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**International Vision Expo East Adds New Spanish Language Sessions**

**Norwalk, CT (February 23, 2010)** – International Vision Expo East, to be held March 19-21, 2010 at the Jacob K. Javits Center in New York City, announces the addition of six Spanish language conference sessions to the conference program this year.

This is the first time International Vision Expo East offers Spanish language conference sessions. Supported by Transitions, six sessions will be offered over two days. The courses serve all titles: optometrists, paras, opticians, dispensers and practice staff. All sessions have been submitted for ABO approval.

“International Vision Expo East is pleased to introduce Spanish language continuing education to better serve our international guests,” said Tom Loughran, vice president for Reed Exhibitions. “The new sessions complement the show’s vast exhibit hall filled with global designers and the international undercurrent of New York.”

The courses offered are:

**Friday, March 19, 2010**

- La prescripción óptica Vs. La montura. ¿Amigos o enemigos?  
- Álvaro Chajin
- ¿Cuándo se daña una venta?  
- Luís Fernando Estrada
- La ciencia, la tecnología y las ventas en el sector de las ópticas  
- Javier Oviedo

*more*

## **Saturday, March 20, 2010**

- Óptica y laboratorio óptico. Una pareja dispareja.  
- Álvaro Chajin
- ¿Porque se despiden nuestros clientes sin comprarnos?  
- Luís Fernando Estrada
- Detrás del lente oftálmico perfecto.  
- Javier Oviedo

To facilitate travel, International Vision Expo East offers discounted travel, hotel and entertainment, as well as discount access to New York City tourist attractions. International visitors are encouraged to take advantage of the travel section at [www.visionexpoeast.com](http://www.visionexpoeast.com) for visa information, a currency converter and recommendations on dining and nightlife.

For more information and to register for International Vision Expo East, as well as to access discount codes, show specials and the full conference listing, please visit [www.visionexpoeast.com](http://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.*