



FOR IMMEDIATE RELEASE

Contact: Susan Martonik
(703) 740-2248

smartonik@thevisioncouncil.org

Latest Trends and Technologies Featured in International Vision Expo New Product Gallery

Norwalk, CT (February 16, 2010) – New lines and launches will fill showcases in the New Product Gallery at International Vision Expo East, held March 19-21, 2010 at the Jacob K. Javits Center in New York City. Located in the Crystal Palace of the Javits Center, the New Product Gallery displays the latest in frames, accessories and technologies being introduced at the show.

According to Dana Brady, exhibitor marketing consultant for Reed Exhibitions, the New Product Gallery has been a fixture at International Vision Expo East since 2003. “The Gallery is in a prime location, allowing over 14,000 attendees and media representatives to get a first glance of the new and exciting products at the show before they even step on the exhibit hall floor,” Brady noted.

Currently, exhibitors to be featured in the New Product Gallery include:

- Brintech/Ronit Furst Hand Painted Eyewear (Booth G5236)
- Cinzia (Booth G5323)
- Eyeigma (Booth G5202)
- Fast Grind (Booth LP1856)
- International Minds (Booth Mezz 8)
- Kliik: Denmark/Wescan Optical (Booth 2672)
- Morel (Booth G5335)
- Mykita (Booth G5309)
- OptiSource International, Inc. (Booth LP1548)
- TEKA Eyewear (Booth G5421)
- Wiley X Eyewear (Booth 3074)

Attendees can view entries and vote for the best new product featured in the New Product Gallery as part of the Vision Choice Awards. Votes can be cast by ballot throughout the show and all those who vote will be automatically entered to win a \$500 exhibit hall shopping spree.

-more-

Voting ends at 2:00 p.m. on Saturday, March 20. The Vision Choice Award and the shopping spree winner will be announced at 4:00 p.m. the same day.

“I encourage all attendees to check out the New Product Gallery to see what's on the cutting-edge of eyewear and eye care,” said Tom Loughran, vice president for Reed Exhibitions. “We look forward to congratulating the show both the attendee who wins the \$500 exhibit hall shopping spree and the exhibitor chosen to have the best new product at the show.”

For more information and to register, please visit www.visionexpoeast.com.

###

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.