



**FOR IMMEDIATE RELEASE**

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## **Announcing New NOW Awards @ VISION EXPO East 2023**

**~ Complimentary On-Trend Frame or Lens Product Submissions for Exhibitors Close Feb 1 ~**

**Alexandria, VA – January 26, 2023** – Launched in 2022, the NOW Pavilion at Vision Expo East 2023 will feature a curated selection of frames and lenses that embody the latest trends and innovations in eyewear. Participating exhibitors are invited to submit products as a complimentary, value-added opportunity to gain additional exposure at the show. Final product selection will be chosen by an Advisory Review Committee of esteemed media and retailers immediately following the February 1 product submission deadline. Selected items will be displayed the duration of Vision Expo East – March 16-19, 2023, at the Javits Center in New York City.

New for 2023! – All submissions have the opportunity to be entered into the inaugural NOW Awards featuring the eight categories below. The awards celebration will take place Saturday, March 18 beginning at 4:30pm at The Bridge at Vision Expo East.

- NOW Best Sunglass Award: Under \$250 retail category
- NOW Best Sunglass Award: \$250 to \$500 retail category
- NOW Best Sunglass Award: \$500 & above retail category
- NOW Best Optical Award: Under \$250 retail category
- NOW Best Optical Award: \$250 to \$500 retail category
- NOW Best Optical Award: \$500 & above category
- NOW Optical Achievement Award
- NOW People's Choice Award

*“NOW by Vision Expo was created with the idea to bring the full representation of our industry forward by showing the latest brands, designs, trends and technologies,”* said Nico Roseillier, Creative Director at Europa/State Optical/American Optical and Organizer of NOW. *“It is free to enter and open to all Vision Expo exhibitors. Under the eyes of our new and amazing committee members we will also be honoring the best of the best in different categories with the NOW Award 2023, the first industry award representing eyewear creativity in the U.S.”*

### **Guidelines for Submission**

Companies exhibiting in The Atelier, The Springs, The Park or The Union, as well as fashion lens and lens technology companies, are eligible to participate in NOW by Vision Expo free of charge. Interested exhibitors are asked to submit company name, brand name, product name, booth number, the theme that aligns with their product submission, image samples and contact information [here](#) by February 1, 2023.

All exhibitors are invited to enter one frame (optical or sunglass) or lens product per company for consideration, that they feel best represents one of the themes for this year's show. The themes on display for 2023 will include:

- **Eyewear Icons:** Iconic styling, instantly recognizable
- **Colors of 2023:** *Neutrals* (from Beige, Camel, and Ecru, to Honey); *Red Tones* (from deep, dark reds to desaturated pinks); *Lilac & Purples* (following the official colors of Spring/Summer 2023)
- **Show Stoppers:** The WOW effect; the fashion statement; the one-of-a-kind design
- **Alternative Materials & Technologies:** From new to recycled materials, to 3D magic
- **Diversity and Inclusivity:** Design and ideas come from different backgrounds, lifestyles, social experiences, races, and religions. It is time to think differently and foster greater representation.

An application is required to be considered for inclusion in NOW by Vision Expo and final products will be selected by an advisory committee of industry leaders.

To view the application details and instructions, [Click Here](#).

If you are interested in exhibiting, please contact [Cedric Fellows, Sales, Vision Expo East](#).

If you are interested in attending, please [Register Here](#).

For more information on Vision Expo, visit [visionexpo.com](http://visionexpo.com) and follow Vision Expo's social media channels, [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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### **About Vision Expo**

*Vision Expo East and West are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion and innovation mingle. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The Vision Expo education program is driven by the profession, offering content of the highest quality and relevance to enhance overall patient care. For more information, visit [VisionExpo.com](http://VisionExpo.com) and follow Vision Expo on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).*

### **About The Vision Council**

*As the vision care leader in enabling better vision for better lives, The Vision Council positions its members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums. Learn more at [thevisioncouncil.org](http://thevisioncouncil.org).*

### **About RX**

*RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)*