



## VISION EXPO

As the co-owner of Vision Expo, a trade-only conference and exhibition held twice a year, The Vision Council curates the ultimate marketplace for the optical community to connect and conduct business.

Vision Expo is a premier and comprehensive event within the eyecare industry that brings together optometrists, ophthalmologists, opticians, and other eyecare professionals, as well as manufacturers, suppliers, and retailers of eyewear and optical products. It is one of the largest gatherings of eyecare professionals and industry stakeholders, offering a unique platform for networking, education, and business opportunities.

### GENERAL OVERVIEW

Presented by The Vision Council and RX, Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion, and innovation mingle. Held twice a year – Vision Expo East in New York City and Vision Expo West in Las Vegas – the trade-only conferences and exhibitions are designed to connect the vision community and promote industry growth. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The main stage, known as the Bridge (East) and Innovation Stage (West), provides open access for attendees to cutting edge industry content including dynamic keynote presentations, panels, and a space to gather. More industry professionals make their buying decisions at Vision Expo than at any other annual industry event in North America. In addition, Vision Expo hosts a robust education program that offers content of the highest quality and relevance to industry professionals.

### SAVE THE DATES

#### Vision Expo West @ The Venetian Expo in Las Vegas:

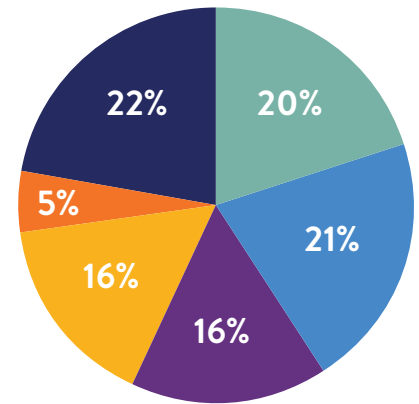
YEAR	EDUCATION	EXHIBITION
2024	Education: September 18–21	Exhibition: September 19–21

#### Vision Expo East @ Javits Center in NYC:

YEAR	EDUCATION	EXHIBITION
2024	Education: March 14–17	Exhibition: March 15–17

## WHO ATTENDS

From high-end optical buyers and practice managers to independent optometrists and opticians, Vision Expo connects the vision community like no other event. Additional attendees include contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, lab technicians, students, and other leaders in eyecare and eyewear.



## WHO EXHIBITS

Vision Expo is the definitive nexus of fashion-forward eyewear, showcasing countless esteemed and up-and-coming brands in addition to offering a world-class education program that invites attendees to select from an extensive catalog of accredited optometric, opticianry, and business education, with world-renowned experts at the helm of every session. In 2023, Vision Expo East featured 425 world-class exhibiting companies, encompassing some of the biggest names in eyewear and eyecare. Attendees explored the industry's top brands in unique exhibit neighborhoods:

- **The Focus:** The future of vision care is found in The Focus. This neighborhood brings together the most complete view of innovations in lens processing, medical and diagnostic tech, disease management solutions, contact lens innovations, and eyecare practice optimization.
- **The Panorama:** The Panorama features cutting-edge business solutions, medical advances, software, and wearables that are paving the path for what's to come in the industry.
- **The Park:** At The Park, the showcase is premier eyewear, featuring the broadest selection of fashion, sports, and prestige eyewear in addition to large-scale, immersive exhibits.
- **The Springs:** Dedicated to emerging talent from around the globe, The Springs is a bold platform at Vision Expo East for the next generation of optical icons and a discovery zone and incubator for new talent in eyewear design and vision innovation.
- **The Union:** The Union is a vibrant oasis for the latest in independent design. This lively showcase is the pulse of Vision Expo's fashion scene, with new collection launches, exciting pop-culture collaborations, and the most talked-about trends.
- **The Atelier:** Centered in the heart of the Union, The Atelier showcases artisanal eyewear and a limited group of sought-after independent designers from around the globe.
- **The Suites:** Found at Vision Expo West, The Suites provide exclusive access to luxury fashion houses, crafting an unrivaled and intimate buying journey.
- **Look East:** A curated collection from Asia's leading suppliers, Look East is a bustling marketplace for eyecare professionals and retailers seeking a diverse mix of frames, eyewear components, and chic accessories.

## BECOME AN EXHIBITOR

Members of The Vision Council receive discounted rates per net square foot, upwards of five percent, for exhibiting at any Vision Expo. Members also receive instant access to several other discounts and privileged industry information and statistics.

For more information about exhibiting at Vision Expo, please visit the [Vision Expo website](#) or contact Gregory Scott, Sales Director for RX, at [gregory.scott@rxglobal.com](mailto:gregory.scott@rxglobal.com).