

Ophthalmic Instruments Announces 30th Year Participating in Vision Expo West

Ophthalmic Instruments auctioning a customized exam chair for Breast Cancer Awareness month to benefit cancer research

IRVINE, Calif. ([PRWEB](#)) September 12, 2018 -- Ophthalmic Instruments, Inc., a leading distributor of quality ophthalmic instruments, today announced its participation in Vision Expo West, the largest, most all-inclusive ophthalmic event in the world featuring clinical, medical, scientific, technical, and business best practices. This four day event, now celebrating its 30th year, will be held on September 26-29 at Sands Expo in Las Vegas.

As a founding exhibitor now in its 30th year attending the show, Ophthalmic Instruments, Inc. is showcasing a customized exam chair for Breast Cancer Awareness month in October, manufactured by Reliance. This chair will be auctioned off as a part of a silent auction in booth MS-12049. Proceeds from the silent auction will then be presented to the cancer fund of the winning bid's choice in October to help further cancer research.

In their booth, the company will also be featuring the hottest selling OCT on the market along with chairs, stands, slit lamps, auto-refractors, visual fields, NCTs, acuity systems, BIOs and multiple automated refraction systems, from manufacturers like Topcon, Haag-Streit, Reliance, Marco, Reichert, Keeler, Heine, Volk, Ocular, Accutome, and others. All of the equipment will be available for hands-on demonstration, including a special guest presenter of the Maestro 3D OCT-1.

“As one of 64 distinguished founding exhibitors of Vision Expo West, we wanted to do something bigger this year for the conference's 30 year anniversary that would benefit the eye care industry and a very worthwhile cause,” said Scott Shone, president of Ophthalmic Instruments. “So we partnered with Reliance to offer an exam chair with custom pink and black upholstery and featuring the breast cancer awareness ribbon for Breast Cancer Awareness month. So many people either know someone or they themselves have been affected by cancer. We thought that someone who is passionate enough to bid on this chair would have an existing relationship with a cancer organization that they would like to donate to. For this reason we will donate the proceeds to the cancer fund of their choice.”

About International Vision Expo and Conference

Vision Expo brings together education, products, trends and solutions that draw more than 30,000 eyecare professionals each year. Co-owned by Reed Exhibitions and The Vision Council, Vision Expo gives back to the entire ophthalmic community. Proceeds are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products.

About Ophthalmic Instruments, Inc.

Family owned and operated since 1977, Ophthalmic Instruments is the premier distributor of a comprehensive line of quality ophthalmic products that are professionally installed and maintained with a personal touch. Founded on the simple principles of professionalism, honesty and integrity, the company prides itself in the retention of customers, repeat business and enthusiastic referrals from physicians, hospitals and clinics for over 40 years.



With four physical locations strategically located in California, Arizona and Colorado, Ophthalmic Instruments provides its customers with professionally trained sales and field service representatives in eight states, including California, Arizona, Nevada, Utah, Colorado, Hawaii, New Mexico and Wyoming. These experienced representatives maintain frequent contact with the customers in their regions and bring problem solving skills and relevant information to the customers served. For more information, please visit www.oiica.com.



Contact Information

Lisa Porter

Porter Creative Group, Inc.

+1 949-307-3737

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