

Lisa Alexander

2013 Continuing Education Program



EXPAND YOUR FIELD OF VISION WITH COMPREHENSIVE TOPICS FOR ALL EYECARE PROFESSIONALS

Use this brochure to plan your experience at International Vision Expo, including:

More than 300 hours of Continuing Education for every role and experience level

Business solutions: utilize processes, technology, efficiency, management and skill-building to improve practice management

Advances in ophthalmic technology debuted by the world's leading manufacturers

Leading-edge diagnostic and medical equipment, innovative lens and processing technology, pharmaceuticals, eyewear and accessories

Discounts on hotel, travel, dining & entertainment just for you in the glamorous, high-energy backdrop of New York City



THE COMPLETE EYECARE EVENT

EDUCATION: MARCH 14-17, 2013 | EXHIBITION: MARCH 15-17, 2013 | JAVITS CENTER | NEW YORK CITY

Register today at www.visionexpoeast.com/ce

Expand YOUR FIELD OF VISION WITH COMPREHENSIVE, CUTTING-EDGE CONTINUING EDUCATION

Enrich your core competencies — disease diagnosis, treatment and management; clinical application of products; and healthy business solutions.

Four days of Continuing Education for every role and experience level, with key topics that include:

MACULAR DEGENERATION AND NUTRITIONAL SUPPLEMENTS

13 hours, learn how nutritional supplements can add significant benefit in saving vision for patients with macular degeneration. Join our entire panel of speakers throughout the conference to get all of the latest information on this important technology in optometry.

COURSES: 1125, 1328, 2225, 2227, 2312, 2325, 3112, 3321, 3410

PATIENT WELLNESS

4 hours, focus on preventative care and how your patients' overall health affects their eye health.

COURSES: 1228, 1327, 2325, 4225

GLAUCOMA

13 hours, journey from the beginning of treating glaucoma to more complicated cases. With many recent changes in technology and pharmacology, it can be confusing. Be sure to sign-up for the entire program to be a state-of-the-art glaucoma clinician.

COURSES: 2224, 2324, 2424, 3124, 3224, 3324, 3424, 4110

GUIDED PRACTICE MODULES

6 hours, implement tools and management secrets that a busy practitioner can take back to your practice and apply immediately. Learn step-by-step regarding contact lens, lens pricing, recall, and appointment strategy.

COURSES: 2122, 2222, 2322, 2422

OD/MD COLLABORATIVE CARE

9 hours, hear from ODs practicing with MDs. Listen to these partnership teams discuss how they work together to provide the highest level of patient care.

COURSES: 3114, 3210, 3314, 3414, 4127, 4227

CHIEF EXPERIENCE OFFICER (CXO) CERTIFICATE PROGRAM

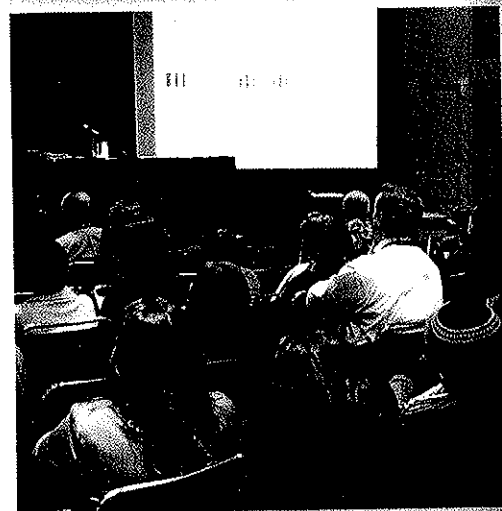
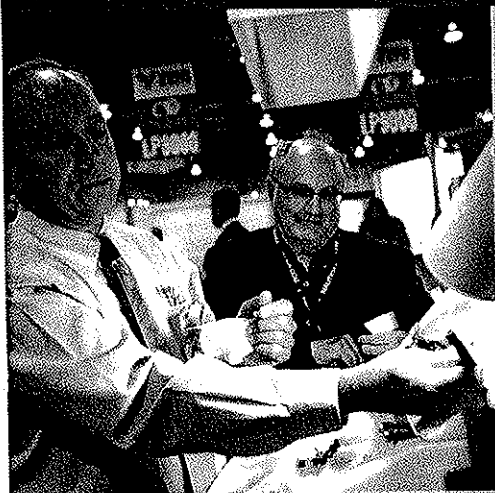
Designate and empower a CXO in your practice to drive and implement extraordinary customer service. Differentiate your business from the Internet and increase patient satisfaction, loyalty and profits. Learn how to create demand and desire for your personalized approach to eyewear and eyecare delivery.

COURSE: 3126

FRAME BUYER SESSIONS

All new classes and speakers for 2013; streamline the process of managing, monitoring, positioning and promoting your frame inventory — what today's frame buyer needs to know from industry experts.

COURSES: 1224, 1321, 2110, 2210, 2310, 3122, 3222, 3422, 4121, 4221, 4321



OPTICAL BOOT CAMPS

15 hours, engage and educate your team. Grow your business and enhance patient care by building the skills of your entire staff. Reduce the learning curve by immersing new staff and cross-train experienced staff to increase efficiency and customer service.

COURSES: 2130, 2330, 3130, 3330, 4114, 4314

EHR

The government mandated tasks along with incentives and penalties are all kicking in during the next couple of years. Hear from the experts exactly how to be in compliance with these new regulations and reap the financial rewards of bringing your record keeping into the 21st century.

COURSES: 2226, 3223

BUSINESS SOLUTIONS

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

COURSES: 1126, 1226, 1326, 2103, 2203, 2303, 2403, 3103, 3203, 3303, 3403, 4124, 4224, 4303, 4324

SOCIAL MEDIA

Harness the power of the Internet. Learn to develop, set up and use social media, a website, Internet marketing and other web tools.

COURSES: 2404, 3322, 4117

PRACTICE TRANSITIONS

Learn more about how to effectively value your practice, prepare for retirement, generate a needs assessment and gain insight on financing mechanisms available.

COURSES: 2427, 3228, 3328

NEW GOVERNMENT REGULATIONS

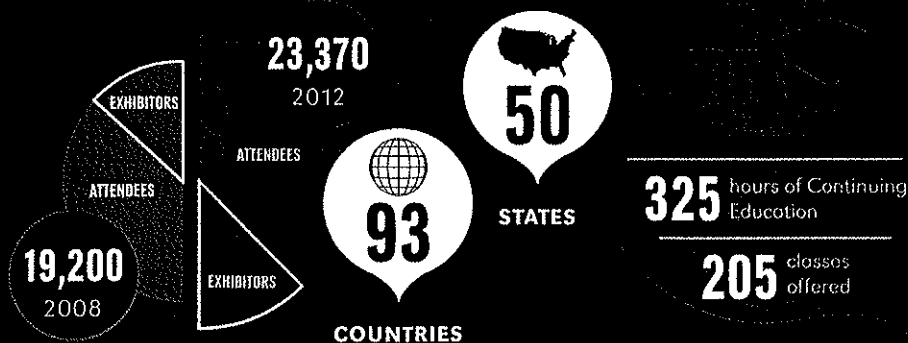
Get up-to-the-minute requirements for several new "mandatory programs" that involve both incentives and penalties, Electronic Health Records, PQRS, e-prescribing and coding compliance.

COURSES: 2104, 2127, 2226, 2426, 3223, 3301, 4123, 4323, 4330

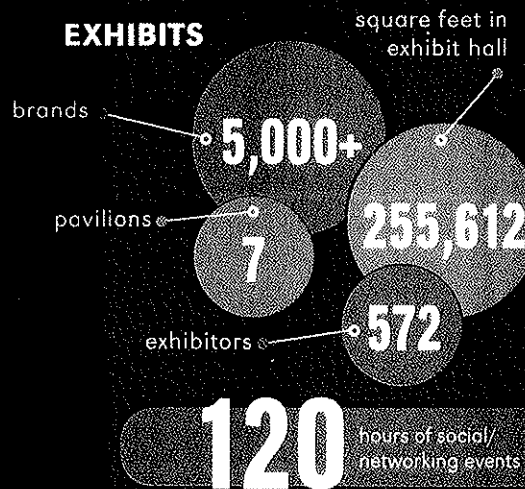


WHY IS INTERNATIONAL VISION EXPO THE RIGHT CHOICE FOR YOUR PRACTICE?

WHO PARTICIPATES



EXHIBITS



CONTINUING EDUCATION PRICING

One of our money-saving Continuing Education Packages is sure to fit your needs. To register, simply list the courses you are taking on the Registration Form on the back cover. Or go online to register at www.visionexpeast.com — it's that easy!

ALL CONTINUING EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

ADMISSION TO EXHIBITS (\$75 VALUE)

ADMISSION TO CONFERENCE ATTENDEE LOUNGE

CE REGISTRATION PROCESSING FEE (\$40 VALUE)

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

STANDARD PACKAGES	On or Before 2.15.13	After 2.15.13
Package A 6 hours of education	\$242	\$263
Package B 9 hours of education	\$305	\$331
Package C 13 hours of education	\$410	\$431
Package D 18 hours of education	\$546	\$567

IMPORTANT: 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 from 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	Total Office Pricing
Package E 25 hours of education	\$735—Up to 4 people
Package F 35 hours of education	\$945—Up to 7 people
Package G 45 hours of education	\$1,160—Up to 10 people

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.

A LA CARTE	On or Before 2.15.13	After 2.15.13
1 hour of education	\$95	\$100
2 hours of education	\$158	\$168
3 hours of education	\$184	\$194
4 hours of education	\$200	\$221
5 hours of education	\$231	\$252
Optical Boot Camp Level 1 (non-refundable): 2130	\$120	
Optical Boot Camp Level 2 (non-refundable): 2330	\$120	
Optical Boot Camp Level 3 (non-refundable): 3130	\$120	
FREE COURSES NYSOA/PDA Student Lunch Course: 3028 (includes lunch) Medical & Scientific Theater Courses	FREE	
PDA Medical Coding & Billing: 2104 NYSOA Basic Medical Coding: 4123 NYSOA Advanced Medical Coding & Billing: 4323	\$50 members/ \$100 non-members	
WORKSHOPS* Hands-On Compression Mount Training: 2221 Boot Camp Frame Adjusting & Repair: 3330 Boot Camp Spectacle Measurements: 4114 Boot Camp Basic Lensometry: 4314	\$158 \$158 \$158 \$158	

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

CONTINUING EDUCATION CANCELLATION POLICY

- All cancellation 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 Package and/or A la Carte registrations cannot be converted to Total Office Package registrations. All registration fees are non-refundable and non-transferable.
- Total Office Package registrations cannot be converted to Standard Package and/or A la Carte registrations. All registration fees are non-refundable and non-transferable.
- 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 2014 or West 2013 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 2014.
- 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.visionexpeast.com

SEND CANCELLATION REQUEST FORMS TO:

Cancellation — International Vision Expo East
c/o Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851
Attn: Lisa Colson
(Fax to 203.840.9442)

International Vision Expo East
383 Main Avenue, Norwalk, CT 06851

PRSR STD
U.S. POSTAGE
PAID
Nashville, TN
Permit 485

Priority Code: _____
Customer ID: _____

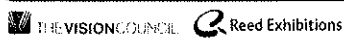
**ENTER YOUR ID
FOR FAST WEB
REGISTRATION**



SCAN HERE TO
VIEW OUR WEB SITE



INTERNATIONAL VISION EXPO EAST EXHIBITS ONLY AND/OR CONTINUING EDUCATION REGISTRATION
EDUCATION: March 14-17, 2013 EXHIBITION: March 15-17, 2013



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.

BY PHONE
Call 800.811.7151 or 203.840.5610 for conference registration only and have your credit card ready.

BY MAIL
Send this completed form to: International Vision Expo East, c/o Compusystems, P.O. Box 6271, Broadview, 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 # _____ FL OPTICIAN LICENSE # _____
ARBO/COPE OE TRACKER # (ODs Only) _____

2. YOUR TITLE/POSITION

(Please check one. This selection determines your badge category.)

- A Buyer - Optical
- B Buyer - Retail
- C Corporate Management
- D Laboratory Manager
- E Laboratory Technician
- F Manufacturer's Representative
- G Optician, Licensed or Certified
- H Optician, Non-Certified
- J Opticianry Assistant
- K Ophthalmologist
- M Ophthalmic Medical Personnel
- N Ophthalmological Assistant - (non-certified)
- P Ophthalmological Resident
- Q Optometrist
- R Optometric Technician
- S Optometric Resident
- Z Other (Please specify) _____
- W Practice Manager

4. TYPE OF BUSINESS/PRACTICE

(Please check one.)

- A Chain/Department/Superstore
- B Independent Ophthalmological Practice
- C Independent Optometric Practice
- D Independent Optometric Practice Affiliated with Corporate Chain
- E Laboratory (Surfacing)
- 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
- N Sporting Goods
- P Wholesaler/Distributor
- Q Other (Please specify) _____

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

- A Owner C Employee
- B Manager D Buyer

6. I AM

- A Female B Male

3. STUDENTS *(Please check one.)*

- A Pre-Optometry
- B Optometry
- C Opticianry
- D Fashion
- E Other (Please specify) _____

7. REGISTRATION TYPE

EXHIBITS ONLY: On or Before 2.13.13: \$50 After 2.13.13: \$75
CONTINUING EDUCATION: Includes Exhibit Hall

8. REGISTRATION PACKAGES AND A LA CARTE SELECTIONS

Standard Packages	On or Before 2.13.13	After 2.13.13
Package A-6 Hours	\$242 <input type="checkbox"/>	\$263 <input type="checkbox"/>
Package B-9 Hours	\$305 <input type="checkbox"/>	\$331 <input type="checkbox"/>
Package C-13 Hours	\$410 <input type="checkbox"/>	\$431 <input type="checkbox"/>
Package D-18 Hours	\$546 <input type="checkbox"/>	\$567 <input type="checkbox"/>
Total Office Packages		
Total Office Pricing		
Package E-25 Hours	\$735 <input type="checkbox"/>	up to 4 people
Package F-35 Hours	\$945 <input type="checkbox"/>	up to 7 people
Package G-45 Hours	\$1,160 <input type="checkbox"/>	up to 10 people
A la Carte		
On or Before 2.13.13		
After 2.13.13		
1 Hour	\$95 <input type="checkbox"/>	\$100 <input type="checkbox"/>
2 Hours	\$158 <input type="checkbox"/>	\$168 <input type="checkbox"/>
3 Hours	\$184 <input type="checkbox"/>	\$194 <input type="checkbox"/>
4 Hours	\$200 <input type="checkbox"/>	\$221 <input type="checkbox"/>
5 Hours	\$231 <input type="checkbox"/>	\$252 <input type="checkbox"/>
*Optical Boot Camp® Level 1: 2130	\$120 <input type="checkbox"/>	
*Optical Boot Camp® Level 2: 2330	\$120 <input type="checkbox"/>	
*Optical Boot Camp® Level 3: 3130	\$120 <input type="checkbox"/>	
POA Medical Coding & Billing: 2104		
NYSOA Basic Medical Coding: 4123		
NYSOA Advanced Medical Coding and Billing: 4323		\$50 members/\$100 non-members <input type="checkbox"/>
*Non-refundable		
**Free Courses		
Medical & Scientific Theater Courses: (specify course number) <input type="checkbox"/>		
***Workshops		
Hands-On Compression Mount Training: 2221 - \$158 <input type="checkbox"/>		
Boot Camp Frame Adjusting & Repair: 3330 - \$158 <input type="checkbox"/>		
Boot Camp Spectacle Measurements: 4114 - \$158 <input type="checkbox"/>		
Boot Camp Basic Lensometry: 4314 - \$158 <input type="checkbox"/>		
**Registration required for free courses		
***\$40 CE Registration processing fee applies if ONLY registering for workshops		

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

THURSDAY Course	Fee	FRIDAY Course	Fee	SATURDAY Course	Fee	SUNDAY Course	Fee

PROCESSING FEE: \$ _____ GRAND TOTAL (7-9): \$ _____

12a. METHOD OF PAYMENT

AMOUNT \$ _____

CHECK ENCLOSED
 Payable to Reed Exhibitions

CHARGE TO:
 AMEX MasterCard VISA

12b. CARDHOLDER'S NAME *(Please print)*

ACCOUNT #: _____

EXPIRATION DATE: _____

CARDHOLDER'S SIGNATURE: _____

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

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

REGISTRATION POLICY
Standard Packages do not include A la Carte courses. Hours cannot be combined with another registrant. Total Office Packages do not include A la Carte courses. When registering for Total Office Packages please use same company name, address and zip code and a registration form for each person. *Please Note: registrations must be submitted together.*

No special offers or promotions can be combined. Other discounts do not apply to Total Office Packages. Discounts do not apply to registrations already secured. Registration fees are non-refundable and non-transferable. **Additional hours can be added to any package for \$35 per hour.** Package prices are based on paid course hours. Credit rollovers will not be granted for unused hours.

Standard Package and/or A la Carte registrations cannot be changed to Total Office Package Registrations and vice versa. Badge is required for admittance to each course.
IMPORTANT
The early pricing cut-off date is 2.13.13. To receive your credentials in the mail, registrations must be postmarked by 3.1.13. Registrations received after 3.1.13 will be processed; however, credentials will need to be picked up onsite.

We collect this data in order to provide you with information about International Vision Expo and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at http://visionexpo.com or call our Privacy Administrator at 1.888.306.2344, or from outside the U.S. at 1.203.840.5810.

CANCELLATION POLICY
www.visionexpoeast.com