# FOR 2014

**INTERNATIONAL VISION EXPO &** THE BRITISH CONTACT LENS ASSOCIATION PRESENT:

## THE COLORS / A LOCON 1 / A CON

A platform to combine the latest scientific content with critical business strategies related to contact lenses. You will leave with outcomes you can implement immediately.

Game a day carry for this special events Wednessing Month 26 & Bounsteley, Mercan 27

### TURN THE PAGE FOR THE FORUM AGENDA



SPONSORED BY:

REGISTER TODAY at www.visionexpoeast.com/ce or call 1.800.811.7151

## Comprehensive, Relevant Continuing Education

Enhance your knowledge in these core areas — disease diagnosis, treatment and management; clinical application of products; and healthy business solutions.

## KEY TOPICS INCLUDE:

### THE GLOBAL CONTACT LENS FORUM (7 HOURS)

Introducing the Global Contact Lens Forum, co-produced with the British Contact Lens Association. Forming a unique content partnership, world-class faculty will present at both International Vision Expo and the BCLA event in June.

COURSES: 01L1, 02L1, 03L1, 04L1, 10L0, 10L1, 10L2

Sponsored by: Alcon

a Novartis company

### GLAUCOMA (19 HOURS)

Glaucoma accounts for over 10 million visits to physicians each year. We know you see these cases every day in your practice — and could take on even more. With special courses developed by the sharpest minds in glaucoma treatment, take this opportunity to expand your expertise for diagnosis and treatment.

COURSES: 32C7, 34C6, 41C2, 43C3; SPECIAL GLAUCOMA PROGRAM: 11C2, 12C2, 13C7, 24C2, 25C3, 31C3, 32C3, 33C3, 42C2

## GUIDED PRACTICE MODULES (6 HOURS)

Designed to be highly practical with turnkey implementation plans that you can apply immediately. Learn the step-by-step how-to regarding contact lens pricing, recall and appointment strategies, and other business tools.

COURSES: 24B5, 32B3, 34C7, 41B3

### CHIEF EXPERIENCE OFFICER (CXO) CERTIFICATE PROGRAM (4 HOURS)

Customer service is the #1 influencer for purchasing decisions. Designate and empower a CXO in your practice by sending them to this intensive program to drive and implement extraordinary customer service. Differentiate your business from the Internet and increase patient satisfaction and loyalty, and profits, too. Learn how to create demand and desire for your personalized approach to eyewear and eyecare delivery. This session is created and delivered by Scott Deming, a nationally recognized expert on customer service. Those that successfully complete this program will earn a CXO certificate and bring home a workbook filled with useful tips.

### COURSE: 31B5

Sponsored by: & Care Credit

### Exclusive Media Sponsor: BINKSS

### FRAME BUYERS PROGRAM (16 HOURS)

Streamline the process of managing, monitoring, positioning and promoting your frame inventory – what today's frame buyer need to know, from industry experts. New for 2014, find a special focus on sunwear that can increase your profitability.

COURSES: 12B3, 13B3, 21B5, 22B5, 24B4, 31B3, 32B4, 33B1, 34B3, 41B1, 42B1, 44B1

Sponsored by: We evewear saccessories

Exclusive Media Sponsor:

### OPTICAL BOOT CAMPS (15 HOURS)

The most cost-effective way to grow your business and enhance patient care by building the skills of your entire staff. Reduce the learning curve by immersing new staff first-hand. And, send your experienced staff to gather the knowledge and then cross-train the rest of the team back at the office.

COURSES: 2101, 2402, 3102, 3203 4102, 4402



### VISIONOMICS\* (18 HOURS)

A series of courses dedicated to build revenue and securing the fiscal health your business.

COURSES: 11B3, 12B2, 13B5, 22B3, 23B4, 24B3, 25B3, 31B4, 33B4, 33B 41B2, 42B2, 43B3, 45B2

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2 INTERNATIONAL VISION EXPO & CONFERENCE | #VisionExpo



## BUSINESS SOLUTIONS (56 HOURS)

Keep up with relevant practice management trends to ensure your business is utilizing best practices in: processes, technology, efficiency, management tactics, marketing, patient service and staffing.

COURSES: 11B4, 11B5, 12B1, 12B4, 13B1, 13B2, 13B3, 21B1, 21B2, 21B3, 22B2, 22B4, 22B6, 23B1, 23B2, 23B3, 23B5, 24B1, 24B2, 24B6, 25B1, 25B2, 25B4, 25B5, 31B1, 31B2, 32B1, 33B2, 33B3, 33B6, 34B1, 34B2, 34B5, 41B4, 42B3, 43B1, 43B4, 44B2, 44B3, 44B4, 45B1

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### SPECTACLE LENS EXPERT TRACK (12 HOURS)

Targeted for the total practice, these courses can also provide necessary cross-training for your entire office. , Understand ALL available lenses and materials on the market today to confidently choose the best treatment plan for your patients.

COURSES: 1102, 1202, 2102, 2401, 3201, 34B4, 4101, 4201



### SUNWEAR (5 HOURS)

Eyecare professionals capture only 4% of sunwear sales — this is a missed revenue opportunity for your office. Learn how to retail sunwear to your patients, and build relationships with sunwear vendors inside the exhibit hall.

COURSES: 1102, 33B5, 42B1

### NEW GOVERNMENT REGULATIONS & HEALTHCARE UPDATES (10 HOURS)

Breaking news! You know how critical the impact of new government regulations and healthcare reform are for your eyecare practice. Our Continuing Education program has space and time set aside to bring you up-to-the-minute reports on the healthcare debate. We won't set the exact topics until the weeks before International Vision Expo so that you are guaranteed the most timely and accurate information.

COURSES: 11B1, 13B4, 21C4, 21B4, 31O1, 32B2, 43B2, MS00

### MACULAR DEGENERATION AND NUTRITIONAL SUPPLEMENTS (13 HOURS)

Understand how to integrate state-of-the art medical eyecare into your practice. Make an investment in the technology and education that will allow you to test, diagnose, treat, and manage front of eye and back of eye medical conditions and diseases, without referring your patient to a specialist.

COURSES: 11C4, 11C7, 22C2, 23C7, 32C6, 33L1, 34C1, 44C4

### DIABETES AND SYSTEMIC DISEASE (7 HOURS)

International Vision Expo offers several comprehensive courses uncovering the latest information and treatments for diabetes and hypertension. Learn to educate your patients and successfully implement better systemic control and coordinated care between the primary care physician and the optometric physician.

COURSES: 11C5, 23B1, 23C6, 31C6, 32C2

## NEURO-OPHTHALMIC DISEASE (12 HOURS)

New for 2014! Neuro-ophthalmic disease can be elusive and have significant consequences. As an optometric physician, the stakes are high for you to diagnose and manage these cases. Expand your knowledge and brush up on the latest neuro-ophthalmic conditions affecting the eye.

COURSES: 12C3, 13C6, 25L1, 31C7, 32C5, 32A1, 33C6, 34C2, 45C5

### NEW TECHNOLOGY (35 HOURS)

Technology plays a crucial role sometimes behind-the-scenes and often as the most important aid to successful eyecare. Throughout the CE program, you'll find courses that demonstrate how to integrate technology to support your patients.

### COURSES:

**DIAGNOSTICS** — 11C6, 11C7, 12B2, 12C2, 12C7, 13C4, 21C3, 21C5, 23C2, 24C3, 24O1, 41C3

SURGICAL PROCEDURES - 12C4, 21C6, 22C5, 42C1

**RETAIL AND BUSINESS SOLUTIONS** - 21B4, 41B4, 43B4, 44O1

MEASUREMENT AND FITTING --13C5, 21B6, 25C7, 32O1, 45O1

## ONTINUING

e of our money-saving Continuing Education Packages is sure fit your needs.

### L CONTINUING EDUCATION REGISTRATIONS ICLUDE THE FOLLOWING:

ADMISSION TO EXHIBITS (\$75 VALUE)

### ADMISSION TO CONFERENCE ATTENDEE LOUNGE

### CE REGISTRATION PROCESSING FEE (\$40 VALUE)

DTE: Standard Package and/or A la Carte registrations cannot be changed Total Office Package registrations and vice versa. All registration fees are n-refundable and non-transferable.

STANDARD PACKAGES	On or Before 2.25.14	
ackage A 6 hours of education	\$254	\$276
ackage B 9 hours of education	\$320	\$348
Package C 13 hours of education	\$431	\$453
Package D 18 hours of education	\$573	\$595

MPORTANT: Hours from one registrant CANNOT BE COMBINED with another registrant in order to take advantage of the Standard Packages. This will be strictly monitored. Discount may not be combined with any other offer. Package prices are based on paid course hours selected. A la Carte courses are excluded. Credit rollovers will not be granted for unused hours. Badge is required for admittance to each course. To accommodate several individuals rom the same business, please see Total Office Packages below.

Additional hours can be added to any package above for \$35 per hour.

## TOTAL OFFICE PACKAGES

	And a second
Package E 25 hours of education	\$772-Up to 4 people
Package F 35 hours of education	\$992-Up to 7 people
Package G 45 hours of education	\$1,218-Up to 10 people

**Total Office Pricing** 

Total Office Packages are designed to accommodate several individuals from the same practice and make it affordable for the doctor to bring his or her staff. When you register, all registrations must be submitted or called in at the same time and the same company name and address (including zip code) must be used. Package prices are based on paid course hours selected. A la Carte courses are excluded. Other discounts do not apply. Credit rollovers will not be granted for unused hours. Badge is required for admittance to each course.

Additional hours can be added to any package above for \$35 per hour.

### CONTINUING EDUCATION CANCELLATION POLICY • All concellation requests must be made by completing the Cancellation

- Request Form. \$40 CE registration processing fee is non-refundable.
- Optical Boot Camp Level 1, Optical Boot Camp Level 2 and Optical Boot Camp Level 3 are non-refundable
- Exhibit Hall Registration Fees are non-refundable and non-transferable
- Standard Pockage and/or A la Carte registrations can not be converted to
- Total Office Package registrations. All registration fees are non-refundable and non-transferable

A LA CARTE	On or Before 2.25.14	After 2.25.14
1 hour of education	\$100	\$105
2 hours of education	\$166	\$176
3 hours of education	\$193	\$204
4 hours of education	\$210	\$232
5 hours of education	\$243	\$265
Optical Boot Camp Level 1 (non-refundable): 21O1	\$126	
Optical Boot Camp Level 2 (non-refundable): 24O2	\$126	
Optical Boot Camp Level 3 (non-refundable): 3102	\$126	
Chief eXperience Officer (CXO) Certificate Program: 31B5	\$249	
New Manager Mini Track: 33B7	\$249	
Global Contact Lens Forum: GCLF Introductory (11/15/13-12/15/13) Early Bird (12/16/13-2/25/14) Regular Rate (After 2/25/14)	\$ 199 \$ 249 \$ 299	
PDA Oral Pharmaceutical Agents: 21B1 PDA Thyroid Dysfunction: 23B1 NYSDA Basic Medical Coding: 32B1 NYSDA Advanced Medical Coding: 33B2	\$50 members/ \$100 non-members	
FREE COURSES NYSOA/POA Optometry Student Lunch Course: 3000 (includes lunch) Medical & Scientific Theater Courses	FREE	
WORKSHOPS* Hands-on Compression Mount Training: 1301 Boot Camp Frame Adjusting & Repair: 3203 Boot Camp Spectacle Measurements: 4102 Boot Camp Basic Lensometry: 4402	\$83 \$166 \$166 \$166 \$166	

\*\$40 CE Registration Processing Fee applies if ONLY registering for Workshops. Advance Registration is required for free courses. Seating is limited.

- Total Office Package registrations can not be converted to Standard Package and/or A ja Carte registrations. All registration fees are non-refundable and nontransferable.
- No special offers or promotions can be combined.
- Credit rollovers will not be granted for unused hours.
- All cancellation requests will be processed after International Vision Expo East beginning in April in the form of a credit rollover. You will receive notification of your credit rollover within 60 days of processing. Credit rollovers are valid for international Vision Expo East 2015 or West 2014 continuing education only.
- Credit rollovers cannot be transferred to another person
- Continuing Education credit is not awarded if a credit rollover is issued
- Credit rollover will expire if not used by Vision Expo East 2015.
- No refunds will be given if the credit rollover is not used in full.
  - Refunds will not be issued for cancellation requests. Cancellation Request forms are available at www.visionexpoeast.com

SEND CANCELLATION REQUEST FORMS TO: Cancellation – International Vision Expa East c/o Read Exhibitions 383 Main Avenue, Norwalk, CT 06851 Attn: Lisa Colson (Fax to 203.840.9442)

### REGISTER TODAY at www.visionexpoeast.com/ce or call 1.800.811.7151

inal Vision Expo East Avenue, Norwalk, CT 06851

de:	ENTER YOUR ID
	FOR FAST WEB
.mer ID:	REGISTRATION



After 2.25.14

\$276 🗖

\$348

\$453 🗖

\$595

up to 4 people

up to 7 people

up to 10 people

After 2.25.14

\$299 🖺

After 2.25.14

\$105 🔲

\$176

\$204

\$232 🖸

\$265 🗖

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SCAN HERE TO

### VIEW OUR WEB SITE



### INTERNATIONAL VISION EXPO EAST EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION EDUCATION: March 26-30, 2014 EXHIBITION: March 28-30, 2014

**7. REGISTRATION TYPE** 

land Packages

Packoge A-6 Hours

Package B-9 Hours

Package C-13 Hours

Package D-18 Hours

Total Office Packages

Pockoge E-25 Hours

Pockoge F-35 Hours

Package G-45 Hours

Global Contact Lens Forum

(Wednesday, 3:26 - Thursday, 3:27)

\*Optical Boot Camp® Level 1: 2101

\*Optical Boot Camp® Level 2: 2402

\*Optical Boot Camp® Level 3: 3102

POA Oral Pharmaceutical Agents; 2181 POA Thyroid Dysfunction: 2381

NYSOA Basic Medical Coding: 3281 NYSOA Advanced Medical Coding: 3382

A la Carta

1 Hour

2 Hours

3 Hours

4 Hours

5 Hours

\*Non-refundable

'Free Courses

WEDNESDAY

AMOUNT \$

CHARGE TO:

NYSOMPOA Optometry Student Lunch Course: 3000

Medical & Scientific Theater Courses: (specify course number)

\*\*Redistration required for free courses

Fee

PROCESSING FEE: \$

CHECK ENCLOSED

D Poyable to Reed Exhibitions

CAMEX CMosterCord DVISA

**10a. METHOD OF PAYMENT** 

THURSDAY

New Manager Mini Track: 3387

Specialty Tracks and State Association Courses

Chief eXperience Officer (CXO) Certificate Program: 31B5

Global Contact Lens Forum: GC

EXHIBITS ONLY: CONTINUING EDUCATION:

THE VISION COUNCE CReed Exhibitions

### FOUR WAYS TO REGISTER

### ONLINE

### www.visionexpoeast.com/ce

**BY FAX** 

Fax this completed form to 708.344.4444. Please include your phone number in case we have questions. Method of payment by credit card only.

Coll 800.811.7151 or 203.840.5610 for conference registration only and have your credit card ready.

Send this completed form to: International Vision Expo East, c/o Compusystems, P.O. Box 6271, Broodview, IL 60155-6271.

1. CONTACT INFORMATION If the information on the mailing label is incorrect, please make changes directly to the pre-printed information.

BUSINESS TELEPHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODE)

BUSINESS FAX (DO NOT INCLUDE INTERNATIONAL DIALING CODE)

### E-MAIL (MANDATORY TO RECEIVE CE ATTENDANCE LETTER)

FL OD LICENSE #

ARBO/COPE OE TRACKER # (ODs Only)

### 2. YOUR TITLE/POSITION

C Corporate Management

D Laboratory Manager

E Laboratory Technician

H Optician, Non-Certified

J Opticianry Assistant

K Ophthalmologist

Q Optometrist

E Monufacturer's Representative

G Optician, Licensed or Certified

M Ophthalmic Medical Personnel

P Ophtholmological Resident

🗖 R Optometric Technician

D S Optometric Resident T Practice Monoge

Z Other (Please specify)

D N Ophthalmological Assistant – (non-certified)

bodge category.)

A Buyer -- Opticol

B Buyer - Retail

### 4. TYPE OF BUSINESS/PRACTICE (Please check one. This selection determines your (Please check one.)

FL OPTICIAN LICENSE #

- A Chain/Department/Superstore
- B Independent Ophthalmological Practice
- C Independent Optometric Proctice D Independent Optometric Practice Affiliated
- with Corporate Chain
- E Loborotory (Surfacing)
- D F Laboratory (Other)
- G Manufacturer
- H Multidisciplinary Practice J Retail - Drug/Pharmacy/Grocery
- K Retail Optical Store, 1-10 locations
- M Retail Optical Chain, 10+ locations
- CI N Sporting Goods P Wholesaler/Distributor
- Q Other (Please specify)

### 5. YOU ARE A/AN (Please check one.)

B Mole

### A Owner C Employee

- B Monage D Buyer
  - 6. I AM A Female
- 3. STUDENTS (Please check one.)
  - A Pre-Optometry □ B Optometry
  - C Opticionry
  - D Foshion
  - E Other (Please specify)

ANY QUESTIONS? CALL 1.800.811.7151 OR 1.203.840.5610 | E-MAIL inquiry@visionexposast.com

### REGISTRATION POLICY

Reusis/NATION POLICY Standard Taxages do not include A to Corte courses. Hours cannot be contibiled with another registrant. Total Office Tactogoes do not include A to Corte course. When registrant for Total Office Poccages please sure some compony norms, oddieus and zip code and a registration form for each perior. Please Note: registrations must be solumited together.

No special offers or promotions can be combined. Other discounts do not opply to Total Office Parkages. Discounts do not apply to registrations of-ready secured Registration Res are non-refundable and non-transferable. Additional hours can be added to any package for \$35 per hour. Package prices are based on poid coarse hours. Credit roflowers will not be granted for unused hours.

Standard Package and/ar A la Carte registrations cannot be changed to Total Office Package Registrations and vice versa. Badge is required for admittance to each course.

IMPORTANT

This CARANTE Prior to the event, you will be e-mailed your course itinerary. Please bring this confirmation letter with borcode to the CE Express Bodge Counter onsite in the CE Registration area to have your bodge and course timerary printed.

We collect this data in order to pravide you with information about intely national Vision Espe and other companies in your industry, if you prefer nat to receive interim information, please see our Privacy Statement at http://wisioneepa.com or coll our Privacy Administrator at 1886.306.324 or from outside the US at 12(324025810. CANCELLATION POLICY

I agree to pay the above total amount according to my card issuer agreement

🖾 On or Before 2.25.14: \$50 🗖 After 2.25.14: \$75

On or Before 2.25 14

\$254 🖽

\$320 🖸

\$431 🗋

\$573 D

\$772 🗀

\$992 🗆

\$1,218

On or Before 2,25.14

\$100 010

\$166 🗖

\$193 D

\$210

\$243

Kandis-On Compression Mount Training: 1301 ~ \$83

Boot Damp Frame Adjusting & Repair: 3203 - \$166

SATURDAY

\*\*\$40 CE Registration processing fee applies if ONLY registering for

Fee

Boot Carro Spectade Measurements (102 - \$166

Boot Camp Basic Lensometry, 4402-- \$166

GRAND TOTAL (7-9): \$

10b. CARDHOLDER'S NAME (Please print)

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verkshep

Fee

C

9. LIST BELOW THE COURSES YOU WOULD LIKE TO TAKE (Including free courses)

ACCOUNT #:

EXPIRATION DATE:

CARDHOLDER'S SIGNATURE:

Fee

On or Before 12,15.13

\$199 🗖

**Total Office Pricing** 

On or Before 2.25.14

Pricing

\$126 🗆

\$126 D

\$126 D

\$249 [7]

\$249

\$50 members/\$100 non-members

\$249 []

Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

BY PHONE

### BY MAIL