connect Event & VIP Cocktail Party

The web gives every business a chance to succeed. Attendees will get an opportunity to collaborate with an expert on how to get your business thriving on the web.

Dispensing Showcase/Profit Center Exhibitor Collection

To drive continued innovation, a new incubator concept on the show floor will showcase cutting-edge concepts from exhibitors. This year's exhibit space will illustrate how to increase profitability through new fixtures, displays, specialty frames, lab and low vision products.

Innovative Technology Showcase

In collaboration with the organizers of Augmented World Expo, the Innovative Technology Showcase offers a complimentary platform for Augmented World Expo exhibitors to showcase their new and innovative product transforming the optical world.

What's New at Vision Expo East 2017

New Designers Gallery

The New Designer Pavilion features emerging, up-and-coming designers in an elegant and fresh environment.

Boutique Buyer VIP Panel - 'Independent's Day'

A dynamic panel of suppliers and buyers representing the uber-chic and aspirational high-end eyewear category. Discover the opportunities with these products and strategies for curating a high-end inventory, pricing and positioning strategy and hear luxury selling tactics to accelerate sales.

Fashion Shows

Attendees can watch the show floor become a runway with pop up fashion shows featuring the latest eyewear trends that buyers and ECPs can find throughout the exhibit hall.

Education Programs

New Vision Series format; expanded Scleral Lens Track including a hands-on workshop; Intrepid Talks featuring next generation of industry leaders; new Blue Light sessions; new, retail-focused Manager's 'To-Do-List' mini-track

Pop Up Talks at Vision Expo East 2017

SocialEYEzing with Style with *20/20*

We Need to (Pop Up) Talk: Defining the Relationship and Why It's Important with *INVISION*

Spring's 5 Biggest Eyewear Fashion Trends with *Eyecare Business*

Those Frames Cost How Much? Selling High End Eyewear with Ease with Margot Lanham, Sales Manager, ABOC, Ulla Eyewear

Fashion Happens at Every Price Point! with Jordan Edwards, District Manager, ABOC, The EyeDoctors

Bricks & CLICK: Social Media Meets Optical on Main Street with *Vision Monday*

Smart Eyewear: What You Need to Know with First Vision Media Group, Inc.

Pop up talks from members of the YPC Advisory Group with solutions to the topics that keep students and young professionals up at night.

