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International Vision Expo East Named in Top 100 Annual Events in New York City

Norwalk, CT (February 10, 2010) – *BizBash*, the leading trade magazine for the event industry, named International Vision Expo East as one of the top 100 annual events in New York in its latest issue. International Vision Expo East, co-owned by Reed Exhibitions and The Vision Council, came in ninth in the Trade Show and Conventions category.

International Vision Expo East was chosen from the hundreds of thousands of events held annually in New York by consensus opinions from experts, as well as the *BizBash* editorial team. The events featured in the magazine are described as those that command influence despite the economic situation.

In its listing, *BizBash* notes that in 2009 International Vision Expo brought over 14,000 industry professionals (over 19,000 including exhibitors) to New York City with a conference and exhibition that focused on education, fashion, technology and advice for improving business in an unfavorable economy.

“It’s great to be recognized for the third year in a row by *BizBash* as one of the top events in New York, in particular as one of the top trade shows and conventions,” said Tom Loughran, vice president for Reed Exhibitions. “As noted in the magazine, 2009 was a tough year for trade shows; however, International Vision Expo adjusted its approach to the show to deliver quality buyers to the show, as well as to the city.”

International Vision Expo East will be held March 19-21 this year at the Jacob K. Javits Center in New York City. To learn more about the show or to register, 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.