

EXPAND YOUR FIELD OF

VISION

THE COMPLETE EYECARE EVENT



EDUCATION: MARCH 22-25, 2012 | EXHIBITION: MARCH 23-25, 2012

New York, NY | Jacob K. Javits Convention Center | www.visionexpoeast.com



EYEWEAR &
ACCESSORIES



CONTINUING
EDUCATION



LENSES & PROCESSING
TECHNOLOGY



MEDICAL &
SCIENTIFIC



BUSINESS
SOLUTIONS

NEW EXHIBITOR TIPS

Pre-Show

- FREE Customer Invitation Program – Invite your customers and prospects to visit you at the show at no cost, saving them \$75 in admission fees. Choose from 3 options:
 - An internet banner to place on your website
 - An emailed invitation with booth location and company description
 - A printed ticket with booth location and company description.
- PR Opportunities – Let the media know what you will be featuring at the show. Upload press releases, book a press conference or request a media list.
- Submit your Show Specials and New Product Launches and we'll publicize them to attendees free of charge.
- Take advantage of the many Marketing & Sponsorship opportunities and e-marketing opportunities available to get your customers attention and business by making an impact before, during, and after the event.
- Review the Online Exhibitor Manual in advance of the show for all of the important details, order forms, and deadlines you will need.

Onsite

- Stop by to see either Mary Parks or your sales representative on-site. They will be located in the Sales and Marketing booth (#2982) and will also stop in to see you at your booth.
- Bring copies of anything you ordered for your booth as a reference (carpeting, electric, FedEx paperwork, etc.).
- SMILE and make eye contact with buyers.
- Don't read the paper or talk on your cell phone - it's intimidating to attendees approaching your booth.
- Be prepared...wear comfortable shoes; bring water bottles and snacks if the food lines are too long for you to be away from your booth

Post-Show

- Did you know that more than 80% of all leads after the show don't get followed up on? Be sure to purchase your lead retrieval system in advance. Also, write information on the back of business cards onsite, so you are prepared when you follow-up.
- Take advantage of our post-show lead follow-up program, available at the conclusion of the event. Don't let those leads go to waste, turn them into a measurable and meaningful return on your investment.
- Be sure to complete our post-show survey to let us know what we did well and what we can do better next year.
- Have a Vision Expo East story you want to share? Tell us about it.
- Don't miss out on Vision Expo East 2013. Contact Chris Domans today at 203.840.5827 if you are interested in reserving your space.