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International Vision Expo East Introduces New Programs, Exclusive Topics and Special Events in 2010

Show Focuses on Areas of Interest, e-Technology and Business

Norwalk, CT (January 25, 2010) – International Vision Expo East, to be held March 19-21, 2010 at the Jacob K. Javits Center in New York City, announces an array of new programs and features to help address the current issues facing practices and professionals this year.

“International Vision Expo constantly looks for ways to enhance the attendee experience at the show,” said Tom Loughran, vice president for Reed Exhibitions. “We’ve implemented a variety of new initiatives this year to do just that – from our concerted effort to collect and promote ‘What’s New’ in each exhibitors’ booth and Map Your Show locator system to creating specific ‘Areas of Interest’ on our Web site and expanding the travel and entertainment discounts and offers.”

“In addition, we’ve also worked closely with our Conference Advisory Board to provide business solutions and continuing education like our Visionomics ® and e-Technology sessions organizations’ reset their businesses in this rebounding economy,” Loughran added.

New to International Vision Expo East this year:

Website Organized by “Areas of Interest”: International Vision Expo East has redesigned its website into five distinct “Areas of Interest.” Visitors to the site will find information organized by fashion trends, continuing education, lens technology, medical eyecare and business solutions. Each “Area of Interest” gives visitors information specific to that section of the site, including “What’s New,” conference sessions, exhibitor with products and services and exhibitor show specials and discounts.

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Map Your Show Locator Systems: A new locator system, produced by [Map Your Show](#), will allow attendees to search for exhibitors and products, as well as create a schedule and contact exhibitors to book appointments before they arrive at the show. It includes features to share schedules with coworkers, access International Vision Expo's social networking sites and breaking news from the show.

Shamrock Fest, Saturday, March 20, 5:00 - 6:00 p.m.: Optometrists are invited to Medical & Scientific Theater, Booth MS 1274, to meet with exhibitors and enjoy free beer and wine, live Irish music and a free gift.

SUNY College of Optometry Alumni Reception, Saturday, March 20, 11:30 a.m. - 1:00 p.m.: Alumni from the SUNY College of Optometry are invited to a luncheon in Room 1E07. An RSVP is required by Friday, March 12, to (212) 938-5604 or to pludwig@sunyopt.edu.

Social Networking: Over 4,000 members of the ophthalmic community are following International Vision Expo on the social web. Find International Vision Expo on Facebook, YouTube, Twitter and LinkedIn to get up-to-the-minute information on the show, specials, discounts and events.

After Hours Entertainment: International Vision Expo East now offers an enhanced entertainment section on the show website at www.visionexpoeast.com. Attendees can research restaurants and nightlife recommendations and access discounts for Broadway shows, museums, sightseeing tours and shopping.

Free Airport Shuttle Service Now Includes Newark: Complimentary shuttle service is now expanded to include travel to Newark Liberty International Airport (EWR), as well as LaGuardia International Airport (LGA) and John F. Kennedy International Airport (JFK). The shuttle runs on Sunday, March 21, 2010, from 3:00 to 7:00 p.m. to take attendees and exhibitors from the Jacob K. Javits Convention Center the three major airports servicing New York City.

New to International Vision Expo Conference:

Free Keynote Address, Friday, March 19, 2010, 5:00 – 6:00 p.m.: In *Visionomics® - Become the CEO of Your Practice: Manage People, Process and Expenses* Neil Gailmard, O.D. explores how to better analyze the eye care practice as a business.

Free Keynote Address, Saturday, March 20, 2010, 1:00 – 2:00 p.m.: *Obama's Health Care Plan: Making Sense of New Reforms* will be presented by Bill Applegate, senior policy advisor at Bryan Cave, LLP. Applegate will discuss the major points of the legislation relative to the ophthalmic community, the impact the reform may have and the preparations practices can make to manage the new legislation.

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State Optometric Association Endorsements: Both the Maryland Optometric Association and the New Jersey Society of Optometric Physicians have endorsed the 2010 International Vision Expo East conference program, joining the Pennsylvania State Optometric Association and the New York State Optometric Association as endorsers. Members of these organizations receive special conference pricing, as well as access to the Club Vision Lounge in the exhibit hall for free beverages and lunch daily.

Optometric Retina Society (ORS) and Ocular Surface Society of Optometry (OSSO)

Participation: The ORS debuts four courses at International Vision Expo regarding diagnosis and management of retinal disorders. OSSO presents an exclusive session dedicated to dry eye diagnosis, management and treatment strategies.

Diabetes Education: International Vision Expo offers four courses this year to help eye care professionals manage diabetes mellitus from a systemic and ophthalmologic perspective.

e-Technology in Conference: The International Vision Expo Visionomics® program now includes new courses dedicated to understanding and utilizing new technology in the practice. Courses include:

- Using Electronic Eyewear Selection & Information Systems for Practice Enhancement (ABO); Course #1204
- Social Networking 101 – What the Tweet is Facebook (ABO); Course #2202
- Technology Within a Technology-Oriented Office (COPE); Course #2314
- Are Your Patients More Up-to-Date Than You? (ABO) ; Course #3104
- e-Tools for Managing Frame Inventory (ABO); Course #3304
- Podcasting Primer (COPE); Course #4208
- Growing Your Practice Using Social Media Sites Like Facebook (ABO); Course #4214

“As the eye care profession continues to evolve, my peers on the conference advisory board strive to identify new topics for the continuing education program,” said Kirk Smick, OD, FAAO, chairman of the International Vision Expo Conference Advisory Board. “We are pleased to present new sessions and keynotes this year to address technology in the practice, business management and diabetes mellitus treatment advances.”

For more information about International Vision Expo East or to register, 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.