



The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.

ABOUT THE VISION COUNCIL

MEMBERSHIP

The Vision Council supports diverse segments of the optical industry, offering membership to any firm or corporation whose primary business is the manufacturing, distribution, and sale of optical products and/or services.

OUR MEMBER COMPANIES INCLUDE:

Companies and brands that design, create and sell eyeglass frames, lenses, sunglasses, contact lenses, readers, optical lab services, eyewear process technology equipment, as well as exam providers, optical retailers, low vision solutions providers, managed vision care providers, and more.

BENEFITS

- Complimentary Research Reports
- Government and Regulatory Affairs Updates & Advocacy
- Individualized Guidance on Global Trade
- Exclusive Access to Industry Events, including the Executive Summit, our signature event for Leaders
- eLearning Resources for Onboarding New Staff
- Discounted Booth Space at Vision Expo
- Consumer Education Partnership Opportunities
- Technical Standards Management
- Media Visibility & VMail Extra Subscription

ADVOCACY

The Vision Council's government affairs team works with policymakers to promote healthy vision and to strengthen consumer access to vision care services and products.



The Vision Council's non-partisan political action committee supports federally elected officials who have a proven track record of championing key industry issues at the federal and state levels.

RESEARCH

The Vision Council's inSights Research Program provides a comprehensive look at the state of the optical industry with consumer and eyecare provider surveys, market estimates, industry forecasts and special reports.

\$16M

Market value of free research reports downloaded by members in 2025

Reports released in 2025:

54

5,000+ FREE REPORTS downloaded in 2025

QUICK FACTS



There are 173 million U.S. adults wearing prescription eyeglasses



64 percent of U.S. adults had an eye exam in the last year



223.5 million U.S. adults wear nonprescription sunglasses

EDUCATION

The Vision Council Foundation achieves better vision for better lives through eye health education programs, public communication campaigns and scholarship programs.

The **Opening Your Eyes Scholarship** program supports the future of the industry and assists opticianry students in need by covering tuition and educational expenses.

Scholarships awarded as of 2025:

35+



Celebrated on June 27, National Sunglasses Day promotes the importance of wearing sunglasses for UV protection and long-term eye health. Through

social media activations, brand partnerships, and public outreach, National Sunglasses Day encourages people to make UV eye protection a daily habit while showcasing the style and function of sunglasses.

TECHNICAL STANDARDS

Working with agencies in the U.S. and internationally, The Vision Council produces and contributes to multiple optical industry standards and is the ANSI accredited standards committee for Z80, Ophthalmic Optics. This committee oversees more than two dozen U.S. standards related to ophthalmic standards.

✓	Standards for Prescription Lenses
✓	Standards for Ophthalmic Frames
✓	Standards for Sunglasses and Readers
✓	Standards for Contact Lenses
✓	Standards for Ophthalmic Equipment and Medical Devices

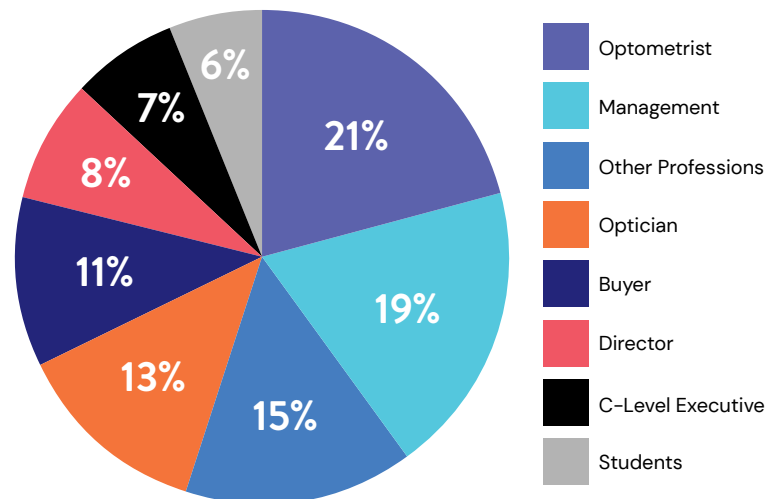
The Vision Council also produces industry standards such as the Data Communication Standard, Lens Description Standard and others.

VISION EXPO

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



WHO ATTENDS VISION EXPO?



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