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International Vision Expo East a Prime Destination for Overseas Visitors

Norwalk, CT (January 21, 2010) – International Vision Expo East, to be held March 19-21, 2010 at the Jacob K. Javits Center in New York City, announces exclusive offers to help international visitors get the most out of the show, the conference and New York City.

“Only at International Vision Expo will attendees see the finest eyewear fashion and continuing education set against the energy and excitement of New York City,” said Tom Loughran, vice president for Reed Exhibitions. “We encourage international visitors to take advantage of all that our show and conference has to offer, as well as indulge in the shopping, dining and entertainment available in New York.”

Unparalleled Fashion

International Vision Expo offers three exhibit areas dedicated to eyewear fashion. Attendees to this show are among the first in the global vision industry to view new products, licenses and fashion trends, as well as meet face-to-face with designers. International attendees are encouraged to take advantage of the Galleria, The Underground and main exhibit hall to discover new looks from independent new designers and global brands.

Expert Education

International Vision Expo East is the only conference in the world where all courses are available to all members of the ophthalmic profession. This year, International Vision Expo East offers Business Solutions, over 20 hours of business-building education designed to help practice owners and managers enhance their skills and position themselves for success with the economic recovery. Business Solutions is part of Visionomics®, a program exclusive to International Vision Expo. In addition to Business Solutions, Visionomics® will explore e-Technology and social networking.

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Top Destination

International Vision Expo East makes New York City more accessible to international visitors with special travel programs including:

- **Special Hotel Pricing** – International Vision Expo, through a partnership with Travel Technology Group, introduces “Official Housing” to provide the best prices available on official International Vision Expo East hotels. Staying in an official show hotel ensures free daily shuttle service to and from the Jacob K. Javits Center. The registration deadline for official hotels is February 23, 2010. Booking through “Official Housing” does not require guests to pre-pay, and can be done via email, the Web site, fax or phone.
- **Discounted Airfare** – International Vision Expo East partnered with American Airlines and JetBlue to offer travelers a five percent discount on airfare. Book American Airlines tickets at www.aa.com or call 800-433-1790 and use code 7630AD. Book Jet Blue tickets at www.jetblueairways.com and use code vision2010.
- **Amtrak Discounts** – Riders can book tickets directly on the official Amtrak website at www.amtrak.com. Reservations can also be made by calling Amtrak at 800-872-7245. The International Vision Expo East Amtrak discount code for online and phone reservations is X89Y-966.
- **Avis Rental Car Discounts** – International Vision Expo offers discounted rental cars through with Avis. Attendees can book directly with Avis at www.avis.com or by phone at 800-331-1600. The discount code is B136001.
- **Exclusive Shopping Offers** – International Vision Expo attendees receive a 10 percent discount certificate on purchases at the Bloomingdales flagship store at 1000 Third Avenue. Additionally, any international visitor spending \$200 or more will receive a free gift.
- **Dining and Nightlife** – International Vision Expo attendees can utilize the “Dine on a Dime” section on www.visionexpoeast.com for lists of affordable, highly recommended restaurants organized by neighborhood. Those looking for a trendier experience can search the “Wine and Dine” section for a list of New York’s hottest dining options.
- **Discounted Broadway Show Tickets** – International Vision Expo has partnered with Broadway Inbound to offer attendees discounted show tickets to *The Lion King*, *Chicago*, *Hair*, *Phantom of the Opera*, *Mamma Mia*, *Jersey Boys* and more.
- **Discounted Tour Programs** – International Vision Expo attendees get a discount on the *SoHo and Nolita Tour*, an insider look into NYC's hottest shopping neighborhoods. Highlights include trendy shopping, exclusive Shop Gotham store discounts, Cast Iron Historic District architecture, unique boutiques and neighborhood trivia. The *Garment Center Tour* offers a behind-the-scenes shopping experience in the fashion district featuring hidden sample sales with discounts up to 70 percent, wholesale showrooms not available to the public, obscure retail locations and exclusive discounts.

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- **Museums, Galleries and Exhibitions** – “BODIES. . . The Exhibition” features 200 preserved human bodies and 200 human organs. The exhibit is on display in the South Street Seaport, only a short walk from Battery Park and the Statue of Liberty. International Vision Expo participants are eligible for \$6 off each ticket with a limit of four tickets. Book at www.bodiesny.com and use code: VISION.
- **Expanded Airport Shuttle Service** – Complimentary shuttle service is now expanded to include travel to Newark Liberty International Airport (EWR), as well as the LaGuardia International Airport (LGA) and the John F. Kennedy International Airport (JFK). The shuttle runs on Sunday, March 21, 2010 from 3:00 to 7:00 p.m. to take attendees and exhibitors from the Jacob K. Javits Convention Center the three major airports servicing New York City.

All travel, hotel, dining and entertainment information is located on www.visionexpoeast.com in the travel section. Attendees and exhibitors can book travel directly through the Web site, as well as access discount code and further information. The travel section of the web site also features a currency convertor.

Visa and Travel Information

International Vision Expo offers resources for international visitors to facilitate the visa request process. A Non-Immigrant Vision Invitation Request Form is available at www.visionexpoeast.com in the travel section of the Web site. Invitation requests must be received no later than three weeks prior to the show’s opening. Invitation processing takes approximately five to seven business days.

For more information and to register for International Vision Expo East, as well as to access discount codes, please visit www.visionexpoeast.com.

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International Vision Expos, the worldwide conference and exhibition for eye care and eyewear, are trade-only events which draw more than 30,000 eye care professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo gives back to the entire ophthalmic community. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2009, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships.