



**FOR IMMEDIATE RELEASE**

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## Vision Expo East Announces “Can’t Miss” Events Taking Place at 2023 Show

*Register now for Vision Expo East*

**Alexandria, VA – March 15, 2023** –The Vision Council and RX, co-organizers of Vision Expo, encourage attendees to take full advantage of dynamic events, compelling education and vibrant show floor programming offered at [Vision Expo East 2023](#), taking place March 16 – 19 at the Javits Center in New York City.

Show attendees will have the opportunity to explore, network, and conduct business with more than 425 exhibiting companies, and participate in cutting-edge education and engaging programming for 2023.

- **VisionEd** at Vision Expo East includes over 300 hours of educational sessions, covering the latest business strategies and optical technology to patient care and cutting-edge innovations. **OptiCon @ Vision Expo** returns with an unmatched opticianry education program and exhibit hall experience for opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, and lab technicians.
- **The Bridge**, Vision Expo East’s main stage destination, will host an educational series of panels and discussions designed to inform, empower and challenge attendees. The Bridge will also feature the Innovation Stage, the Show Floor destination dedicated to groundbreaking content and state-of-the-art products and services revolutionizing the industry; the OptiCon General Session, featuring a conversation with radio personality and author, Delilah; and the Vision Expo Keynote address, presented by blind ultra-runner Jason Romero.
- **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 and lenses. The **NOW Awards: 1st Edition** will recognize products from exhibitors across a number of categories that embody the industry’s most vibrant “talk-of-the-show” trends.
- The winner of Vision Expo’s Fifth Annual **OPTimum Independent Retailer Award** will be announced during an award ceremony on Friday, March 17. Launched in 2018, the OPTimum Independent Retailer Award celebrates independent boutique retailers by showcasing their products, stores, visions, and stories to the optical industry.
- Attendees are invited to celebrate the kickoff of Vision Expo East on Friday evening at **two exclusive parties**. The ODs on Facebook Fluorescence party will take place on New York City’s largest rooftop, 230 Fifth Rooftop. The official Vision Expo East **opening**

**night party** will feature Bad Habits “The EyeDocs of Rock.” The longtime rock band comprised of several practicing optometrists, Bad Habits will perform from 9:00 p.m. until midnight at Sony Hall in the Paramount Hotel. All Vision Expo attendees are invited to the opening night party. Attendee badges are required for entry.

Attendees are also encouraged to visit **The Vision Council’s booth #U1703** in the Union neighborhood to learn about membership opportunities, future industry events, and how to stay connected to the optical industry.

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

**Vision Expo East’s “Can’t Miss” 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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|--------------------------------|--|
| <b>10:00 – 10:30 a.m.</b>      | EYE2EYE Series: Eyecare Business Trends in Eyewear   |
| <b>11:30 a.m. – 12:00 p.m.</b> | All Eyes on Independent Retail in 2023<br><i>Featuring Women’s Wear Daily</i>  |
| <b>12:30 – 1:30 p.m.</b>       | The OptiCon General Session: A Conversation with Delilah<br><i>Sponsored by EssilorLuxottica, Eyes of Faith Optical and OneSight EssilorLuxottica Foundation</i> |
| <b>2:45 – 3:15 p.m.</b>        | New Views of Dual Wear: The Power of Prescribing Both Contact Lenses & Glasses<br><i>Presented by The Contact Lens Institute &amp; The Vision Council</i>        |
| <b>3:45 – 4:30 p.m.</b>        | Vision Expo’s OPTImum Independent Retailer Award   |
| <b>8:00 – 10:00 p.m.</b>       | ODs on Facebook – Fluorescence Party   |
| <b>9:00 p.m. – 12:00 a.m.</b>  | Vision Expo East Opening Night Party – Bad Habits featuring the Eye Docs of Rock   |

### **SATURDAY, MARCH 18**

- |                               |  |
|-------------------------------|--|
| <b>10:00 a.m. – 4:00 p.m.</b> | Career Zone - All Day at the Attendee Lounge   |
| <b>10:00 – 10:30 a.m.</b>     | Why is Diversity Important for Optometry?<br><i>Hosted by the National Optometric Association</i>  |
| <b>11:00 – 11:30 a.m.</b>     | Innovation Stage: Introduction to “Envision” with Forma I, Lumecca I and Morpheus8: A Revolution in Ocular Care Technology<br><i>Sponsored by InMode</i> |

- 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](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)