



FOR IMMEDIATE RELEASE

Contact: Susan Martonik
(703) 740-2248

smartonik@thevisioncouncil.org

International Vision Expo East Reports Pre-Registration Figures
Over 15,000 Eye Care Professionals and Buyers Plan to Attend Show

Norwalk, CT (February 26, 2010) – Show management reports that 15,200 eye care professionals and buyers have registered for International Vision Expo East, held March 19 – 21, 2010 at the Jacob K. Javits Convention Center in New York City. These pre-registration figures are on par with International Vision Expo East 2009; trends show that more than half of all attendees register in the last six weeks before the show.

“We are pleased with the way pre-registration has been progressing this year,” said Tom Loughran, vice president for Reed Exhibitions. “We are continuing to promote our show specials, what’s new in exhibitors’ booths, and the travel, entertainment and nightlife discounts available to help deliver eye care professionals and buyers to the show.”

A pre-show survey taken by those who have already registered for International Vision Expo provides a glimpse into what influences eye care professionals in their decision to attend the show.

“We found it very interesting that 58 percent of pre-show survey participants feel that networking with their peers helps them feel better about the economy. With thousands of eye care professionals and manufacturers gathered in one location, International Vision Expo East is certainly a great place for networking,” noted Loughran.

Fifty-eight percent of pre-show survey participants noted that show specials and discounts were extremely important when deciding to attend the show. A show specials mailer, broken down by areas of interest, was distributed in late February and included nearly 400 listings of new products, discounts and prizes offered by over 210 exhibitors.

In addition, 61 percent say that hotel and transportation are an extremely important factor. The areas of interest on the show Web site (fashion trends, continuing education, lens technology, medical eye care and business solutions) were also ranked by 61 percent as extremely valuable.

-more-

“Research shows that navigation is a key issue for International Vision Expo attendees, including getting to the show and finding areas of interest once they are on the floor,” said Loughran. “Our pre-show planner, which will be mailed out in the coming weeks, is a great tool to help attendees map out their time and assist them in navigating 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.