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Programs Planned for Young Optometrists at International Vision Expo

Norwalk, CT (February 18, 2010) – To engage young optometrists at International Vision Expo East, March 19 – 21, 2010 at the Jacob K. Javits Convention Center in New York City, several new programs have been planned with this group in mind. Designed for optometry students and optometrists who graduated from optometry school less than five years ago, the programs are showcase the education, new products and networking events found at the show.

“As a young professional, it can take times to learn the ins and outs of International Vision Expo. By developing a program of activities specifically for this group, we hope to showcase just some of the opportunities International Vision Exp East has to offer,” said Tom Loughran, vice president for Reed Exhibitions.

Programs available to optometry students and young optometrists include:

- **Free lunch session, “What Choices are There After Graduation and How Do I Get There?” (Course 3013)**
Held on Saturday, March 20 from 12:00 pm – 2:30 pm and moderated by Mitchell Horowitz, OD, this session will allow students to hear from a variety of practitioners in different clinical settings. Sponsored by the New York State Optometric Association and the Pennsylvania Optometric Association.
- **“The Art of the Deal: Practice Transitions and Associate Relationships” (Course 3313)**
Held on Saturday, March 20 from 2:45 pm - 4:45 pm following the free lunch session, this course will explore opportunities in acquiring a private practice. Presented by Alan Cleinman and sponsored by the New York State Optometric Association.
- **Young Optometrist Area at Shamrock Fest**
A separate networking area will be available for young optometrists at Shamrock Fest. Held on Saturday, March 20 from 5:00 pm - 6:00 pm in the Medical & Scientific Theater, MS1274 in the Exhibit Hall, Shamrock Fest will feature free beer and wine, live Irish

music and a photo memento.

- **Free Audits of Continuing Education Courses**

Students and young optometrists have the opportunity to sit in and “audit” any continuing education session that is not sold-out. Credits will not be provided for these courses.

New this year, students and young optometrists who attend International Vision Expo East are also encouraged to capture footage of their time at the show – in the exhibit hall, during the continuing education courses and at after-hours events. All videos submitted to dfralen@thevisioncouncil.org will be posted to the official International Vision Expo YouTube page.

Students and young optometrists can register for a free exhibit hall pass at www.visionexpoeast.com/. For more information, please visit 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.