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New Dates Announced for International Vision Expo West 2011

Norwalk, CT (February 11, 2010) – International Vision Expo show management announces that they will change the dates for International Vision Expo West 2011 to September 22-24, 2011. The original dates were September 8-10, 2011.

According to Tom Loughran, vice president for Reed Exhibitions, "Our attendee and exhibitor research shows that the middle to the end of September is the optimal time to hold this trade show and conference. Show management continually works with the Sands Expo and Convention Center on behalf of our attendees and exhibitors and we are fortunate that we were able to secure these dates, which were vetted by The Vision Council's Show Committee."

Ed Greene, CEO of The Vision Council, added, "We are very pleased with these new dates and look forward to welcoming attendees and exhibitors at a time that works best with their schedules."

International Vision Expo West 2010 will be held October, 7-9, 2010 at the Sands Expo and Convention Center in Las Vegas. International Vision Expo East will be held March 19-21, 2010 and March 18-20, 2011 at the Jacob K. Javits Convention Center in New York.

For more information about International Vision Expo West, please visit www.visionexpowest.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.