Over the last 30 years, The Vision Council has invested International Vision Expo revenue into successful consumer awareness initiatives, most notably Think About Your Eyes, to help educate Americans about the importance of comprehensive yearly eye exams. Additional consumer campaigns include Eyecessorize, promoting trends in fashion eyewear, digital eye strain and UV protection.

The Vision Council was the eyecare industry’s strongest advocate for bringing consensus to the phrase “digital eye strain” as an accepted term.

1.7+ Billion consumer impressions for Lens Trends & Technology for DIGITAL EYE STRAIN.

The Vision Council’s Eyecessorize fashion eyewear campaign is the go-to source for the latest trends in frames.

9.3+ Billion Eyecessorize-generated consumer impressions for EYEWEAR FASHION.

1.1+ Million projected additional INCREMENTAL EXAMS driven by TAYE advertising.

2.3+ Billion consumer impressions for UV PROTECTION.

26,835 hours spent on LEGISLATIVE/REGULATORY issues related to vision care.

THREE DECADES OF EYE-OPENING IMPACT

1986 The first International Vision Expo & Conference is held in New York City.

1989 The first West Coast merged show is held in the fall.

2007 International Vision Expo creates its Attendee Advisory Board and Conference Advisory Board.

2013 Think About Your Eyes launches as a national consumer education initiative to encourage people to receive regular eye exams. International Vision Expo signs on as a proud supporter of the program.

2015 International Vision Expo launches its Young Professionals Advisory Group dedicated to programming and content for the next generation of eyecare and eyewear influencers.

Source: International Vision Expo & Conference

International Vision Expo West 2016 | VisionExpoWest.com | #VisionExpo