



## ABOUT EXECUTIVE SUMMIT | JANUARY 22-24, 2025

### RITZ-CARLTON BACARA, SANTA BARBARA, CALIFORNIA

The Vision Council's annual Executive Summit is a three-day event bringing together industry leaders for high-level networking and leadership development. With a robust schedule and presentations by keynote speakers, as well as opportunities to network and connect with industry leaders and executives, this exclusive event sets the tone for a successful year ahead.

### WHY ATTEND?

- Unmatched opportunities for emerging leaders to grow their network and build relationships with the industry's most influential c-suite executives.
- Participate in industry-leading keynote sessions that forecast economic impact, outline emerging industry trends and speak to critical issues impacting business and the modern workplace.
- Engage with other emerging optical leaders in an exclusive meeting focused on professional development led by well-respected industry leaders.

**The 2024 Executive Summit brought together an exclusive group of 300+ attendees from 191 companies across the optical industry, representing more than \$20B in North American sales.**

*"We have five of our key members here at the Executive Summit and they're all learning. Each of them thanks us for the investment that we make in them because they're growing as individuals. And it brings it right back to our business as well. If you are in the industry and you're not a member, you're just missing out."*

– Jamie Shyer, Zyloware

*"We have probably about 25 Emerging Optical Leaders this year at the Executive Summit which gives them really great access to top level executives from across the industry. This a great environment to just hang out and have casual conversations and meet some people you may not have had the opportunity otherwise."*

– Tyler Payne, Icare Labs

### COST TO ATTEND

The cost to attend the 2025 Executive Summit for members of The Vision Council is **\$1050**, a \$1350 discount on the non-member cost. The Vision Council has secured a preferred room rate of \$369 plus tax and resort fee per night at The Ritz-Carlton Bacara, Santa Barbara. Registration includes all programming, meals and special events. Resources from keynote presentations will be provided after the conclusion of the event.

### HOW TO REGISTER

Attendees can register for the 2025 Executive Summit [here](#). To reserve your hotel room, click [here](#). Reservations must be made on or before Friday, December 13, 2024, to be eligible for the group rate. Reservations made after the cutoff will be based on availability at then current rates.

Learn more about the 2025 Executive Summit [here](#).

Please direct any questions to [executivesummit@thevisioncouncil.org](mailto:executivesummit@thevisioncouncil.org).