

Registration Opens for Vision Expo West 2016
*Extensive Exhibits, Education Programming Combine to Offer High Value,
Impactful Experience in Las Vegas*

Norwalk, CT (June 29, 2016) – Registration has opened for Vision Expo West 2016 in September at the Sands Expo & Convention Center in Las Vegas, NV (Education: Sept. 14–17; Exhibition: Sept. 15–17). Registration for education courses is also open.

"International Vision Expo in Las Vegas is a great opportunity for eyecare providers to get the continuing education they seek to improve patient care and profitability," said Ashley Mills, vice president, Trade Shows and Meetings, The Vision Council. "We understand the challenges of taking time away from the practice, and work to ensure that Vision Expo delivers high value for our attendees and exhibitors, alike."

Singer–Songwriter Lisa Loeb will debut her eyewear collection at Vision Expo West. Exhibitors routinely use Vision Expo West to **launch or preview new products** – including Safilo previewing the Elie Saab, Oxydo, and the Fendi men's collection. **Press conferences** are also scheduled for Costa sunglasses and Asahi Vision Inc.—who chose Vision Expo as the event to formally introduce their company. More exhibitor news is expected to be added as the show approaches. Exhibitors are encouraged to [share](#) their news with Vision Expo.

The Vision Expo education program is positively impacting practices and customers, according to research following Vision Expo East 2016, which found that 94 percent of Vision Expo East attendees believe education they received at Vision Expo would help provide better care for their patients. The same research found that nearly 3 in 4 will make changes based on their education experience—including implementing learnings and training staff on what was learned.

Attendees at Vision Expo West can look forward to co-located meetings including: the **Cohen's Fashion Optical Annual Meeting** – #11 on the 2015 Vision Monday Top 50 – which will feature a sponsored welcome cocktail party on September 13th for the 125 expected franchisees; and the **PERC Bi–Annual Meeting** – custom education will be held on September 16th.

The conference – showcasing company and product innovation across 183,000 sq. feet of exhibit space and offering 320+ hours of education – will take place amidst dozens of related events held in Las Vegas during the week of Vision Expo, including concerts by the Goo Goo Dolls, Pitbull, Boyz II Men and Marc Anthony – showing that Vegas is a total destination event.

[Social calendars](#) over the course of the event will fill up quickly with an opening night party featuring the Bad Habits "Eye Docs of Rock" at the Hard Rock Café, the ODs on Facebook Party at TAO Nightclub at the Venetian Hotel, the 9th Annual Swing Fore Sight™ [Golf Outing](#) with Prevent Blindness, and Breton's Canadian Party. Other events include parties for the **Young Professionals Club** and **OD students** and as well as **alumni functions** including Arizona College of Optometry and University of Houston College of Optometry.

Vision Expo maintains a niche in offering **elevated business education** catered to those wishing to open a practice or identify new ways to improve patient care, customer experience, and profitability. With 100+ hours of education in the Business Solutions track – color-coded for easy readability on the [daily course grid](#) – focused on specific solutions to the most pressing areas of focus (leadership, customer experience, human resources, data, and profitability & growth), attendees can focus their learning to bring back actionable solutions that can be immediately implemented.

In addition, attendees can look forward to old favorites such as **ODs on Facebook** with Dr. Alan Glazier – a session that will be live streamed for those who can't listen in–person. Industry

publications have signed on as media partners for various education courses, acknowledging the relevance of the Vision Expo education program.

"Vision Expo is the industry's most inclusive event," said Tom Loughran, industry vice president, Reed Exhibitions. "In addition to offering an incomparable experience, and value, Vision Expo helps strengthen the entire profession through programs like Think About Your Eyes."

Think About Your Eyes will launch its second round of advertising on July 18, with commercials focusing on kids vision to capitalize on back-to-school preparations, and early detection of eye disease. Ads will be featured on cable TV channels, radio, online radio, and in online banner ads. The ads will encourage consumers to visit the Think About Your Eyes website to find an eye doctor near them. More than 150 million Americans have been exposed to Think About Your Eyes messaging and coverage for the campaign has been featured in Parents, The Huffington Post, and SELF.

Attendees who register by Thursday, August 18th will benefit from **early bird pricing**: a \$25 discount on registration fees. Customizable education packages are available with a la carte options and total office pricing offers discounts for practice groups. To learn more about Vision Expo, or to register, visit: VisionExpoWest.com.

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About the International Vision Expo & Conference

International Vision Expos, the worldwide conference and exhibition for eyecare and eyewear, are trade-only events that draw more than 30,000 eyecare 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 2015, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships. International Vision Expo & Conference is a proud supporter of Think About Your Eyes, a national public awareness campaign, presented by The Vision Council and the American Optometric Association, designed to educate the public on the benefits of vision health and promote the importance of getting an annual comprehensive eye exam. Keep this vital campaign going! Sign up at enroll.thinkaboutyoureyes.com.