



**2009 INTERNATIONAL VISION EXPO EAST SHOW REGISTRATION LIST**

Eyewear and eyecare products and services for the ophthalmic profession.

**20,188 Registrants**

<b><u>Business Category:</u></b> (additional \$10/per thousand)			<b><u>Quantity</u></b>
A	( )	Chain/Superstore Corp. Management	596
B	( )	Independent Ophthalmological Practice	2126
C	( )	Independent Opticianry Chain, 1-5 locations	2701
D	( )	Independent Opticianry Chain, 6-10 locations	149
E	( )	Independent Opticianry Chain, 10+ locations	184
F	( )	Independent Optometric Practice	6080
G	( )	Laboratory	599
H	( )	Manufacturer	1150
J	( )	Multidisciplinary Practice	654
K	( )	Retail Optical Chain, 1-5 locations	1506
M	( )	Retail Optical Chain, 6-10 locations	132
N	( )	Retail Optical Chain, 10+ locations	459
P	( )	Superstore Outlet	58
Q	( )	Wholesaler/Distributor	1503

<b><u>Title/Position:</u></b> (additional \$10/per thousand)			<b><u>Quantity</u></b>
A	( )	Buyer	4560
B	( )	Laboratory Manager	426
C	( )	Laboratory Technician	319
D	( )	Manufacturer's Representative	764
E	( )	Optician, Licensed or Certified	3034
F	( )	Optician, Non-Certified	816
G	( )	Opticianry Assistant	730
H	( )	Ophthalmologist	358
J	( )	Ophthalmic Medical Personnel – COA	82
K	( )	Ophthalmic Medical Personnel – COT	31
M	( )	Ophthalmic Medical Personnel – COMT	37
N	( )	Ophthalmological Assistant (non-certified)	154
P	( )	Ophthalmological Resident	22
Q	( )	Optometrist	3113
R	( )	Optometric Technician	557
S	( )	Optometric Resident	20
T	( )	Optometric Student	460
U	( )	Practice/Business Manager	1488
V	( )	Other	2698

**If you want information on this list or assistance in tailoring these names to your next Mailing, contact Rick Tutunjian at 203-840-5918.**

**Counts are registrants only and do not include exhibitors. Only those names with complete information are used for list rental.**

# List Order Form



## International Vision Expo/East (2009)

<u>EXHIBITOR PRICING</u>	<u>NON-EXHIBITOR PRICING</u>
\$135/per thousand base price Minimum order \$500 <b>(post-show 2009 or pre-show using 2010 names)</b> \$100/per thousand base price Minimum order \$250 <b>(pre-show, using 2009 names for 2010 event)</b>	\$170/per thousand base price Minimum order \$750 <b>*sample mail piece must be approved*</b>
<b><u>ADDITIONAL FORMAT PRICING:</u></b> <input type="checkbox"/> Electronic File \$50/flat fee <input type="checkbox"/> Key Coding \$2/per thousand <input type="checkbox"/> Pressure Sensitive Labels \$20/per thousand (\$75 Minimum order)	<b><u>E-MAIL LIST RENTAL:</u></b> Base price \$405/per thousand Minimum order \$1000 (All transmissions processed by Reed Exhibitions)
<b><u>ADDITIONAL SELECTION PRICING:</u></b> State/SCF/5 digit zip code \$ 10/per thousand Business/Job (where available) \$ 10/per thousand Product (where available) \$ 15/per thousand Phone Numbers \$100/per thousand	<b><u>SPECIAL INSTRUCTIONS:</u></b> <hr/>
<b><u>Ship Via: (Shipping/Handling additional)</u></b> <input type="checkbox"/> 1-day <input type="checkbox"/> 2-day <input type="checkbox"/> Ground <input type="checkbox"/> Email File	<b><u>PLEASE NOTE:</u></b> <ul style="list-style-type: none"> <li>♦ A sample mailing piece and a letter of agreement is required to complete this order.</li> <li>♦ Your order will ship within 3-5 days.</li> <li>♦ Pre-payment must be submitted with order.</li> <li>♦ Prices are subject to change without prior notice.</li> </ul>

(Date) \_\_\_\_\_

(Purchase Order Number) \_\_\_\_\_

**BILL TO:**

**SHIP TO:**

(Name) \_\_\_\_\_

(Name) \_\_\_\_\_

(Company) \_\_\_\_\_

(Company) \_\_\_\_\_

(Street) \_\_\_\_\_

(Street) \_\_\_\_\_

(City/State/Zip) \_\_\_\_\_

(City/State/Zip) \_\_\_\_\_

(Phone) \_\_\_\_\_

(Fax) \_\_\_\_\_

(Phone) \_\_\_\_\_

(Fax) \_\_\_\_\_

(E-mail address) \_\_\_\_\_

(E-mail address) \_\_\_\_\_

Authorized Signature\* \_\_\_\_\_

\*This confirms you understand this is for a one time use. Order must be paid by credit card or check. Cancellations are subject to the fees set forth in the List Sales Agreement.

Referred By: \_\_\_\_\_

Contact Rick Tutunjian at 203-840-5918, FAX# 203-840-9918, OR E-MAIL [rtutunjian@reedexpo.com](mailto:rtutunjian@reedexpo.com)

CALL TOLL FREE 888-745-7644 or visit our website [www.REEDLISTS.com](http://www.REEDLISTS.com)

