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International Vision Expo Hosts Shamrock Fest in the Medical and Scientific Pavilion

Norwalk, CT (January 21, 2010) - International Vision Expo East, held March 19-21, 2010 at the Jacob K. Javits Center in New York City, invites optometrists to Shamrock Fest on Saturday, March 20, 2010 from 5:00 – 6:00 p.m. in the Medical and Scientific Theater, Booth MS1274 inside the exhibit hall. Optometrists will enjoy complimentary drinks, live Irish music and a free gift.

“The Medical and Scientific Pavilion is a destination for all doctors interested in what’s new for the medical side of their practice,” said Tom Loughran, vice president for Reed Exhibitions. “This year we’ve added two free keynote addresses to the free CE in the Medical and Scientific Theater and Shamrock Fest to further enhance the International Vision Expo experience for doctors.”

The Medical and Scientific Pavilion houses the world’s most innovative medical and diagnostic products and equipment. Attendees can browse contact lenses and solutions, pharmaceuticals, dispensing and examination equipment, low vision aids, dry eye products, practice management software and more.

In addition to its impressive product and vendor selection, the Medical and Scientific Pavilion features a theater, which offers continuing education and events. This year, the Medical and Scientific Theater presents two free keynotes addresses: a Visionomics® keynote by Neil Gailmard, OD and a health care reform keynote, delivered by Bill Applegate, senior policy advisor and health care policy expert with Bryan Cave, LLP.

“International Vision Expo is truly a business meeting, combining exceptional continuing education with the world’s best exhibit hall,” said Kirk Smick, OD, FAAO, chairman of International Vision Expo’s Conference Advisory Board. “Shamrock Fest presents an opportunity for doctors to network and meet with exhibitors in our Medical and Scientific Pavilion in a more intimate setting.”

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For more information and to register, 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.