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Growing Number of State Associations Endorse International Vision Expo East

Norwalk, CT (February 3, 2010) – International Vision Expo East is pleased to be endorsed by the New Jersey Society of Optometric Physicians (NJSOP) and the Maryland Optometric Association (MOA), in addition to the Pennsylvania Optometric Association (POA) and the New York State Optometric Association (NYSOA). As endorsers, a representative from each organization sits on the International Vision Expo Conference Advisory Board.

“International Vision Expo offers everything the optometrist needs to better his or her practice, from continuing education, to contact lenses and solutions, to diagnostic equipment, to frames,” said Tom Loughran, vice president for Reed Exhibitions. “We are happy to welcome the doctors from New Jersey Society of Optometric Physicians and Maryland Optometric Association to our meeting, joining New York and Pennsylvania as endorsers of the continuing education program.”

The members of these endorsing state associations are eligible for discounts on continuing education, with the value of the discount based on how many hours they take. Members also receive free exhibit hall passes and have access to the Club Vision Lounge for free beverages and daily lunch. The combined savings to the members exceed \$275; more if they use practice pricing discounts when bringing members of their staff to the conference.

In order to ease the check-in process, International Vision Expo provides a dedicated registration counter for MOA, NJSOP, POA and NYSOA members when they arrive in the registration area. A “Members-Only” information kiosk will also be staffed with association representatives to assist with member questions during the event.

“NJSOP is proud to endorse International Vision Expo East in 2010,” said Howard R. Cooper, executive director of the NJSOP. “The expo encourages eye care professionals to come together while learning and exploring the latest in trends, technology and medical innovation.

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This partnership has created a valuable benefit of membership that will enhance the members' knowledge and professional capabilities.”

“The Maryland Optometric Association is proud to join NYSOA, NJSOP and the POA in endorsing the 2010 International Vision Expo East event,” added Robert Stutman, OD, president of the MOA. “We are looking forward to this new collaboration and being able to offer substantial savings on world-class continuing education, as well as other exclusive benefits to our membership.”

In addition to endorsement, POA and NYSOA will present sponsored courses at this year's conference. NYSOA and POA jointly sponsor a student session, “What Choices Are There After Graduation and How Do I Get There?” This course will be held on Saturday, March 20, 2010 from 12:00 – 2:30 p.m. This session is free and lunch is provided.

In addition, POA presents “Medical Coding and Billing” on Friday, March 19, 2010 from 8:30 – 11:30 a.m.

On Saturday, March 20, 2010 NYSOA presents “Medical Coding 2010: What Every Doctor Needs to Know” from 8:30 – 11:30 a.m. and “The Art of the Deal” from 2:45 – 4:45 p.m.

With the exception of the free student session, the courses are \$100 for non-members and \$50 for association members.

“International Vision Expo is the one meeting all year where doctors and their practice staff can get cutting-edge education and see the world's finest and most exciting products,” said Kirk Smick, OD, FAAO, chairman of the Conference Advisory Board. “We welcome the optometrists from the Maryland, New Jersey, Pennsylvania and New York optometric associations to our meeting.”

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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.