

32 YEARS OF IMPROVING VISION AND VISIBILITY

Over the last 32 years, The Vision Council has invested Vision Expo revenue into successful consumer awareness initiatives, most notably Think About Your Eyes, to help educate Americans about the importance of comprehensive annual eye exams. Additional consumer outreach campaigns include digital eye strain and UV protection, and the health, fashion, technological and lifestyle aspects of eyewear.

DIGITAL EYE STRAIN



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

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



FASHION EYEWEAR

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



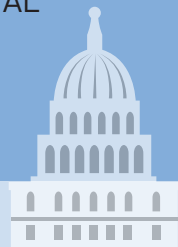
10.1+ Billion
Eyecessorize-generated
consumer impressions for
EYEWEAR FASHION.

EYE EXAMS



As a key financial and promotional supporter of the Think About Your Eyes campaign, The Vision Council's efforts contributed to an increase of **nearly 1.5 Million** additional INCREMENTAL EXAMS last year.

27,145 hours spent
on LEGISLATIVE/REGULATORY issues
related to vision care.



4+ Billion
consumer impressions for
UV PROTECTION
including NATIONAL
SUNGLASSES DAY



THREE DECADES OF EYE-OPENING IMPACT



1986

The first Vision Expo is held in New York City.

1989

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

2007

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. Vision Expo signs on as a proud supporter of the program.



2016

Vision Expo's social media efforts reached over 67,000 fans and made 8.1 million impressions throughout the year.



2017

Vision Expo's reach expands to 20.6 million social impressions throughout the year and over 86,000 user engagements.