

# Show Committee The Ritz Carlton South Beach, FL

Wednesday, January 26, 2011

9:00 am – 12:00 pm

## Today's Agenda

- Roll Call & Approval of Minutes
- Vision East 2012 Stats
- Action Items From Previous meeting
  - > 2013 Day Pattern Discussion
  - > Vision Expo West Galleria/Suite Concept
  - > OLA Attendance Overview
- 2012 Program Update
  - > Purchase Incentive program
  - > Student program
  - > International TAP Program
- Partner Programs

# Vision Expo East 2012 Stats Update

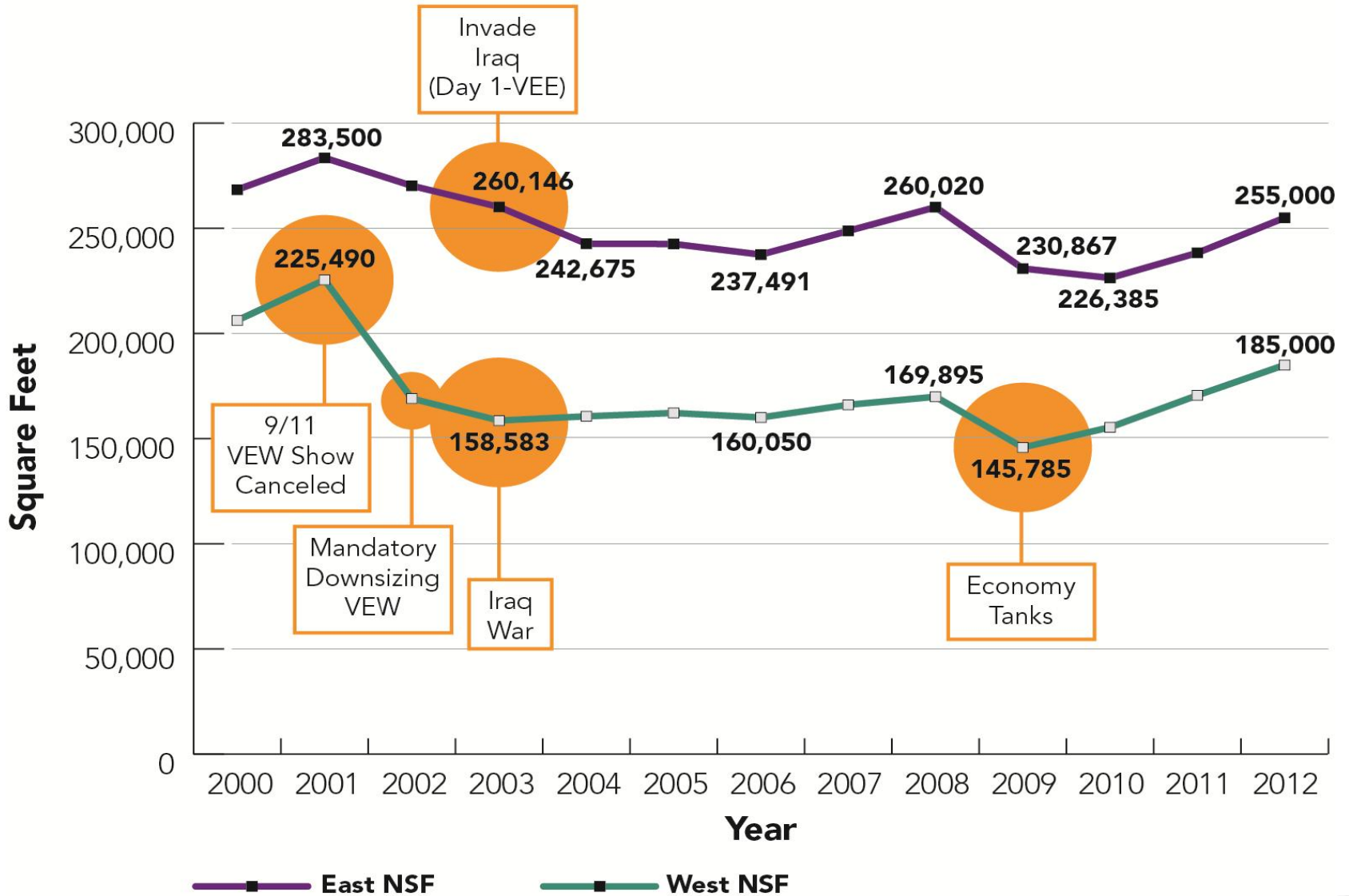
Deb Castor & Tom Loughran

## Vision Expo Data Perspective

- **STRONG NSF sales for continue for both events**
  - > East 2012 – 243,506 sold to date vs. 228,469 LY
  - > West 2012 – 139,511 sold to date vs. 118,566 LY

|                    | 2012                      | 2011    | 2010    | 2009    | 2008    | 2007    | 2006    |
|--------------------|---------------------------|---------|---------|---------|---------|---------|---------|
| <b>Vision East</b> |                           |         |         |         |         |         |         |
| <b>NSF Budget</b>  | 255,000                   | 237,000 | 220,000 | 225,000 | 249,500 | 237,500 | 238,000 |
| <b>NSF ACTUAL</b>  | <b>243,506</b><br>to date | 238,304 | 226,385 | 230,867 | 260,020 | 248,745 | 237,491 |
| <b>Vision West</b> |                           |         |         |         |         |         |         |
| <b>NSF Budget</b>  | 185,000                   | 162,700 | 145,000 | 140,000 | 169,000 | 160,500 | 165,000 |
| <b>NSF ACTUAL</b>  | <b>139,511</b><br>to date | 170,580 | 155,381 | 145,785 | 169,895 | 166,066 | 160,050 |

## Vision Expo East vs Vision Expo West NSF Trend



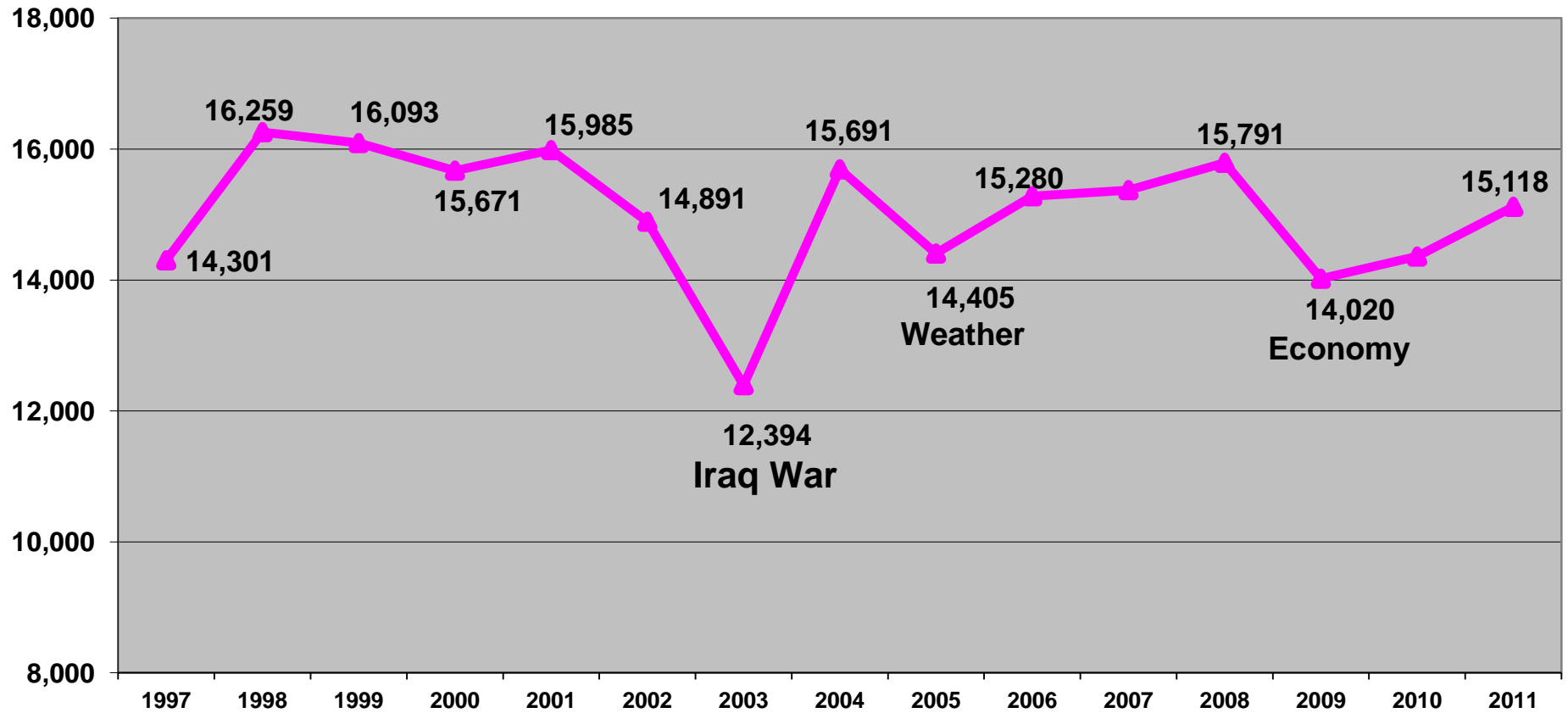
## Vision Expo East 2012

|                   | <b>2012<br/>PROJ</b> | <b>2011</b>   | <b>%<br/>Chg<br/>11 -<br/>10</b> | <b>2010</b>              | <b>%<br/>Chg<br/>10 -<br/>09</b> | <b>2009</b>              | <b>%<br/>Chg<br/>09 -<br/>08</b> | <b>2008</b>              | <b>%<br/>Chg<br/>08 *<br/>07</b> | <b>2007</b>              |
|-------------------|----------------------|---------------|----------------------------------|--------------------------|----------------------------------|--------------------------|----------------------------------|--------------------------|----------------------------------|--------------------------|
| NSF               | 255,000              | 238,304       | 5%                               | 226,385                  | -2%                              | 230,867                  | -11%                             | 260,020                  | 5%                               | 248,745                  |
| Total Co's        | TBD                  | 514           | 2%                               | 506                      | -12%                             | 448                      | -10%                             | 497                      | -6%                              | 526                      |
| Retention         | TBD                  | 82%           | 12%                              | 70%                      | -4%                              | 74%                      | -7%                              | 81%                      | -2%                              | 83%                      |
|                   |                      |               |                                  |                          |                                  |                          |                                  |                          |                                  |                          |
| <b>Attendance</b> | <b>TBD</b>           | <b>15,118</b> | <b>5%</b>                        | <b>14,359</b><br>Audited | <b>3%</b>                        | <b>14,020</b><br>Audited | <b>-11%</b>                      | <b>15,791</b><br>Audited | <b>3%</b>                        | <b>15,374</b><br>Audited |
|                   |                      |               |                                  |                          |                                  |                          |                                  |                          |                                  |                          |

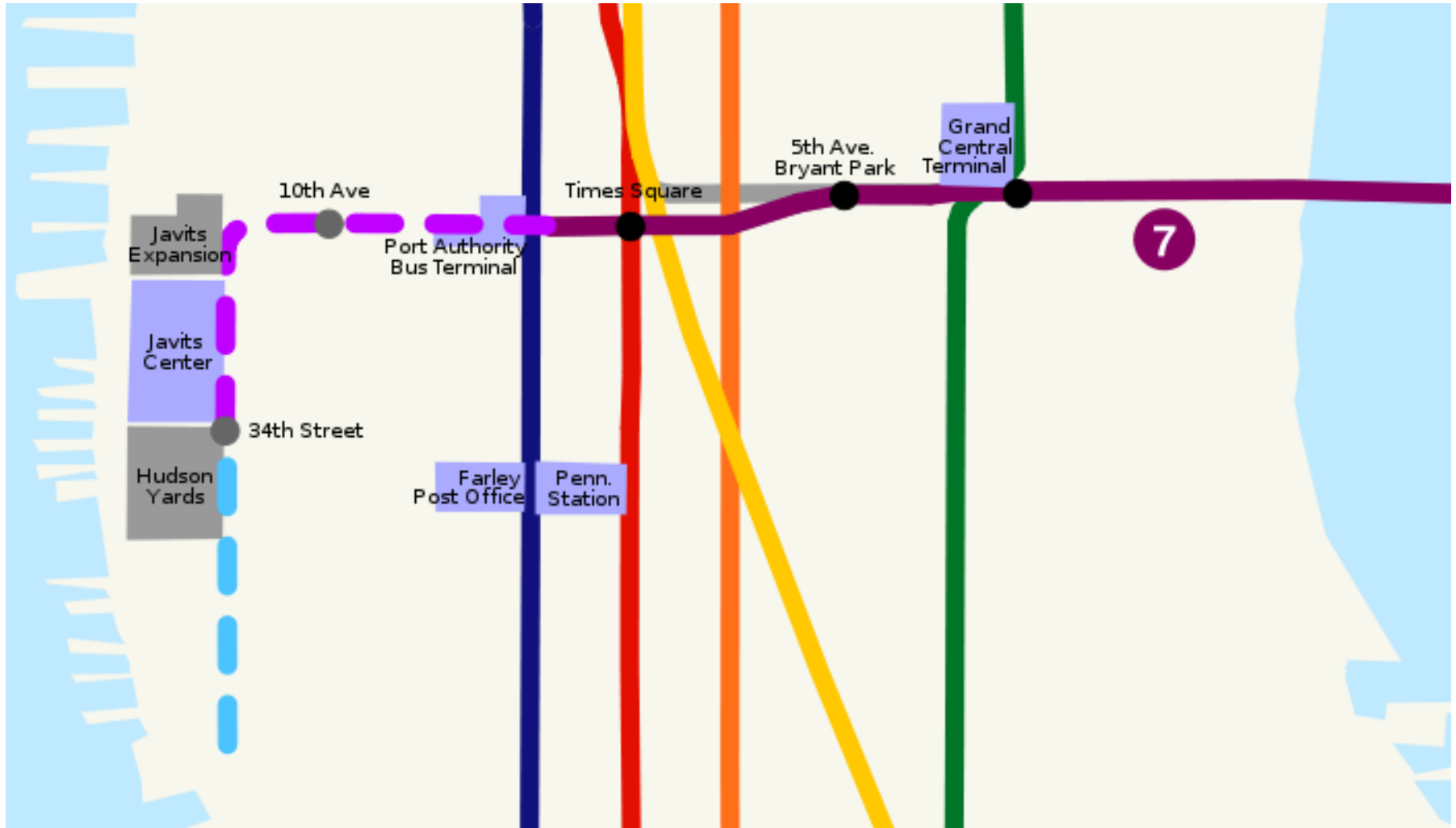
## Vision Expo East Pre-Registration 9 Weeks Out

|                                    | <b>2012</b>  | <b>%<br/>Change</b>               | <b>2011</b>              | <b>2010</b>              | <b>2009</b>              | <b>2008</b>              | <b>2007</b>              |
|------------------------------------|--------------|-----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Show floor                         | <b>3,934</b> | <b>+126% (11)<br/>- 28% (10)</b>  | <b>1,738</b>             | 5,508                    | 5,211                    | 5,165                    | 5,219                    |
| Conference                         | <b>495</b>   | <b>+293%</b>                      | <b>126</b>               | 74                       | 88                       | 329                      | 197                      |
| Total Pre-<br>registration         | <b>4,429</b> | <b>+ 137% (11)<br/>- 20% (10)</b> | <b>1,864</b>             | 5,582                    | 5,299                    | 5,494                    | 5,416                    |
|                                    |              |                                   |                          |                          |                          |                          |                          |
| <b>Final Pre-<br/>Registration</b> | <b>TBD</b>   |                                   | <b>19,824</b>            | 20,582                   | 19,543                   | 23,153                   | 21,259                   |
| <b>FINAL<br/>ATTENDANCE</b>        | <b>TBD</b>   |                                   | <b>15,118</b><br>audited | <b>14,359</b><br>audited | <b>14,020</b><br>audited | <b>15,791</b><br>audited | <b>15,374</b><br>audited |

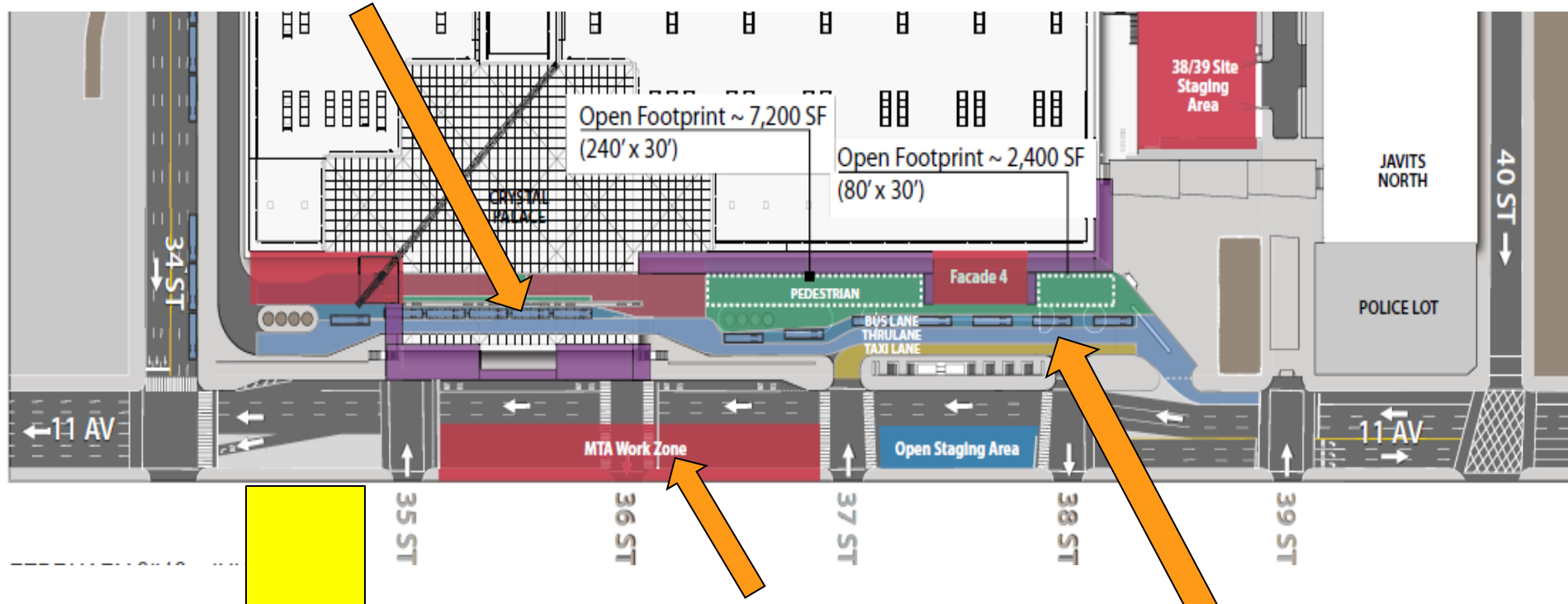
# Vision Expo East Attendance Trends 1997 – '2011



# Subway Project



# HAND CARRY outside Crystal Palace closed



**Subway Stop**

**FURTHEST** lanes from Javits will be closed off to traffic

**Bus & Taxi Area**

## Subway Project

### EXHIBITORS NEED TO KNOW FOR VISION EXPO EAST

- Exhibitor hand-carry and shuttle bus transportation will remain in the north end of inner roadway
- Hand carry will not be permitted on 11th Avenue due to the new traffic pattern
- Exhibitor hand-carry procedures and time limits will be strictly enforced
- ACTION ITEM: Vision Expo to include in exhibitor pre-show newsletters

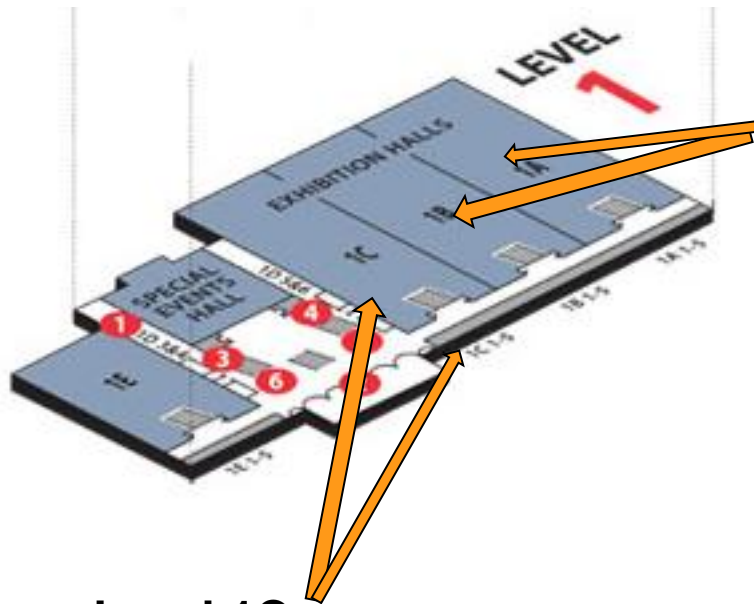
# November 29 Mtg Action Item Updates

Deb Castor & Tom Loughran

## Action Item: VEE 2013 Day Pattern Discussion

- NYCRR Half marathon overlaps Sunday of East 2013
  - > Potential loss of drive in traffic
  
- Ramifications of changing show to Thurs – Sat Day pattern
  - > Reed confirmed we can go dark on Sunday and delay move out until Monday without OT incurred for move out
  - > Exhibitors **cannot move** out small booths on dark days
  - > Exhibitors **WILL** incur additional security charges to oversee freight on dark day
  - > Exhibitor/EDC personnel **WILL** have to pay for hotel and other expenses to stay in NYC for a dark day
  - > Exhibitors **WILL** incur OT charges on **shortened move-in**





## Level 1A & 1B

- **No move-in access until Wed at 2:00am**
- Contracted for Wed. 4/13 – Tue. 4/19

Current location of Continuing Education, Medical & Scientific Pavilion and part of Lenses & Processing Technology Pavilion

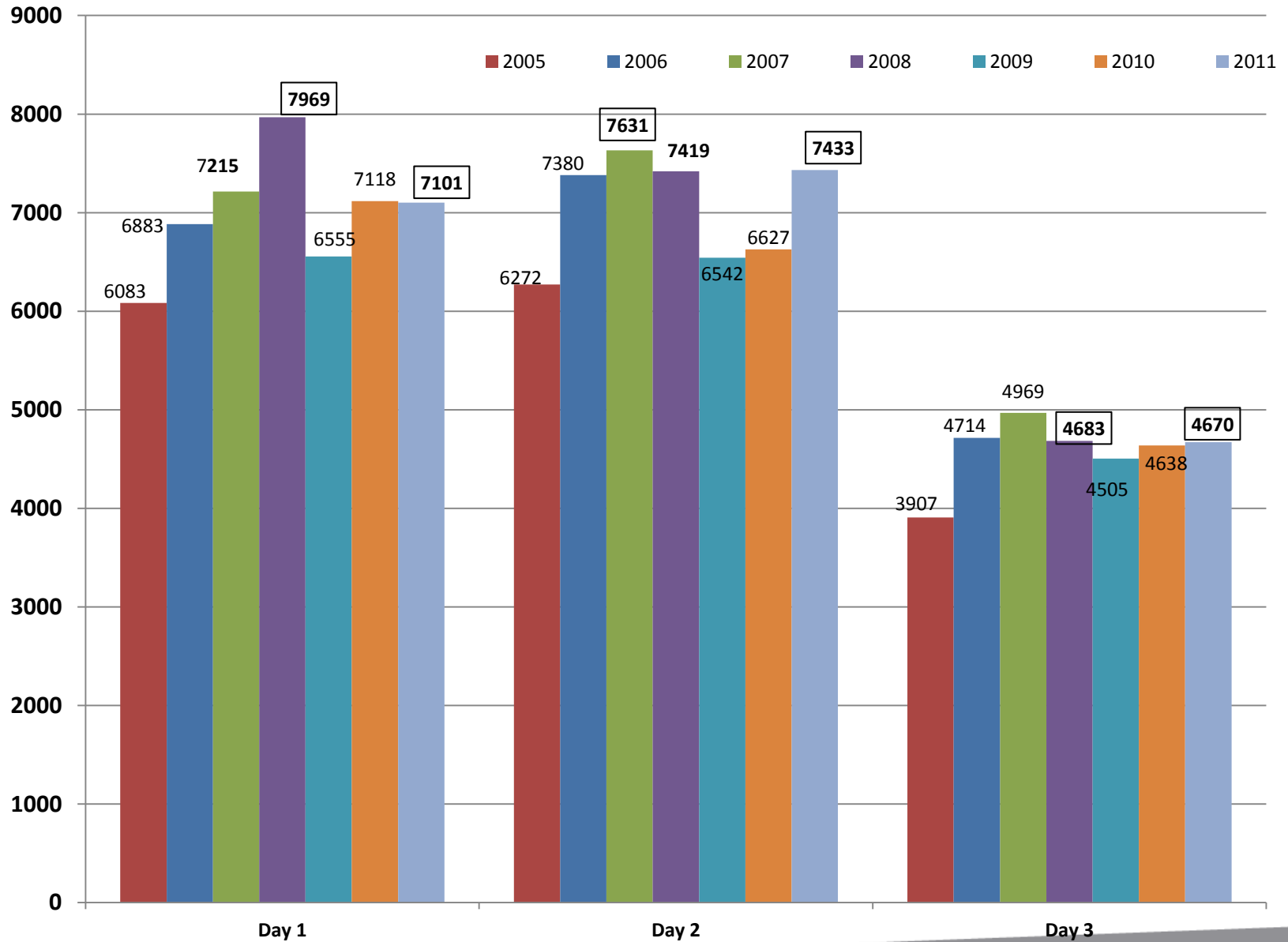
## Level 1C

### ▪ **Regular MOVE-IN**

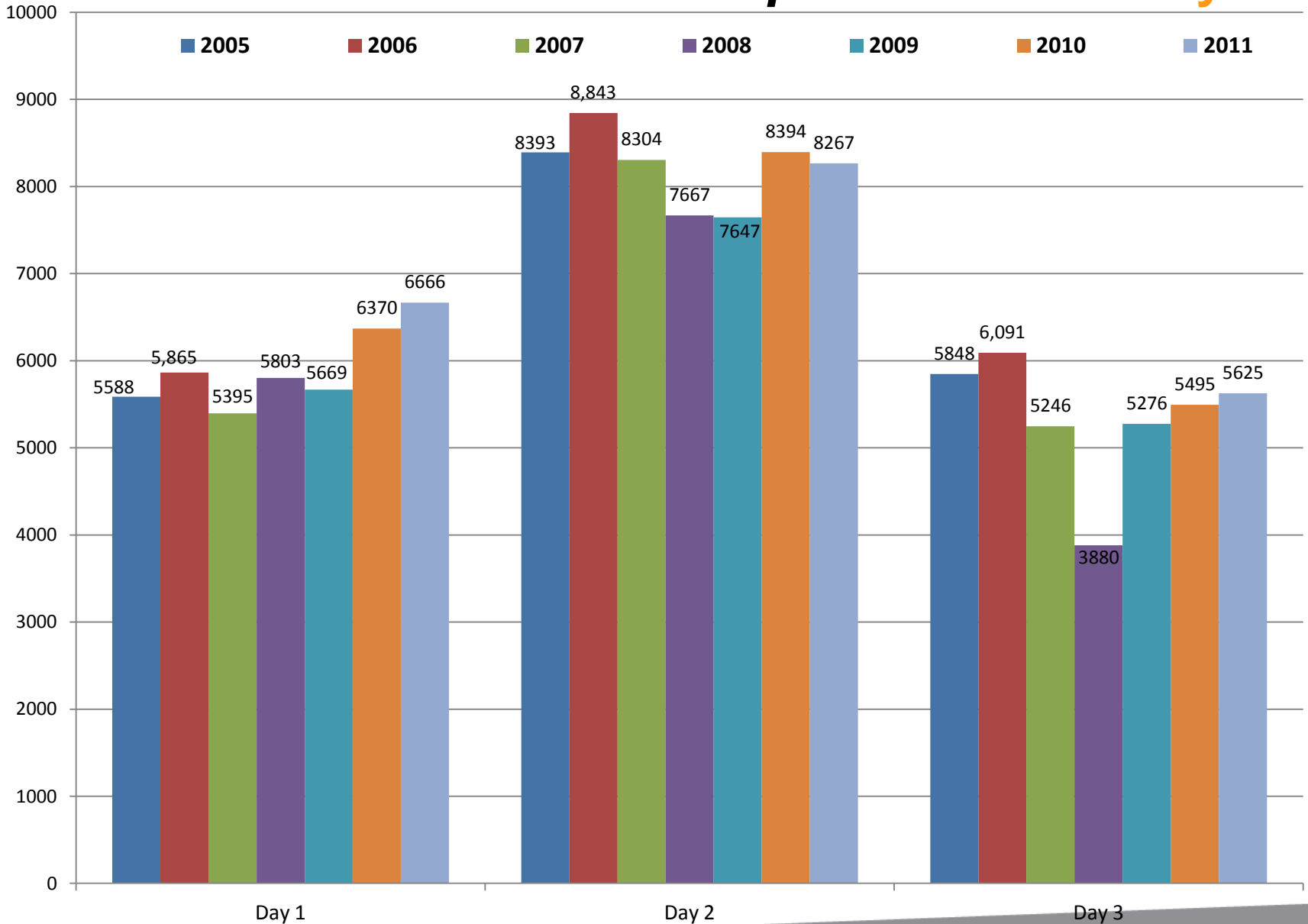
- Contracted for Mon. 4/11 – Tues. 4/19
- 1C 03-05 additional meeting rooms contracted for Wed. 4/13 – Sun 4/17

Current location of Lenses & Processing Technology

# Vision Expo East Traffic by Day



# Vision Expo West Traffic by Day



## Action Item: VEE 2013 Day Pattern Discussion

### VEE 2014 – 2016 Show Dates are in APRIL!

NYCRR Half Marathon historically 3<sup>rd</sup> weekend in March

| Year | Dates              | Holiday  |
|------|--------------------|--|
| 2012 | March 23 – 25      | Passover 4/7; Good Friday 4/6; Easter 4/8                        |
| 2013 | March 15 – 17      | St. Paddy Day 3/17; Passover 3/26; Good Friday 3/29; Easter 3/31 |
| 2014 | April 4 – 6        | Passover 4/14; Good Friday 4/18; Easter 4/20                     |
| 2015 | April 20 - 22      | Good Friday 4/3; Passover 4/4; Easter 4/5                        |
| 2016 | April 15 - 17      | Good Friday 3/25; Easter 3/27; Passover 4/23                     |
| 2017 | March 31 - April 2 | Passover 4/11; Good Friday 4/14; Easter 4/16                     |

## Action Item: VEE 2013 Day Pattern Discussion

### Recommendations:

- Keep Fri – Sun day pattern
- Embrace marathon by creating a team
  - > Create a team for charity
  - > Guaranteed entry into the race
    - » *Typically an application process*
  - > Vision Expo to promote to exhibitors and attendees
  - > Fundraising fee covered by Vision Expo



## Action Item: VEW Galleria/Suites Revamp Status

- VEW 2012 – A group has first option on ballrooms
  - > VEW asked for first right of refusal for West 2012
  - > Will know by Feb
- Working on concepts & pricing
- Obstacles to overcome - \$\$\$\$\$



## Action Item: OLA Member Attendance Data

- Universe: 1,162
- 220 attended OLA Annual Meeting (147 attendees/73 exhibitors)
- Attendees at Vision Expo – Not at OLA
  - > 121 attended Vision Expo but NOT the OLA Meeting
  - > 427 attended with business type = Laboratory (surfacing or other) who are potential lab education attendees
- Note: OLA members surveyed – 93 responded
  - > 82 (88%) aware of Annual Meeting
  - > 57 (61%) find it valuable
  - > Only 30 (32%) are habitual attendees

## Vision Expo WEST 2012 Update

- Show Dates Sept. 6 – 8 (Labor Day 9/3; RH 9/17 – 18; YK 9/26 )
- West 2004 same date pattern:
  - > Action Taken: Move-in dates were modified for additional days.
    - » Move-in began Friday
    - » Saturday and Sunday rates were time and a half
    - » Monday went dark due to the holiday
    - » Tuesday and Wednesday were straight
    - » Exhibitors scheduled for Sunday at 8:00 am had opportunity for Friday move-in at straight time.
- West 2012: Show Dates Sept. 6 – 8 (Labor Day 9/3)
  - > Placed Friday, August 31 and Saturday, September 1 on hold for move-in. Working out financials.

# 2012 Program Update

Angela Harar & Diane Tiberio

## “Incentive to Purchase” Program

- \$500 reimbursement for first-time ODs attending East 2012 on purchases of \$5,000 or more
- OD Criteria: Have not attended East or West in past 5 yrs; one per person
- \$20,000 Total Reimbursements Available
- First 40 ODs to claim reimbursement
- Invoices to be presented on-site at Optometry Club and reimbursement will be mailed within 15 days of validation
- Multiple pre-show marketing efforts to announce program
- Winners will agree to be included in post show marketing

## International Program Status Update

- Extensive Prospect List Created
  - > 599 listings /44 VIP Priority/132 High Priority
- Identified top 10 countries
  - > 1) Mexico 2) Brazil 3) UK 4) France 5) Argentina
  - > 6) Middle East 7) India 8) Russia 9) Germany 10) Spain
- Completed Exhibitor survey and calls
- Completed Int'l Attendee survey

## International Program Status Update

- Exhibitor Surveyed
  - > 16 completed survey, 22 called
- Findings
  - > Most large exhibitors are set up to meet with international buyers
    - » *Most have a Latin American sales team and/or Spanish speaking sales reps at their booth*
  - > An increasing amount of medium size exhibitors are set up on a basic level and willing to meet with international buyers.
    - » *Many (but not all) are looking to expand their international business*
  - > IMPT: Even though most exhibitors say they are ready, for many, it is only on a basic level.

## International Program Status Update

- Attendee international needs assessment completed
  - > Responses from 30 international attendees (excluding Canada) planning to attend East 2012
  - > 40% European/18% Asian including India/6% Brazil and Colombia
  
- Key Findings
  - > More than half
    - » Arrive 2 days prior to opening/Leave on Sunday
    - » Like the idea of Friday networking event
    - » Spend time shopping in NYC (sightseeing, museums & shows)
  - > 1/3 attend by themselves. (family/colleagues travel companions.
  - > Three in four are comfortable speaking English

# Professional Partnership Program Update

Diane Tiberio

## Partnership Program Benefits

- Increase quantity and quality of buyers
- Expand relationships with current partners
- Develop new partnerships
- Extend attendee prospecting in states/regions
- Provide added exposure for exhibitors
- Increase brand value as the meeting place for the industry
- International expansion: Canada, Latin America & Europe

## Sample of Partner Participation – See Handout

- **Optometric Associations**
  - > NYSOA - NY State Optometric Association
  - > NJSOP - New Jersey Society of Optometric Physicians
  - > POA - Pennsylvania Optometric Association
- **Professional Organizations**
  - > ABO/NCLE – Am. Board of Opticianry & Nat'l Contact Lens Examiners
  - > NAO - National Academy of Opticianry
  - > Ocular Nutrition Society
  - > Ocular Surface Society
- **Alliances/Buying Groups**
  - > The Alliance Buying Group
  - > C&E Vision Buying Group
  - > IDOC – Independent Doctors of Optometric Care
  - > OD Excellence
  - > Villavecchia Buying Group
  - > Vision Management Group
  - > Vision Source

## Sample of Program Features – See Handout

### ▪ **Exhibit Hall**

- > Free Exhibit Hall Reg
- > Custom member registration page/weblinks
- > Club Vision lounge/lunch
- > Dedicated registration counters
- > Space for hospitality/networking function
- > Orientation breakfasts

### ▪ **Content/Education**

- > Discount on CE
- > Meeting rooms/space for member education/seminars
- > Conference brochure mailing with branded cover letter
- > Conference brochure advertising
- > Speaker / content in education program

### ▪ **VIP BUYERS**

- > 'Concierge Assistance' for registrations
- > Face-to-face site visits
- > OPTimum Club membership for qualifying members
- > Exhibitor tours/introductions
- > Hosting/Stipends for qualifying members

## 2011 Results

- **VEE12 = 31 / 7 New**
  - VEE11 - 18 Partners
    - > 3,583 attendees / 24% overall attendance
    - > 1,400 new
  - VEW11 – 19 Partners / 4 New
    - > 2,690 attendees / 21% overall attendance
    - > 1,041 new
- 
- Optometric Associations
    - > VE11 = 4                      VEW11 = 2                      VEE12 = 6
  - Professional Organizations
    - > VEE11 = 7                      VEW11 = 6                      VEE12 = 7
  - Alliances/Buying Groups
    - > VEE11 = 7                      VEW11 = 11                      VEE12 = 18

## 2012 What's New

## What's New 2012

- Level 1
  - > LPT, M&S, Low Vision, CE
  - > Lounge areas at back of show floor
  - > Specialty signage
  - > Optometry Club
- North Concourse (Shuttle bus drop off area)
  - > Registration: Exhibition hall, Continuing education, NYSOA/POA, OPTimum, International and OD Students
  - > Atrium build out and access to new French Loft
  - > Updated carpet, signage and other decor
- Crystal Palace
  - > Registration: Exhibitors, Press and Express Badge

## What's New 2012 – Traffic Drivers & Special Events

- Optometrists
  - > Purchase Incentive Program (previously reviewed)
  - > Vision Source Experience & Cocktail event
  - > Saturday OD Boxed Lunches
  - > Friday/Saturday extended Doctorfest
  
- Technology
  - > Bizy “Groupon” offers
  - > Blogger Station
  - > Tweetup
  - > Vision Search: Job Search Meet & Greet Breakfast
  - > Cell phone charging stations
  - > QR Codes in Vision Mobile and New Product Gallery voting

## What's New 2012 – Traffic Drivers & Special Events

- Education
  - > French language sessions in conjunction with OSI
  - > Jobson Contemporary Man Panel
- International Visitor Reception
- OWA
  - > Busing to Standard Hotel for Friday event
  - > Toast on Saturday afternoon
- Students
  - > Improved/easier registration
  - > Expanded education and events for OD students
  - > Optician scholarships and marketing via NFOS
  - > In school representation