



EXPAND YOUR FIELD OF  
**VISION**  
 THE COMPLETE EYECARE EVENT

# 2012 Programs and Initiatives

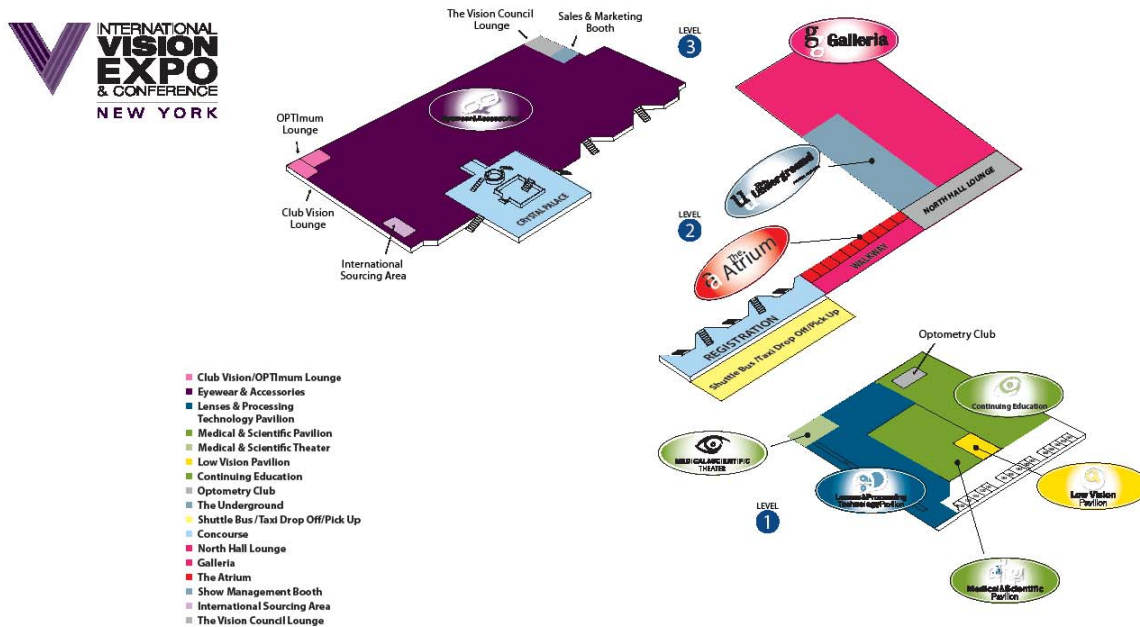
## What's NEW in 2012

### OVERALL SHOW

#### NEW SHOW FLOOR LOCATIONS

- Lenses & Processing Technology, Medical & Scientific and Low Vision Pavilion exhibitors as well as Continuing Education are located on Level 1
- The Medical & Scientific Theater is located on Level 1 in the back of the Lenses & Processing Technology Pavilion
- Attendee Registration will be located on Level 2 in front of the shuttle bus drop off
- New Optometry Club located on Level 1. Will provide space for breaks and networking events
- New International Sourcing Area will be located on Level 3
- Eyewear & Accessories exhibitors will remain on Level 3

International Vision Expo East 2012  
 Facility Overview



## OVERALL SHOW, continued

### NEW Décor Updates

- Level 1: New location of Lenses & Processing Technology, Medical & Scientific, Low Vision Pavilions and Continuing Education. New carpet colors, aisle signs, decals, and column wraps. Light boxes are placed around the hall. Rest areas with food and seating provided at the back of the hall.
- North Concourse: New location of attendee registration. Updated banners, entry units, carpet and overall look of registration counters.

### NEW WEBSITE DESIGN

- New Conference Highlights Page featuring new course “buckets” and business solutions
- “Frame of the Day” feature (National and International Brands) highlighting new exhibitor fashion frames
- Calendar of Deadlines on the Already Exhibiting page offers easy access to important dates
- Twitter streaming on homepage
- Show Specials streaming on homepage
- International Attendee tab with important programs and information
- Eyecessorize Blog on homepage
- A Flip book of Vision Expo marketing communications has been added to the site with outreach and stats as a compliment to the overall show.
- Google translate added to all pages of Vision Expo websites to allow for easier navigation for Internationals



### NEW VISION SEARCH CAREER WEBSITE

- Vision Expo has partnered with Local Eyesite to create an online career center where eyecare professionals can search for and post job listings.

### NEW CELL PHONE CHARGING STATIONS

- 8 large charging stations will be located throughout the exhibit hall and conference areas in key locations including Club Vision, OPTimum Lounge, Conference Lounge and The North Hall.
- 8 small charging stations will be located at each customer care counter throughout the show.

### NEW NEW PRODUCT GALLERY ENHANCEMENTS

- New products will now be displayed in an online gallery pre-show through Show Specials. A dedicated category in show specials will offer product information and an image so attendees can see what will be on display onsite.
- New display cases with a modern look and feel will hold new products onsite to draw more attention to the area
- In addition to paper ballots, voting for the New Product Gallery Award will be done through the in-app QR code reader built by Sherpa.

### NEW QR CODES

- Barcodes, readable by dedicated Quick Response (QR) barcode readers and camera phones can be found on numerous onsite signage and print ad in show directory. Once scanned, the barcode will direct the individual to the appropriate webpage with more information about the program or event.
- QR code reader will be built into the Mobile App so attendees can easily access important show information all in one place.
- In addition to paper ballots, voting for the New Product Gallery Award will be done through the in-app QR code reader built by Sherpa.



## SPECIAL EVENTS

### **NEW VISION MONDAY GLOBAL LEADERSHIP SUMMIT – Wednesday, March 21, 2012 7:30am – 4:30pm**

- This forum is designed as a special event for senior-level executives of major U.S. and international optical retailers, leading eye care professionals and suppliers. The Summit is designed to create dialogue, thought-provoking discussion and guidance for decision makers within the optical community.
- 

### **NEW MEN'S FASHION PANEL – Friday, March 23, 2012 – 12:00pm – 1:30pm Eyemax Theatre**

- Focusing on men as consumers, 20/20 Magazine and Vision Monday, in a joint initiative to provide eyecare professionals with insights on catering to today's ever-evolving male customers, Will host the "Modern Man" seminar, a breakfast and panel discussion.

### **NEW DOCTORFEST – Friday, March 23, 2011 and Saturday, March 24, 2012 – 5:00pm – 6:30pm Level 1**

- Back again, but using a brand new name, this annual event will feature a festive and fun happy hour with free beer and wine, music and networking for optometrists, eyecare professionals and pre-optometry students. Event is open for all exhibitors and attendees to enjoy.

### **NEW VISION SOURCE EXPERIENCE – Friday, March 23, 2012 – 2:30pm – 5:30pm**

- The Vision Source Experience is co-located at International Vision Expo East in the Special Events Hall. Consisting of three topics, participants will receive valuable income producing education while developing their practice's personalized step-by-step implementation plan to incorporate the lessons taught.



### **NEW VISION SOURCE COCKTAIL RECEPTION – Friday, March 23, 2012 – 5:30pm – 7:30pm**

- Vision Source members can head right to the North Hall following the Vision Source Experience to enjoy heavy hors d'oeuvres and an open bar.

### **NEW JOB SEARCH MEET AND GREET – Saturday March 24, 2012 – 8:00am – 9:30am Optometry Club**

- Join your colleagues for this job search meet & greet and network for future career opportunities. Experts will be on hand to showcase International Vision Expo's new job search website, Vision Search. Bring your resume if you're looking for a position. Bring a business card if you're hiring.

### **NEW INTERNATIONAL VISITOR RECEPTION – Saturday March 24, 2012 – 5:00pm – 6:00pm North Hall**

- Vision Expo shows our appreciation of the efforts International attendees take to attend our trade show. It provides an opportunity for the International attendees to relax and network while enjoying drinks.

## CONFERENCE PROGRAM

### **New VISION SOURCE PARTNER PROGRAM**

- Vision Source members are invited to attend Vision Expo East 2012 and receive exclusive benefits. \

### **New FRENCH LANGUAGE COURSES**

- Vision Expo East is pleased to introduce 3.5 hours of French language courses presented by OSI. Both courses are being submitted for COPE.

### **New UV SYMPOSIUM**

- An engaging and informative 2 hour 3-O panel will explore the effects of UV damage, product solutions to guard against exposure, and ways to get the UV protection message to your patients and community.



### New NUTRACEUTICALS

- One of the most asked questions in optometry today is "what nutraceutical do I prescribe for each unique condition?" Several courses address the use of nutraceuticals for dry eye, AMD, diabetes and general health. Don't be left behind the rest of your peers who are already actively involved in "prescribing" these agents to your patients.

### New NEW GOVERNMENT REGULATIONS

- There are several new "mandatory" programs that involve both incentives and penalties, Electronic Health Records and PQRS. There are several deadlines that must be met. Join members of the American Optometric Association committee that follows this very important legislation for 3 separate COPE approved CE courses on these subjects.

### New PRACTICE TRANSITIONS

- The AOA estimates that more than 500 individual practices close each year without anyone taking over. Attend these sessions to learn more about how to effectively value your practice, prepare for retirement, generate a needs assessment, and gain insight on financing mechanisms available. Potential buyers and sellers of practices will benefit from these courses.

### New SOCIAL MEDIA AND INTERNET MARKETING

- Grow your business by harnessing the power of the internet. Learn how to develop, set up and use social media, a website, internet marketing and other web tools. Learning experiences include a hands-on workshop, interactive teaching and live online reviews of existing websites and Face book Pages.

## EXHIBITOR MARKETING

### NEW NEW EXHIBITOR PROGRAM

- Dedicated webpage with resources for first time exhibitors and valuable free marketing opportunities
- Dedicated onsite New Exhibitor Ambassador to answer questions or help with issues
- Dedicated emails/newsletters with important deadlines and information
- Designation in online directory, printed directory and with booth decal onsite
- Special Badge lanyard so show team and Freeman can easily distinguish

### New DAILY DEAL – GROUPON MODEL TEST

- As an expansion of Show Specials, Vision Expo would like to create a specialized program of Daily Deals for ECP's similar to the Groupon Model
- Exhibitors would offer a deep discount on a product or service (50% or more)
- Through a 3<sup>rd</sup> party vendor, The deal would be pushed out to Vision Expo attendees for a certain amount of time (24 hour period)
- Vision Expo would also promote the deal on our website to give it maximum visibility
- An ECP can purchase the discounted product or service prior to the show but must come to the show in order to receive the deal



## EXHIBITOR PUBLIC RELATIONS OPPORTUNITIES

### NEW BLOGGER STATION

- Vision Expo has identified several industry blogs
- We would like to leverage these blogs to drive attendance
- “Blogger hub” so bloggers can source the latest products and trends and report right from the show

## ATTENDANCE OUTREACH

### NEW INTERNATIONAL PROGRAM

- GOAL: Deliver minimum 50 new OPTImum international
  - East: Brazil, Latin America, Russia, UK, Germany
- OPTImum increase
  - Work w/ consultant
  - Update prospect list
  - Partner with exhibitors
  - Offer tours & hosting
- Apply to International Buyers Program
- New programs
  - Needs Assessment
  - Networking reception(s)
  - Check-in with multilingual staff
  - French & Spanish language education

## BRAND EXPANSION

### NEW VISION ONE2ONE

- An Invitation Only 2 day Buyer’s Summit for Optometrists with Million Dollar Practices
- Delivers the opportunity for sponsors to present their latest Lens Technology and Medical Eyecare solutions to pre-qualified Optometrists
- Consists of:
  - Boardroom presentations
  - One2One appointments
  - Peer to Peer exchange sessions
  - Networking
- Qualified guests are:
  - Hosted with a full participation package; event registration, travel arrangements, hotel accommodations, meals and networking events.
  - Given an unmatched opportunity to learn from experts in the field, network with your peers and interact with solution providers.
  - Given the opportunity to work through existing and real time challenges, in a variety of settings.



### NEW BRAND TRADEMARKS

- Vision Expo Mobile
- Visionomics
- Virtual Vision Expo
- Vision One2One



## Expanded Programs, Events, and More

---

### OVERALL SHOW

#### EXPANDED NAVIGATION AND TECHNOLOGY

- **Vision Mobile Online Directory** -- Via your mobile device, you can integrate all your pre-show efforts made through your "My Show Planner" account, as well as explore exhibitor show specials and quickly navigate the show floor with the interactive map found through the application on your device.
- **My Show Planner** -- Provides you with the tools to maximize your Vision Expo East show experience. Through the integration with Vision Mobile, your personal agenda can also be accessed right from the convenience of your mobile phone. By creating a My Show Planner account, you can:
  - Search exhibitors and products that interest you
  - Create a personal show agenda
  - Email exhibitors directly and load appointments in Outlook
  - Use the My Events calendar to help plan the rest of your day
  - Enjoy all these benefits right from your mobile phone
  - Enhanced customization includes: Show Specials, What's New, Pavilion Search, Business Solutions, Student Friendly exhibitors, New Product Gallery
- Onsite, My Show Planner connects with **interactive product locators** allowing you to search exhibitors by company name, find all the exhibitors showcasing the product categories most important to you, and map the location of every exhibitor you want to see.

#### EXPANDED VISION VOICE BI-MONTHLY NEWSLETTER

- Cleaner, simpler appearance sent to 35,000 ECP's.
- More industry updates and articles to keep attendees informed
- 50/50 Contest offers valuable information and surveying on show programs and initiatives
- Eyecessorize Council offers latest trend reports
- Newsletters catalogued on Vision Expo websites

#### CONTINUED ONLINE REGISTRATION SYSTEM

- Simplified our current registration process by streamlining demographic questions
- Cleaner appearance, more functionality
  - Added "Amazon model" function to suggest additional conference courses based on job title and previously selected courses
  - Added opt-in function to receive mobile alerts from Vision Expo
- Dedicated landing pages for partner groups to customize registration experience
- Added "pop up" information for international visitors who need Letter of Request for Visa.
- Expanded media registration to include industry bloggers
- Collecting mobile numbers during registration so attendees can receive event updates and be alerted when the mobile directory is live

#### CONTINUED "ASK MARY" EXHIBITOR SERVICE SPECIALIST

- Mary Parks, an exhibitor service specialist, will support our sales team and client service department to serve as another resource to assist with informing exhibitors about Show Special and What's New listings, the Customer Invitation Program, important deadline reminders and more. Additionally, the monthly exhibitor newsletter will feature an article called "Ask Mary" to address frequently asked questions so we can answer your questions before you have to ask them.
- Sales team is working with Event Support and Mary to have exhibitor contacts updated in ONYX to reflect the correct person for exhibitor marketing and trade show coordinating for brand and company directory listings



### **CONTINUED “ASK ME” ATTENDEE AMBASSADORS**

- Onsite, look for people in hot pink t-shirts saying “Ask Me”. They’ll be able to help you with general questions and directions at the show.
- Have a more advanced question? They’ll make sure you find a Customer Care counter.

### **CONTINUED MOBILE GENIUSES**

- Onsite one of our easy to find Mobile Geniuses will have the answer to any question or problem, or provide you with directions.
- Mobile geniuses will be stationed in high traffic areas and “hubs” to ensure attendees and exhibitors download app and know how to use it

### **CONTINUED “MALL DIRECTORY” SIGNAGE**

- More printed directory signage around show floor

### **CONTINUED MOBILE LEAD RETRIEVAL UNITS FROM COMPUSYSTEMS**

- **CompuLEAD Smart**
  - A powerful and easy way to capture sales leads on the tradeshow floor – using your own iPhone!
  - Download the app from iTunes after ordering, and activate via a unique access code.
  - Enter the number found on an attendee’s badge to capture their contact information
  - Complete with 10 standard qualifiers and 4 standard survey questions or create your own custom qualifiers or survey questions
  - Edit lead contact information and add notes
  - Instant online access to sales leads (data plan or Wi-Fi required)
- **CompuLEAD Mobile Elite**
  - A handheld device with robust surveying and qualifying capabilities. Has large touch screen and attached stylus. Plus instant online access to sales leads.
  - QWERTY keyboard for extensive note taking and lead editing
  - Complete with 10 standard qualifiers and 4 standard survey questions
  - Create custom lead qualifiers or survey questions (addl. charges will apply)
  - Optional wireless printer (addl. charges will apply)



## **SPECIAL EVENTS**

### **CONTINUED VISION EXPO EAST CONSUMER PRESS EVENT – Friday, March 23, 2012 9:00am – 1:00pm Crystal Palace**

- Vision Expo is once again hosting a consumer media event to highlight the latest trends in eyewear and accessories from the show's exhibitors. Editors will also be fitted with a complimentary pair of sunwear.

### **CONTINUE THE OPTICAL WOMEN’S ASSOCIATION RECEPTION – Friday, March 23, 2012 – 5:30pm – 6:30pm**

- Join over 300+ guests at the Boom Boom Room at the Standard Hotel for this annual recognition event and silent auction, featuring networking for members and potential members with some of the largest names in the industry.



### **CONTINUED SUNY EYES ON NEW YORK GALA – Friday, March 23, 2012 – 6:30pm – 10:30pm**

- Each year, the Optometric Center of New York sponsors the Eyes on New York Gala, which honors an outstanding New Yorker (or New Yorkers) who has significantly enhanced the cultural life and spirit of New York City.



## OPTOMETRY STUDENT PROGRAM

### **EXPANDED Partner with American Optometric Student Association (AOSA)**

- Two dedicated emails/year sent to students by their AOSA Trustee about the Grant Program
- Two dedicated Facebook posts/year by the AOSA about the available student programs/events at International Vision Expo & Conferences

### **EXPANDED Networking Events**

- Opening day pizza party lunch
- Saturday evening private cocktail party on Student Headquarter Hotel

### **CONTINUED Student Headquarter Hotel**

- Expo will giveaway two nights FREE in 25 of the 50 rooms to 25 Optometry students.
- 

### **CONTINUED Student Focus Group & Travels Grants**

- Goal: Student representatives provide feedback on show & conference about needs and wants of future attendees
- Initial program has hosted element to offset costs to attend
- Open to all Optometric schools through a “grant” program: enter by submitting an essay.
- Free registration to exhibit hall
- Exclusive Student Courses
- Invitation to Doctorfest, other exclusive student-only receptions
- Ability to sit in on any CE course for free
- Various networking events are being held throughout the show that Students are invited to. A series of student-only networking receptions are also being planned.

## CONFERENCE PROGRAM

### **CONTINUED AREAS OF INTEREST**

- Our comprehensive program covers a wealth of information for all eyecare professionals and is organized into the following segments:
  - Clinical/Medical
  - Business Solutions
  - Optical Technology
  - Contact Lenses
  - Allied Health

### **CONTINUED MANAGEMENT & BUSINESS ACADEMY**

- The Management & Business Academy™ (MBA) courses will once again be held at Vision Expo East on Wednesday, March 22 and Thursday, March 23, 2012. The MBA is a comprehensive day-and-a half program for optometrists and their practice staff, comprising 10 hours of classroom instruction from a faculty of five distinguished optometrists, plus a workshop. This successful program is sponsored by Essilor and CIBA, and endorsed by the American Optometric Association (AOA). This year, attendees will receive a FREE Practice Analysis.



### **CONTINUED OD BOARD CERTIFICATION**

- In conjunction with Optometry Board Certified, Vision Expo East offers 19 hours of review courses specifically designed to provide optometrists with comprehensive preparation for the Board Certification Exam.





- Posted on our newly designed website based on areas of interest
- Can include the logo of your choice
- Over 100,000 visitors to website
- Facebook & Twitter post to Vision Expo followers
- Onsite, exhibitors will have a “What’s New” decal outside their booth

**EXPANDED Coverage of the Show Specials Program**

- **GOAL: Increase company participation by 20% (49 companies) over 2010 (2011 saw a decrease)**

<b>2010 Company Participation</b>	<b>2012 Company Participation</b>
<b>247</b>	<b>296</b>
- **GOAL: Increase Number of Specials by 20% (98 Specials) over 2010 (2011 saw a decrease)**

<b>2010 Number of Specials</b>	<b>2012 Number of Specials</b>
<b>493</b>	<b>591</b>
- Exhibitors can submit their specials electronically with their Map Your Show listing
- Show Specials will now stream from homepage on a daily feed
- For no charge, extensive promotion includes:
  - Multiple pre-show attendee emails
  - Show Special Catalog distributed on-site at **new** show specials counters
  - Facebook & Twitter post to Vision Expo followers
  - Press coverage in a pre-show press release sent to nearly 200 media outlets
  - Posted on Vision Expo website under For Attendees/Show Specials
  - Show daily each day of the show
  - NOTE: most items have deadline to submit special in order to be included



**EXPANDED FREE CUSTOMER INVITATION PROGRAM**

- **GOAL: Increase company participation by 20% (41 companies) over 2011**

<b>2011 Company Participation</b>	<b>2012 Company Participation</b>
<b>207</b>	<b>248</b>
- New Order Customer Invitations through a third party, Segmark Solutions
- Request a digital hot button for your website, email, or printed ticket
- All contain information for customers to register for free with your company branding
- New option for digital printing allows the exhibitor to have a product image or 3D booth location placed on printed invitations
- Printed Invitations include QR code to Show Specials
- Evites are now segmented by Pavilion for even more targeted information for your customers. Evites also include a 3D map image of exhibitor location as well as a link to their MYS listing.



**EXHIBITO**



**TRADESHOW PUBLIC RELATIONS: A "HOW-TO" GUIDE**  
GET THE MOST OUT OF YOUR TRADESHOW INVESTMENT

**R PUBLIC RELATIONS OPPORTUNITIES**

**CONTINUED CONSUMER PRESS EVENT**

- Exclusive event for fashion, lifestyle and health reporters and editors



- Visit the press exhibitor marketing section of the website for details on how to include your products in the showcase

**CONTINUED OTHER PR OPPS**

- Request Pre Registered Media List
- Post press releases
- Host a press conference
- Place press kits in press office
- Electronic Press Kits onsite

**CONTINUED Social Media Outreach**

- 9,000+ Vision Expo fans on Facebook
- 3,000+ Twitter followers
- 35,980 video views on YouTube (*as of 12.05.11*)
- Social media contests and giveaways
- NEW – Exhibitors can reach thousands of VISION EXPO fans with targeted Facebook ads.



**EXPANDED YouTube Live Video Coverage**

- Coverage by Show Management & Billy Harris (hired vendor)
- Every pavilion on show floor & Conference sessions; Interviews with ECPs;
- After Hours: OWA Event, Vision Source Reception, SUNY Eyes of New York Gala, EyeRock, press events, Doctorfest, International Reception

**CONTINUED OPTimum Program for VIP Members**

- Target: Key decision-makers/buyers, ophthalmic professionals, lab owners/directors and top level management, \$1M OD Practices
- Offer: Intimate VIP lounge connected to Club Vision, custom-oversized, laminated badge, early/late access to exhibit hall, VIP check-in, discounted Continuing Education, free exhibit hall registration, personal phone call from an OPTimum Group staff member

**CONTINUED Hosted Buyer Program**

- Part of VIP Personal Touch Program with added monetary incentives for attending
- Target: Vision Monday's Top 50, Canada Top 20 Retailers, \$1 Million+ OD Practices, Internationals from Canada and Latin America VIPs

**CONTINUED Club Vision Program**

- Target: Consecutive attendance for 5+ years, ECPs attended both VE & VW in 2010 & members of State Optometric Partners [NZOA, AZOA, MOA, NJSOP, POA, NYSOA, NYAO]
- Offer: (2) dedicated emails, free registration, Club Vision Lounge with daily free lunch & gift

