



**FOR IMMEDIATE RELEASE**

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**International Vision Expo East Makes Travel to New York City Affordable and Convenient**

**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 discounted hotel and travel, as well as shopping and entertainment specials to help attendees and exhibitors get the best value and the most enjoyment out of New York.

“We recognize that traveling to New York for International Vision Expo is an investment in money and time away from the practice,” said Tom Loughran, vice president for Reed Exhibitions. “Everyone planning on attending should take advantage of the travel, hotel, transportation, shopping and entertainment discounts we have negotiated for our attendees.”

All travel, hotel, dining and entertainment information is located on [www.visionexpoeast.com](http://www.visionexpoeast.com) in the travel section. Travel specials include:

- **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 has partnered with American Airlines and JetBlue to offer travelers a five percent discount on airfare. Book for American Airlines at [www.aa.com](http://www.aa.com) or call 800-433-1790 and use code 7630AD. Book Jet Blue tickets at [www.jetblueairways.com](http://www.jetblueairways.com) and use code vision2010.
- **Amtrak Discounts** – Riders can book tickets directly on the official Amtrak website at [www.amtrak.com](http://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](http://www.avis.com) or by phone at 800-331-1600. The discount code is B136001.

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- **Exclusive Shopping Offers** – International Vision Expo attendees receive a ten percent discount certificate on purchases at the Bloomingdales flagship store at 1000 Third Avenue. Additionally, any visitors 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](http://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 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.
- **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](http://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.

For more information and to register for International Vision Expo East, as well as to access discount codes, please visit [www.visionexpoeast.com](http://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.*