



Show Specials: Medical & Scientific Pavilion

as of September 28, 2009

New Product Launches

OPTI-FREE GP Multi-Purpose Solution

Brought to you by:

Alcon

Location: Booth #MS5082

Description: Come by our booth to view the new name and look of OPTI-FREE GP Multi-Purpose Solution for Rigid Gas Permeable Contact Lenses. Starter Kits and Professional Packs available through authorized lab distributors.



Medformix

Brought to you by:

Crowell Systems

Location: Booth #MS6087

Description: Medformix is our totally new interface is fast to use and easy to learn. Many new enhancements have been added to provide you with the state-of-the-art enterprise solution. Medformix is a true scalable solution for all size practices.



LUMA

Brought to you by:

Eyemaginations

Location: Booth #MS6071

Description: Come experience LUMA, the next generation of Eyemaginations patient education and practice enhancement software for eye care professionals.



BluePeak

Brought to you by:

Heidelberg Engineering

Location: Booth #MS8061

Description: Stop by our booth during Vision Expo West to learn more!



OPTI-CHART

Brought to you by:

Optimetrics, Inc.

Location: Booth #MS4075

Description: Opti-Chart, the best LCD projector on the market, features Contrast Sensitivity Reports, Low Vision with Contrast, Children Videos & Animations, Data Storage on Flash Memory, Lifetime Upgrades, 5 year warranty. There is no product like this in the market today.



Brought to you by:

Art Optical Contact Lens, Inc.

Location: Booth #MS7083

Description: Fit one pair of Intelliwave custom soft multifocal lenses and get a pair or Renovation GP multifocal lenses for free - OR - Fit one pair of Renovation GP multifocal lenses and get a pair Intelliwave custom soft multifocal lenses for free



Exclusive Show Discounts

Brought to you by:

Clarity Optometric Technologies

Location: Booth #MS4097

Description: Clarity Acuity Vision Expo West 10% Discount.

Brought to you by:

Crystal Practice Management

Location: Booth #MS3071

Description: Receive \$500 off the purchase of Crystal Practice Management.

Brought to you by:

DGH Technology, Inc.

Location: Booth #MS4068

- **Description:** \$500.00 off List Price on Pachymeters
- **Description:** \$800.00 off on the Scanmate B-Scan

Brought to you by:

EyeCOR by Nteon

Location: Booth #MS6096

Description: \$100 off EyeCOR for Medical Coding and Reimbursement! Give yourself a \$100,000 increase in reimbursement. EyeCOR shows all the procedures you can perform and be reimbursed for all diagnoses



Brought to you by:

Eyeverte, Inc.

Location: Booth #MS6091

Description: Sign up for an optical website solution from and receive a free search engine optimization valued at \$600.



Brought to you by:

FCI Ophthalmics

Location: Booth #MS5098

- **Description:** \$20 off SnugPlug punctum plugs (box of 2, max 10 boxes)
- **Description:** \$20 off Ready-Set punctum plugs (box of 2)
- **Description:** \$20 off Tearsaver punctum plugs (box of 2)



Brought to you by:

First Insight

Location: Booth #MS7075

Description: Save \$1,000 Off MaximEyes EMR and Practice Management Software.





Exclusive Show Discounts, continued

Brought to you by:

HAI Laboratories, Inc.

Location: Booth #MS7088



- **Description:** 50% OFF: HAI SL-5000 Basic Model Slit Lamp (\$2,895)
- **Description:** 60% OFF: HAI SL-5000 Standard Model Slit Lamp (\$3,120)
- **Description:** 55% OFF: HAI CL-1000nc Non-Contact Specular Microscope (\$14,600)
- **Description:** 50% OFF: HAI AB-6100 Basic Model A/B Scan (\$8,600)

Brought to you by:

Icare USA

Location: Booth #MS3073

Description: Special price for the Icare Tonometer, \$3750.00



Brought to you by:

Medennium

Location: Booth #MS6098

Description: Receive 25% off regular price of SmartPlugs.



Brought to you by:

M&S Technologies, Inc

Location: Booth #MS7092

Description: Receive a FREE upgrade to Polarization testing – an affordable means in which to check binocular balancing; fixation disparity via polarization.



Brought to you by:

My Vision Express/Insight Software, LLC

Location: Booth #MS5108



- **Description:** Stop by our booth to get our special for My Vision Express software.
- **Description:** 20% off My Vision Express License Fees

Brought to you by:

Nordic Naturals

Location: Booth #MS7099

Description: Receive 25% off ALL orders at Vision Expo West 2009!



Brought to you by:

OCuSOFT, Inc.

Location: Booth #MS5089

Description: Save 10% OFF select items including: diagnostic drugs, punctum plugs, instruments, optical & contact lens accessories, artificial tears and OCuSOFT Lid Scrub products.



Brought to you by:

Odyssey Medical, Inc

Location: Booth #MS7091



- **Description:** Parasol Sterile Pre-Loaded:\$50/pair (reg. \$85/pair)
- **Description:** Parasol QuickLoad:\$275/box (reg. \$315/box) *8 pairs/box.
- **Description:** Parasol Non-Sterile Bulk: \$275/box (reg. \$315/box) *10 pairs/box.
- **Description:** Collagen: \$50/box (reg. \$60/box) *60 implants/box.
- **Description:** Extend: \$165/box (reg. \$175/box) *20 implants/box.

Brought to you by:

Ophthalmic Instruments, Inc.

Location: Booth #MS5074

Description: Receive additional discounts on Topcon products with your purchase



Brought to you by:

Optical Specialists, Inc.

Location: Booth #MS5097

Description: Trade in any old projector, working or not and receive \$150.00 off Simply Acuity or Beyond Acuity.



Brought to you by:

ProQual-I.T., Inc.

Location: Booth #MS5096

Description: 6 months of FREE service, valued over \$1,000! Includes: on-line medical records, on-line appointment scheduling, and e-mail recalls.



Brought to you by:

Shanghai Nova

Location: Booth #MS7140

Description: Very special pricing during the show! Professional optical equipment supplier, you order from China supplier, with warranty and delivery in USA, no broker fee.

Brought to you by:

Sharp VA Digital Acuity Software

Location: Booth #MS5104

- **Description:** \$685 Digital Visual Acuity Software (45% off) + FREE PATIENT EDUCATION MODULE!
- **Description:** FRE E shipping & handling on all Sharp VA orders!



Brought to you by:

Smile Reminder

Location: Booth #MS7097

Description: 50% off of \$399 activation fee for new clients.

Brought to you by:

TeleVox

Location: Booth #MS3065

Description: 1st month FREE & 80% off of HouseCalls start up costs!





Exclusive Show Discounts, continued

Brought to you by:

TelScreen

Location: Booth #MS5070



- **Description:** Sign up at booth and receive 23% off a new slit-lamp and digital imaging package!
- **Description:** 10% OFF on New TelScreen 5-magnification Tower Slit-Lamp. Also includes 21-day no-risk return policy if you view the demo at our booth.

Brought to you by:

Vision One Credit

Location: Booth #MS7094



Description: Financing special - Equipment Loan Fee Discount

Brought to you by:

VisionScience Software

Location: Booth #MS5101



- **Description:** Receive \$200.00 off Acuity Pro Software
- **Description:** There will also be 400.00 off the all in one Acuity Pro system
- **Description:** 100.00 off Ocutouch Software
- **Description:** 500.00 off Eye Central News Program, available with three year subscription paid in advance.

Brought to you by:

Volk Optical

Location: Booth #MS4064



Description: Receive special show pricing on all Volk lenses.

Brought to you by:

Websystem 2

Location: Booth #MS7087



Description: Receive a FREE 90-Day Trial

Brought to you by:

Williams Group/Practice Director Software

Location: Booth #MS7093



- **Description:** \$1000 - \$1500 Savings on Training and Consulting Services
- **Description:** \$1000 FASTSTART savings
- **Description:** \$1500 FASTTRACK savings
- **Description:** \$1500 Practice Director Software savings

Exclusive Show Rebates

Brought to you by:

M&S Technologies, Inc

Location: Booth #MS7092



Description: Receive a \$300 Instant Rebate for show purchases

Brought to you by:

Sharp VA Digital Acuity Software

Location: Booth #MS5104



Description: Receive an instant rebate of \$540 with your software purchase.

Free Gifts (NO PURCHASE NECESSARY)

Brought to you by:

Eschenbach Optik

Location: Booth #MS6089



Description: Receive a FREE Easy Vision Chart just for stopping by.

Free Gifts (with purchase)

Brought to you by:

Eschenbach Optik

Location: Booth #MS6089



Description: Buy the 10 piece miniframe2 assortment and receive our display of 10 standard readers FREE.

Brought to you by:

M&S Technologies, Inc

Location: Booth #MS7092



Description: Receive a FREE laptop computer with each purchase of the Smart System 2020.

Brought to you by:

OCuSOFT, Inc.

Location: Booth #MS5089



Description: Receive a FREE OCuSOFT tote bag with every purchase!

Brought to you by:

Volk Optical

Location: Booth #MS4064



Description: Free multi lens case with any lens purchase.

Contests/ Raffles

Made in the USA Contest

Brought to you by:

Reichert, Inc

Location: Booth #MS4074



Description: Attendees can register to win their choice of instrument Made in the USA from Reichert, Inc.

Shamir's Hi-Index Family Promotion

Brought to you by:

Shamir Insight

Location: Booth #MS4074



Shamir

Description: Win cash and prizes with our Hi-Index promotion. After sitting through a brief educational video; attendees will participate in a "Price-Is-Right" type game where they will have the chance to be entered to win Cash or Prizes.

Parties and Events

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.



Parties and Events, continued

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.

Bausch & Lomb

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

Product Demonstration & Seminars

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.



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.

