



Show Specials: Events

as of September 28, 2009

Celebrity Appearances

Paris Hilton

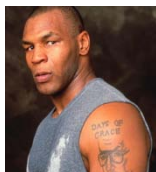
Brought to you by:
 Gripping Eyewear, Inc.
Date: Thursday, October 1
Time: 2:00pm
Location: Booth #18103



Description: Come by our booth to see Paris Hilton and the launch of her new sunglass collection!

Mike Tyson

Brought to you by:
 Revolution Eyewear
Date: Thursday, October 1
Time: 1:00pm – 3:00pm
Location: Booth #20063



Description: Get your picture and an autograph with the boxing great!

Mick Fleetwood

Brought to you by:
 Revolution Eyewear
Date: Friday, October 2
Time: 10:00pm – 2:00pm
Location: Booth #20063



Description: Visit our booth to see the legendary drummer and get a picture and autograph!

Pitbull

Brought to you by:
 Revolution Eyewear
Date: Saturday, October 3
Time: 12:00pm – 2:00pm
Location: Booth #20063



Description: You know you want to – visit the booth that is! Get your picture taken and an autograph from one of the hottest recording artist in the industry!

Kenny Perry

Brought to you by:
 Transitions Optical, Inc.
Date: Friday, October 2
Time: TBD
Location: Booth #10053

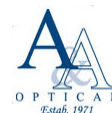


Description: Come by and meet PGA Tour Player, Kenny Perry, swing coach, Matt Killen, and sports vision trainer, Larry Lampert, OD – learn tips to improve your game and get your picture taken.

Parties and Events

Quicksilver/Roxy Launch Party and Happy Hour

Brought to you by:
 A & A Optical
Date: Thursday, October 1/ Friday, October 2
Time: 4:00pm – 6:00pm
Location: Booth #20053



Description: Enjoy beverages and snacks at our booth during our launch party - the winner of the big screen TVs will be announced at 5:50pm each night.

Berkeley Optometry Reception

Brought to you by:
 Berkeley Optometry
Date: Friday, October 2
Time: 12:00pm – 1:15pm
Location: Booth #MS8118



Description: Join us for an exclusive alumni briefing and networking opportunity; bring your lunch - iced tea and cookies provided. *By invitation only.

Doctoberfest

Brought to you by:
 Bausch & Lomb and International Vision Expo West
Date: Thursday, October 1
Time: 5:00 pm – 6:00 pm
Location: Medical & Scientific Theater, Booth #MS6115
Description: Welcome to Vision Expo's first annual Doctoberfest! All ODs will receive an invitation via email to RSVP for a free drink.



Paris Hilton Fashion Show

Brought to you by:
 Gripping Eyewear, Inc.
Date: Friday, October 2
Time: 8:00 pm



Location: The Pool at The Hard Rock Hotel & Casino
Description: Come to the Hard Rock and see sunglasses, swimwear, and Paris on the runway! Drinks and hors de oeuvres will be provided. Stop by our booth to get your VIP pass!

Labapalooza

Brought to you by:
 LabTalk & Vision Monday
Date: Thursday, October 1
Time: 6:15 pm – 8:00 pm
Location: The Venetian



Description: Festivities honoring Vision Monday's Top Labs and LabTalk Magazine's Web site of the Year will be held for the first time at Vision Expo West; by invitation only.



Parties and Events, continued

Club Marchon

Brought to you by:

Marchon Eyewear

Date: Friday, October 2

Time: 9:00pm – 12:00am

Location: Flamingo Hotel

Description: Join the Marchon team for the party of the year - cocktails, music, dancing and more in the spectacular \$30 million garden and lagoon area. Pick up your pass any time on Friday.



Opti-Port Welcome Reception

Brought to you by:

Opti-Port

Date: Wednesday, September 30

Time: 5:00 pm - 7:30 pm

Location: Venetian Conference Rooms 701/702

Description: Opti-Port is hosting its annual Welcome Reception at Vision Expo West this year, with top industry leaders and executives from both leading Eye Care Providers as well as industry suppliers. Opti-Port welcomes you to come out and connect with others, touching base on the latest and greatest trends in the eye care industry.



OWA Annual Cocktail & Networking Event

Brought to you by:

Optical Women's Associations (OWA)

Date: Friday, October 2

Time: 5:30 pm - 7:30 pm

Location: Venetian/Palazzo Congress Center, Level 1, Marco Polo, Room 802

Description: Drawing 300+ guests, the annual event features networking for members and potential members. OWA helps women in the optical industry build their careers while leading a successful life. RSVP to owa@opticalwomen.com.



Professional Optical Woman's Workshop (POWW)

Brought to you by:

Optical Women's Associations (OWA)

Date: Wednesday, September 30th

Time: 5:00pm - 7:30pm

Location: Venetian/Palazzo Congress Center, Level 1, Marco Polo, Room 801

Description: The Law of Selling—Discovering a New Sales System to Ease the Pain of a Slow Economy will be presented by Robert Bell. The event is open to OWA members and non-members. Free to OWA members who register in advance via e-mail. To register, send an e-mail to owa@opticalwomen.com to reserve your spot



2nd Annual Swing Fore Sight Golf Outing

Brought to you by:

Prevent Blindness America

Location: Bali Hai Golf Club

Date: Wednesday, September 30th

Time: 7:00am

Description: Spend quality time with your clients and colleagues, and join us for a morning of golf to support Prevent Blindness America! Individuals and teams are welcome! For more info, please contact Kristin Romanas at 312-363-6022 or kromanas@preventblindness.org



Experience Silhouette

Brought to you by:

Silhouette

Date: Thursday, October 1 – Saturday, October 3

Time: 11:00am – 2:00pm

Location: Booth #20050

Description: Experience Silhouette through captivating performances and a showcase of opportunities. Join us Friday at 2pm for a special celebration for the 10th anniversary of an icon...



Southern California College of Optometry Reception

Brought to you by:

SCCO

Date: Friday, October 2

Time: 12:00pm – 1:15pm

Location: Booth #9117

Description: Join us for an exclusive alumni briefing and networking opportunity; bring your lunch, beverages & cookies provided. *By invitation only.



Southern California College of Optometry

"Socialeyes"

Brought to you by:

International Vision Expo & Conference

Date: Saturday, October 3

Time: 11:45am – 12:45pm

Location: Booth #G22017

Description: Come to the Galleria Lounge to meet face to face with the people behind the Social Networking usernames!



Vision Source Cocktail Reception

Co-Sponsored by:

Vision Expo & Optovue

Date: Friday, October 2

Time: 6:00 pm – 9:00 pm

Location: Pinot Brasserie

Description: Vision Source members invited to a first-class networking event during Vision Expo West. Come mix and mingle and enjoy cocktails and hors d'oeuvres! *By invitation only.



Product Demonstration & Seminars

Multi-Focal Contact Lens Demo

Brought to you by:

Bausch & Lomb

Location: Booth #MS6077

Date: October 1-3

Time: Thur 10:00am – 2:00pm; Fri 2:00pm – 6:00pm;

Sat 11:00am – 3:00pm

Description: View Dr. Rhonda Robinson's demonstration of the Multi-focal Fitting Assistant tool, and her valuable fitting tips.



Meet the Experts

Brought to you by:

Carl Zeiss Meditec

Location: Booth #12093

Date: October 1-2, 2009

Time: 9:30am – 3:50pm

Description: Meet the Experts and learn about the Carl Zeiss Meditec's solutions for practice efficiency.



Product Demos & Seminars, continued

Thursday, October 1

- 9:30am – 9:50am; Discover a New World of Efficiency with Forum, Shawn Dastmalchi, PhD.
- 11:35am – 11:55am; Viewing Retinal Disease Through the Eyes of the Cirrus HD OCT, Mark Dunbar, OD, FAAO
- 12:00pm – 12:20pm; Blending Medical Care and Traditional Practice; Aaron Lech, OD FAAO
- 1:00pm- 1:20pm; Novel Applications in Corneal Topography with the ATLAS; Pat Caroline, FAAO, FCLSA
- 2:00pm – 2:20pm; Clinical Use of the Cirrus OCT in Glaucoma; Murray Fingeret, OD, FAAO
- 2:30pm – 2:50pm; A Guide to Glaucoma Certification for CA ODs, Aaron Lech, OD, FAAO

Friday, October 2

- 10:30am – 10:50am; Novel Applications in Corneal Topography with the ATLAS; Pat Caroline, FAAO, FCLSA
- 11:35am – 11:55am; Keys to Referral Development; Aaron Lech, OD, FAAO
- 12:30pm – 12:50pm; Clinical Use of the Cirrus OCT in Glaucoma; Murray Fingeret, OD, FAAO
- 1:00pm – 1:20pm; Discover a New World of Efficiency with Forum, Shawn Dastmalchi, PhD.
- 1:30pm – 1:50pm; ; A Guide to Glaucoma Certification for CA ODs, Aaron Lech, OD, FAAO

Multiple Product Demonstrations!

Brought to you by:

Compulink

Location: Booth #14101

- **Description:** Optometric Electronic Health Records Software
- **Description:** Optometric Practice Management Software
- **Description:** Electronic Claims Software



Multiple Seminars!

Brought to you by:

Compulink

Location: Booth #14101

Date: All Three Days of the Exhibit Hall

- **Description:** Electronic Health Records Best Practices Seminar
- **Description:** Practice Management Automation Best Practices Seminar



The Varilux Experience

Brought to you by:

Essilor

Location: Booth #14051

Description: Come visit our booth and help us celebrate 50 remarkable years of the Varilux lens. View our short 3D exhibition that demonstrates the history and future of Varilux lenses.



EMR & Practice Management

Brought to you by:

First Insight

Location: Booth #MS7075

Description: First Insight will provide live personalized demonstrations of the MaximEyes EMR and Practice Management Software.



DIY Pad Arm Installation Kit & Spring Hinge Tool Kit Demos

Brought to you by:

McCray Optical Supply, Inc

Location: Booth #12114

Date: All 3 Days of the Exhibit Hall

Time: 1:00pm & 3:00pm

Description: Come view our presentations and receive exclusive special pricing during the demo!

Patented Flair Mounting Demonstration

Brought to you by:

Optylux Group, Inc.

Location: Booth # G18033

Description: See how the German made Flair frames are mounted, the Future and drill mount technology which allows much more flexibility in design compared to pressure mounts.



ALODOX Convenience Kit & Tranquileyes Demonstration

Brought to you by:

OCuSOFT, Inc.

Location: Booth #MS5089

Date: October 1-3, 2009

Time: 9:30am – 6:30pm

Description: Stop by and ask about ALODOX Convenience Kit and receive a demo on how the kit works and test out the Tranquileyes Moist Heat Therapy Goggles included in the kit.



World's First Electronic Spectacle Lens

Brought to you by:

Pixel Optics

Location: Booth #10095

Description: Come see a live demonstration of electronic spectacle lenses and learn about atLast!® - the world's first Enhanced Multifocal Lens. You'll also learn about our new family of Composite Lenses.



OnBlock Manufacturing World's 1st Operator Free Surfacing Lab

Brought to you by:

Satisloh North America

Location: Booth #LP3053

Description: Using a revolutionary On-Block Manufacturing technology (OBMTM), Satisloh will produce 500-700 digital Rx lenses each day using an in-line 60 foot long automated lab.



Two New Industrial Automated Edgers

Brought to you by:

Satisloh North America

Location: Booth #LP3053

Description: Watch demos of two new industrial automated edgers capable of edging and drilling the most complex shapes at rates of up to 70 lenses per hour. Labs will be capable of producing lenses in less than two hours.





Product Demos & Seminars, continued

Surviving and Thriving in the New Economy

Brought to you by:

Transitions Optical, Inc.

Location: Booth #10053

Description: Learn new tools and resources available for your business.

Free Continuing Education

Visionomics Keynote

The Sky IS Falling...So What...Now What?

Course 20-503-V (FREE Not for Credit)

Paul Tiffany, Adjunct Professor, Haas School of Business, University of California, Berkley and Wharton School of Business, University of Pennsylvania

A timely and highly valued "First Aid Kit" to identifying customers, understanding the competition, avoiding common business blunders and putting in action a plan that works in today's state of the economy.

Health Care Reform Keynote

Obama's Health Care Plan: Making Sense of New Reforms

Course MS-200-0 – FREE Keynote

Bill Applegate

Featuring a video introduction from Senator Kit Bond, find out what the Obama White House has in store for the United States when health care reform is dissected by Bill Applegate, Senior Policy Advisor at Bryan Cave, LLP. Eye care professionals who attend will learn:

- Current status of the proposed plan
- Major points of interest to the Optical Community
- Impact the reform can have
- Preparations you can make

Bill Applegate holds more than 18 years of political and national health care public policy experience. Throughout his career, he has assisted health care associations and corporate clients to impact and shape the development of national health care public policy.

Women Ask for Directions — Personalities in the Workplace

Course 43-505-V

Sharon Carter

Do you have your staff in the right positions? Determine personality types, where these types are most effective and what causes personalities to clash. We will also address how to interact and meet the needs of each personality type of your patients. Not for Credit.

The FOLLOWING is FREE CE HOSTED in the
MEDICAL & SCIENTIFIC THEATER
BOOTH MS6115

THURSDAY, OCTOBER 1

My Success Story in EMR Implementation: The Marco Refraction System and OfficeMate's ExamWRITER

11:00 am -12:00 pm

Course #MS-100-2

Lorie Lippiatt, OD

Learn the secrets for a successful EMR implementation, how to create an efficient and totally paperless practice with Marco and OfficeMate, all while qualifying for your fair share of the \$44K–64K government stimulus money. Not for Credit.



Evidence-Based Lasik

2:00 pm – 3:00 pm

Course #MS-100-3

Dr. Andrew Morgenstern and Dr. Derek Van Veen

This course covers many of the studies conducted by the United States Navy Medical Centers. The data evaluates different laser platforms and the reasons why certain technologies are approved for Navy pilots and NASA astronauts. COPE Pending.



Are You As Tech Savvy As Your Patients?

3:30 pm – 4:30 pm

Course MS-100-4

A panel of doctors will discuss free Internet marketing tools and how to efficiently use technology tools in your office. ABO Pending.



FRIDAY, OCTOBER 2

Maximizing Patient Care and Your Bottom Line with RTA 5

10:00 – 11:00 am

Course MS-200-1

John Warren, OD

From clinical care to coding and billing, this course will help you realize the benefits of the RTA 5 to your patients and to your practice. COPE #: 25231-SD



I Speak Your Language

11:30 am – 12:30 pm

Course MS-200-2

Valerie Manso, President, Manso Mgmt Resources, Inc.

This course, based on the nationally acclaimed I-SPEAK program, is a powerful workshop that will teach you how to recognize the four basic communication styles, identify your own style and adapt it to improve effective communication with others. ABO Pending.



AR for the Long Run: POWER LUNCH

1:00 pm – 2:00 pm

Course MS-200-3

Jeff Hopkins, Senior Manager of Communications, Carl Zeiss Vision
ABO Pending.



Use Wavefront Technology to Improve Your Patients' Vision

2:30 pm – 3:30 pm

Course MS-200-4

Peter Shaw-McMinn, OD

This course will tell you how to prescribe the new iZon Lenses to address the vision problems associated with higher order aberrations. COPE 24240-GO.

