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## **Hundreds of Show Specials Make it a Buyer's Market at International Vision Expo East**

### ***Amazon Kindles, iPods, Vacations, Discounts, Cash Back Among the Many Offers***

**Norwalk, CT (February 10, 2010)** - International Vision Expo East, to be held March 19 – 21, 2010 at the Jacob K. Javits Center in New York will feature an unprecedented number of specials, discounts, gifts and celebrity engagements this year. To date, over 200 exhibitors indicate that they will introduce a new product, offer discounts, host a celebrity event, have a party or offer a free gift in their booth at the show. In many cases, exhibitors plan to offer multiple specials in their booths.

“This year, exhibitors are pulling out all the stops to attract buyers to their booths and entice them to write orders at the show,” said Tom Loughran, vice president for Reed Exhibitions. “With so many free gifts and significant show pricing discounts, International Vision Expo is the smartest place to make practice, lab and dispensary purchases. We encourage all attendees to continue to check the web site for specials, as over half of our exhibitors have planned something special this year.”

In addition to the myriad of show specials offered this year, exhibitors have begun to announce celebrity appearances. Ron Jaworski will make an appearance in the A&A Optical booth, time and date are yet to be determined. Marc Delagrangé, the designer of Michel Henau will be in the Michel Henau booth throughout the show.

While a complete listing of show specials can be found at [www.visionexpoeast.com](http://www.visionexpoeast.com); a snapshot of the specials offered this year includes:

#### **Fashion – Exhibit Hall**

- Windsor Eyes through Cadillac Eyewear offers a chance to win flat screen televisions, iPods and digital cameras, in addition to a 10 percent discount on qualifying show orders.

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- VSP Global's booth will have a prize wheel, a raffle for a \$500 gift basket, 15-minute power sessions on practice management and an opportunity for loyalty program customers to earn up to four percent cash back.
- Viva International debuts William Rast Eyewear and William Rast Racing lines.
- Signature Eyewear will distribute American Express gift cards based on purchase amounts.
- Sightique Optical Supplies offers a free Nintendo Wii or iPod Touch with purchase of 49 frames.
- Royal Vision International will offer 30 percent off to any new customer opening an account at the show (must reference code VSEE2010) and will hold a raffle drawing for a free eye care massager.
- Piazza Optical will give a free frame for every twelve purchased.
- Palm Optical offers 15 percent off and free shipping on qualifying orders.
- Ono Optical offers a free Ono Optical watch with new orders and 20 percent off frame orders for doctors.
- Niche Optics offers a free gift to everyone that visits the booth, as well as a free frame for every 15 purchased.
- New York Eye offers a \$20 off coupon with \$100 purchase, as well as a free sweatshirt with \$100 purchase.
- Miyagi Eyewear offers a free frame for every 12 purchased.
- Max Eyewear, Ltd. offers 100 mixed frames for \$200 and free shipping.
- Match Eyewear offers multiple specials including: complimentary red rose and daily drawing for Adrienne Vittadini "Red Rose" Vacation Giveaway – a vacation for two to St. Maarten or Disney World (one winner per day); free \$25 Dining Dough Certificate for viewing their product lines; American Express gift cards with purchase; Adrienne Vittadini Spring 2010 pocketbook (\$360 value) with minimum purchase from new collection; and free gifts with purchase ranging from iTouch to flat screen televisions.
- Luxottica will have a prize raffle and debut the Tory Burch and Stella McCartney Collections.
- Liberty Sport offers discounts ranging from five to 20 percent based on purchase amount and free display and merchandising kit.
- L'Amy offers free American Express gift cards with purchase.
- Global Optique, Inc. offers a \$25 dining card with purchase of 25 frames as well as a 10 percent discount and free shipping for preferred customers.

#### **Fashion - *Galleria***

- Ooh la-la de Paris will take 15 percent off when clients prepay with a credit card.
- Tekka Eyewear customers will get a free gift with show purchase.

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- Kimiko is offering a 10 percent discount on all purchases, a free frame, free shipping on purchases of 30 frames or more and a daily prize raffle at noon.
- Spectacle Eyeworks Inc. offers a free frame promotion – buy 17 get 20.
- Ronit Furst/Brintech offer two free frames for every 10 purchased.
- MODO Eyewear will have special promotions for 7 for All Mankind, ECO and BabyPhat.
- Fusion Eyewear Inc. by Alan Weisfeld offers a free bottle of Gaultier fragrance with purchase of 25 Jean Paul Gaultier frames.

### **Medical Eyecare – *Medical and Scientific Pavilion***

- Smile Reminder will give out free Amazon Kindles when customers sign up for service.
- Tomey offers a free printer with qualifying purchase.
- UNICOS USA will give away an Automatic Chart projector free with purchase of the autokerato-refractometer Unicos URK-700.
- Icare USA offers show-only discount pricing on the Icare Tonometer.
- OCuSOFT, Inc. offers new product demonstrations, a free tote bag with purchase and ten percent off select diagnostic drugs, punctum plugs, instruments, optical and contact lens accessories, artificial tears and OCuSOFT OTC brand products.
- Nordic Naturals offers a 25 percent discount on all show orders.
- My Vision Express by Insight Software, LLC offers a 20 percent discount on practice management software license fees and a free trial CD.
- Long Island Ophthalmic Service, Inc. offers a special on Amazing Lensometer Ink: two for \$25.00 or \$14.50 each.

### **Lens Technology – *Lens & Processing Technology Pavilion***

- USOphthalmic, LLC will offer a free HRK Autorefractor with purchase of a Huvitz Excelon XD Edger.
- United Vision Corp offers a five percent lens discount with purchase of 20 pairs.
- Ultra Optics is offering roll-back pricing to 2005 price levels.
- Stereo Optical Company offers a 15 percent discount for show floor purchases.
- Signet Armorlite's booth will have a massage chair to ease show floor fatigue and will offer a drawing for a SpaFinder.com gift certificate.
- Practical Systems, Inc. introduces the new Purity Polish Pad and will offer free samples.
- OptiSource International, Inc. will give out free SNAPIT screw samples and free next day shipping on lens orders.

Attendees are encouraged to search the show specials list online at [www.visionexpoeast.com](http://www.visionexpoeast.com) before the show. A catalog of show specials will be available on-site at the show. The list is updated regularly and includes details on qualifying for the show specials and what, if any, restrictions may apply.

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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.*