

2009 Exhibitor Testimonials

"We were very pleased with this year's show and in fact wrote more orders than we have ever written at any International Vision Expo prior to this one. We showed a lot of new equipment including an entire automated surfacing line and our staff was busy demonstrating nearly non-stop for all three days."

-Larry Clarke

CEO

Satisloh North America

"International Vision Expo West continues to bring qualified, serious, buyers to the show. Morel experienced significant increases in both new customers and orders placed despite challenging economic times. Our pre-show efforts along with those of our partners in the publishing and show management contributed to making this our best show to date."

-Tom Castiglione

CEO

Morel Eyewear

"International Vision Expo West is the best place to capitalize on the perfect audience. We wrote business every day - each day better than the preceding day - writing orders all the way to the close of the show on Saturday. It was a breath of fresh air to be a part of the positive atmosphere and see the market picking up."

-Mike Cundiff

Chief Operating Officer

Kenmark Optical

"[It] felt like the beginning of a new wave of confidence!"

-Rick Noonkester

Northwest Senior Territory Manager

Santinelli International

"Vision West 2009 was simply amazing for MYKITA. The combination of the Suites layout, show organization and professionalism of Reed Expo permitted us to introduce our different collections to optical retailers and fashion stores. For a few years, MYKITA has developed multiple concepts targeting different groups of high end North American retailers. Vision East and Vision West are the best places for us to promote our concepts and make new contacts; "rendezvous" in 2010."

-Cedric Moreau

President

MYKITA

"Safilo had an excellent show in Las Vegas. Although it appears that show attendance was down slightly, the customers who attended were there to buy. Our orders indicate a significant increase in our business this year over Vision Expo West in 2008 which is an exciting indicator of our final quarter's potential."

"Customers seemed to really appreciate that we were at the show and working with them as partners to build their businesses and support the industry. Our focus centered around the expanded launch of the red-hot Carrera vintage sunwear collection in the 3 O market. This brand is truly on fire and we not only introduced a new package and display concept for placement of the Carrera vintage collection in 'select optical retailers, we also ran a very successful sell-in promotion in which we gave away a Carrera sunglass of the customer's choosing with every sales division order. We were very happy with the mood of our customers and their continued enthusiasm for our variety of brands, styling and direction of Safilo USA."

-Bill Harrison

*Vice President of Optical Sales
Safilo USA*

"This was the first year that we exhibited at VEW. We were completely overwhelmed by the response and had a constant flow of traffic all day. What was most surprising was the number of high quality leads. In a tough economy, practices are obviously looking for new and innovative ways to grow their business. VEW provided us with the vehicle we needed to showcase the new EyeSite kiosk and it will help to catapult our business -- now the real work begins!"

-Bart Foster

*CEO & Founder
SoloHealth*

"For Eyefinity/Officemate, in terms of exposure to both prospective and existing customers, the Vision Expo shows have always been highlights of our show calendar. This year's event was no exception and in fact exceeded our expectations. Great crowd, great results - truly a great show!"

-Bill Hatch

*Senior Vice President of Marketing
Eyefinity/Officemate*

"We were very pleased with the show overall. The set up in the 49th floor was great and everyone was helpful. The Suite was awesome and the view was amazing; it looked liked an Andreas Gursky picture. We were busy, so it was a great show, our best Las Vegas show ever. It showed us that it was worth the afford to do the show and create all the new beautiful designs."

-Stefan Flatscher

*Designer and Co-Founder of Freudenhaus and Managing Partner
FH Eyewear*

“International Vision Expo West, offering educational courses and the ability to see many of the best suppliers in one place, is always an important and successful show for us and our accounts. This year, VEW 2009 was especially significant since the economy has made business particularly challenging. Marchon and our sales team went to the show with the attitude that everyone is tired of the slow economy and the heavy burden of business. Therefore, we wanted to make sure our accounts felt their visit to our many booths and the show was beneficial to their business as well as a positive and fun experience. When you think of fun at VEW you also have to think of the annual Marchon party which attracts up to 8,000 people each year. This year we added a charity component that made the Marchon party even more special. The EyeRock concert at our party opened the event for the first time to sponsors. We were very pleased to have Carl Zeiss, Transitions, Signet Armolite and Essilor join the party as concert sponsors. Their generosity along with our party guests raised \$50,000 for Optometry Giving Sight and the Guide Dog Foundation.

International Vision Expo West is the perfect venue for Marchon to demonstrate our support of, and in many ways celebrate, the U.S. optical industry.”

-Al Berg
CEO
Marchon Eyewear