

VISION EXPO EAST 2010 DELIVERS:

OPHTHALMIC PROFESSIONALS READY TO BUY...

- 61% of attendees are involved in their company's purchasing decisions
- 78% of last year's attendees said they were likely to attend the event in 2010
- 15% of attendees plan to spend at least \$100,000 on products and services seen at the show
- 45% of attendees do not attend any other ophthalmic trade events

THE RIGHT ATTENDEES THAT YOU ARE LOOKING FOR...

Audited Attendance at the 2009 International Vision Expo East was 11,072

Job Title:	Business Category:	Region:
Optical Buyer	Independent Optometric Practice	Middle Atlantic
Optometrists	Retail Optical Chain, 1-10 Locations	New England
Optician (Licensed or Certified)	Independent Ophthalmological Practice	South Atlantic
Practice Manager	Wholesaler/Distributor	West North Central
Manufacturer's Representative	Manufacturer	East North Central
Optician (Non-certified)	Retail Optical Chain, 10+ Locations	Pacific
Optometric Technician	Multidisciplinary Practice	West South Central
Opticianry Assistant	Student	Mountain
Laboratory Manager	Multidisciplinary Practice	East South Central
Optometric Student	Laboratory	International
Ophthalmologist	Chain/Superstore Corp. Management	
(9.4% unanswered)*	(4.1% unanswered)*	

NEW INITIATIVES FOR 2010...



MAP YOUR SHOW

INCREASED CONNECTIONS - Access to qualified, opt-in sales leads who have selected your company and your products. Begin your conversation with buyers before the show even starts by updating your listing today.

ADDED VISIBILITY - Your company - Your products Your Services. All in front of your buyers when they are looking to buy.

EASE & FLEXIBILITY - Update or change your information as often or as little as you choose. Announce the launch of a new product. Add special show offers. Or just put a fresh look on your message.

PROMOTE SHOW SPECIALS

Promote exclusive specials you'll be offering at Vision Expo East free of charge, driving additional traffic to your booth and generating more exposure for your company. Be sure to submit your show specials today at www.visionexpoeast.com/showspecial

VISIONOMICS

Featuring 23 hours of programming, these economy based sessions are designed to combat the current economic situation and recession proof your business.

FREE CUSTOMER INVITATION PROGRAM

Communicate your presence, building booth traffic, and save your customers \$75 on admission to the exhibit hall! Order your free customer invitations today at www.visionexpoinvitations.com

SALES PRO INCENTIVE PROGRAM

Drive additional traffic to your booth by inviting your best customers to the show at NO COST..and earn money while doing so!

PR "HOW TO" GUIDE FOR EXHIBITORS

Your "how to" resource for writing press releases, putting together media kits, posting your information on the Vision Expo website, promoting your company and products at no charge, and offering Free Exhibit Hall admission to your customers.

HOW WILL VISION EXPO EAST 2010 DELIVER INDUSTRY PROFESSIONALS TO YOUR BOOTH?

TARGETED MARKETING OUTREACH...

- **ADVERTISING:** Print ads to run in 30+ U.S. and International publications with 3 million + impressions, extensive editorial coverage and inclusions in industry leading e-newsletters, emails, and web banners.
- **DIRECT MAIL:** 300,000 impressions targeting every segment of the industry.
- **RELATIONSHIPS:** Leverage relationships with state optometric associations and key buying groups.
- **E-MARKETING:** Nearly 160,000 visitors to the Vision Expo East website.
- **FREE CUSTOMER INVITATION PROGRAMS:** Order free customized invitations including, evites, web banners, and printed registration forms to send to your best customers and hot-test prospects, inviting them to visit you at the show at no charge!
- **SHOW SPECIALS:** Promote your company's Vision Expo East exclusives to drive more traffic to your booth and gain added media exposure for your company.
- **GEOGRAPHIC PENETRATION** into core Markets: Northeast, Mid-Atlantic, South Atlantic, Midwest and International.
- **ACCESS TO INTERNATIONAL BUYERS** which represent 16.4% of our overall attendance, including: Canada, Hong Kong, Mexico, Italy, France, Colombia, United Kingdom, China, Japan, Guatemala and Brazil.

Don't miss upcoming ads in:

- 20/20
- Vision Monday
- Vision Care Product News
- Ophthalmology Times
- Eyecare Business
- Optometric Management
- Eyecare Professional
- and many more...

Check out www.visionexpoeast.com to view our webcast featuring 2010 marketing programs

EDUCATION AT VISION EXPO EAST 2010

Thousands of Ophthalmic Professionals travel to International Vision Expo East to experience the largest and most extensive conference in the world. Find the best value in continuing education through our all-inclusive courses created by our Conference Advisory Board and endorsed by various state associations.

Over **265 hours** of continuing education, including these exclusive courses...

- Optical Boot Camp Courses
- Visionomics
- Lunch With the Experts
- Student Sessions
- Frame Buyers Certificate Program
- Management Academy
- Allied Health Personnel Education
- E-Technology Education

READY TO EXHIBIT? or just want more information?

Contact any of the following sales representatives:

Val Scott, Vice President of Strategic Accounts at vscott@reedexpo.com or call 203.840.5383

Mike Carlucci, Director of Sales at mcarlucci@reedexpo.com or call 203.840.5625

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Colleen Carey, Sales Executive at ccarey@reedexpo.com or call 203.840.5441