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Vision Expo East Announces Exclusive Schedule of Programming for The Bridge

Show organizers will host inspiring educational sessions at Vision Expo East's main stage

Alexandria, VA – March 9, 2023 –The Vision Council and RX, co-organizers of Vision Expo, today share the schedule of events to take place at The Bridge during [Vision Expo East 2023](#), March 16 – 19 at the Javits Center in New York City.

Located at the heart of Vision East's exhibit floor, [The Bridge](#) will serve as the show's dynamic main stage. At The Bridge, attendees can learn from leading innovators through a series of panels and presentations including a highly anticipated keynote presentation from Jason Romero, a legally blind ultra-runner, and an exclusive conversation with radio personality and author, Delilah, among other feature presentations.

"The Bridge at Vision Expo East is one of the focal points of the show—a place to learn, engage, and leave inspired," said Fran Pennella, Vice President, Vision Expo, at RX.

The Bridge will also house Vision Expo East's Innovation Stage presentations, where groundbreaking products and services will be shared by InMode and Essilor Instruments USA.

"This year, we've curated a fantastic line-up of speakers and panelists to speak on the industry's most relevant topics, including fashion and trends, innovation in eyecare, and diversity in the industry," said Mitch Barkley, Vice President of Trade Shows and Events at The Vision Council.

To view the complete schedule of events taking place at The Bridge, filterable by date, [browse the event directory here](#).

The Bridge's schedule of events is listed below. *Event schedule is subject to change. Check Vision Expo's website or mobile app for the most up-to-date schedule.*

FRIDAY, MARCH 17

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|--------------------------------|---|
| 10:00 – 10:30 a.m. | EYE2EYE Series: Eyecare Business Trends in Eyewear |
| 11:30 a.m. – 12:00 p.m. | All Eyes on Independent Retail in 2023
<i>Featuring Women's Wear Daily</i> |
| 12:30 – 1:30 p.m. | The OptiCon General Session: A Conversation with Delilah |

Sponsored by EssilorLuxottica, Eyes of Faith Optical and OneSight

- 2:45 – 3:15 p.m.** New Views of Dual Wear: The Power of Prescribing Both Contact Lenses & Glasses
Presented by The Contact Lens Institute & The Vision Council
- 3:45 – 4:30 p.m.** Vision Expo's OPTImum Independent Retailer Award

SATURDAY, MARCH 18

- 12:00 – 10:30 a.m.** Why is Diversity Important for Optometry?
Hosted by the National Optometric Association
- 11:00 – 11:30 a.m.** Innovation Stage: Introduction to "Envision" with Forma I, Lumecca I and Morpheus8: A Revolution in Ocular Care Technology
Sponsored by InMode
- 12:30 – 1:30 p.m.** The National Federation of Opticianry Schools (NFOS) College Bowl
Powered by EssilorLuxottica
- 2:00 – 2:30 p.m.** Innovation Stage: Using IPL and LLLT to Treat the Surrounding Conditions to Alleviate DED
Sponsored by Essilor Instruments USA
- 3:00 – 3:30 p.m.** Meet & Greet with Keynote Speaker Jason Romero
- 3:30 – 4:15 p.m.** Keynote Presentation: Challenge to Change, Presented by Jason Romero
- 4:30 – 5:30 p.m.** NOW Awards: 1st Edition

SUNDAY, MARCH 19

- 9:00am – 3:00 p.m.** Open Lounge Hours at The Bridge

Registration for Vision Expo East 2023 is still open. Individuals interested in attending Vision Expo East can pre-register [here](#), or register on-site at the times listed below.

Conference Registration Open:

- Thursday, Mar. 16 6:00am – 7:15pm
Friday, Mar. 17 6:15am – 6:15pm

Saturday, Mar. 18 6:15am – 6:15pm
Sunday, Mar. 19 6:15am – 3:15pm

Onsite Show Registration Open

Friday, Mar. 17 8:30am – 6:00pm
Saturday, Mar. 18 8:30am – 6:00pm
Sunday, Mar. 19 8:30am – 3:00pm

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 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.

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