



**FOR IMMEDIATE RELEASE**

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## **Vision Expo East Announces Dynamic Opticianary Education Content**

### ***OptiCon® @ Vision Expo Returns for 2023***

**Alexandria, VA – February 23, 2023** – The Vision Council and RX, co-organizers of Vision Expo, announced details for its opticianary education content presented under the **OptiCon® @ Vision Expo** umbrella during Vision Expo East 2023, taking place from March 16-19 at the Javits Center in New York City. The Show's educational program VisionEd, together with OptiCon @ Vision Expo, opens Thursday, March 16 and the Exhibit Hall opens Friday, March 17.

"OptiCon @ Vision Expo is the ideal venue for ophthalmic professionals to convene under one roof to network with colleagues and learn from the brightest minds in the industry," said **Phernell Walker, MBA, ABOM, LDO – Pure Optics, LLC and OptiCon Advisory Board Co-Chair.**

VisionEd at Vision Expo East includes over 300 hours of sessions, covering the latest business strategies and optical technology to patient care and cutting-edge innovations. **OptiCon @ Vision Expo** returns with an unmatched opticianary education program and exhibit hall experience for opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, and lab technicians.

"We are pleased to continue our partnership with OptiCon as part of VisionEd, that delivers the industry's finest and most robust opticianary education program and thank our esteemed [OptiCon Board of Advisors](#) who work on the front line to develop such a sought-after program for our industry's opticians," said **Fran Pennella, Vice President, Vision Expo, at RX.**

**OptiCon @ Vision Expo** provides education covering several key areas: spectacle lens, contact lens, clinical concepts, hands-on workshops and exam review courses for both the ABO (American Board of Opticianry) and NCLE (National Contact Lens Examiners) Basic, Advanced and Practical Exams.

OptiCon @ Vision Expo for 2023 will offer:

- Unlimited Continuing Education Courses, including ABO & NCLE, approved education and OptiCon General Session
- Free Exhibit Hall access, including the OptiCon @ Vision Expo Hub
- Tailored special events, including a welcome event and peer networking
- Access to ABO & NCLE exam review courses and exams

- Access to discounted rates at a dedicated OptiCon @ Vision Expo hotel

Returning this year is [OptiCon General Session: A Conversation with Delilah](#), happening on Friday, March 17, from 12:30 p.m. to 1:30 p.m. at The Bridge. Sponsored by EssilorLuxottica, Eyes of Faith Optical, and OneSight, the general session will feature an exclusive conversation with radio personality and author Delilah. Each attendee who pre-registers for the session will receive a copy of Delilah's latest book, *One Heart at a Time*.

Other OptiCon @ Vision Expo program highlights include:

- **Toast to Vision Expo East 2023 Opening Day**, sponsored by the Opticians Association of America – Friday, March 17 from 10:00 a.m. – 10:30 a.m. in the OptiCon Hub
- **OptiCon Welcome Reception**, sponsored by Europa Eyewear – Friday, March 17 from 4:00 p.m. – 5:00 p.m. in the OptiCon Hub
- [The National Federation of Opticianry Schools \(NFOS\) College Bowl](#), powered by EssilorLuxottica. Modeled on a gameshow that features questions in anatomy and physiology of the eye, ophthalmic dispensing, ophthalmic fabrication, contact lenses and optcs. The NFOS will award \$500 to the first-place winner – Saturday, March 18 from 12:30 p.m. – 1:30 p.m. at The Bridge
- **Champagne Toast in celebration of College Bowl Winners** – Saturday, March 18 from 1:45 p.m. – 2:15 p.m. in the OptiCon Hub

Click [here](#) for more information about education at Vision Expo East, including courses and topics.

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

Media Registration is available [here](#).

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

For more information on Vision Expo, visit [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)*