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to learn more about  
membership in  
The Vision Council.

## MEMBERSHIP

Being a member of The Vision Council provides you access to products and services to help you make well-informed business decisions. Whether your area of expertise is industry research, government affairs, networking, sales and marketing, trade shows, or technical standards, we have the information and best practice advice from industry leaders to help you become the go-to expert at your company. For more information on membership opportunities, visit [TheVisionCouncil.org/member-benefits](https://TheVisionCouncil.org/member-benefits) or email [info@thevisioncouncil.org](mailto:info@thevisioncouncil.org).

## BENEFITS

- **Complimentary Research Reports** – more than 100 reports in our **Research Download Center** are free for members, and members receive a ~50% discount on paid reports, including custom research surveys and programs
- **Discounted Booth Space at Vision Expo** – members receive a discounted booth space cost at Vision Expo East and West, depending on when they renew their exhibition agreement
- **Government Regulatory Affairs & Advocacy** – The Vision Council provides a voice for members as well as **exclusive access to our team** of government regulatory experts on many federal and state regulatory issues, such as China 301 Duties, California Prop 65, vision-related bill tracking, and more
- **Consumer Education and Press Outreach Partnership Opportunities** – members have access to strategic PR initiatives to promote the importance of eye health, eyewear and sunglass trends, and more, through **The Vision Council Foundation**, including programs and support materials for **National Sunglasses Day** on June 27
- **Product Technical Standards Management** – access to many members-only standards documents for frame manufacturing, sunglasses, lenses, lab data communications, and more
- **Media Visibility & VMail Extra Subscription** – members receive the VMail Extra daily digital industry newsletter published by Jobson, a \$95 value per recipient
- **Exclusive Access to Industry Events, including the Executive Summit** – members receive discounts to attend The Vision Council's flagship executive learning and networking event for business leaders
- **Association Governance & Committee Leadership Opportunities** – members have the opportunity to serve on our **Board of Directors** and to participate in our committees

## OUR IMPACT

The Vision Council represents the collective voice of over 640 member companies within the optical industry. Bringing the industry's key issues to the attention of state and federal policymakers is one of our top priorities. We also educate consumers on eye health and UV safety with campaigns year-round, including National Sunglasses Day. Moreover, we play a crucial role in establishing and maintaining industry technical standards. Our annual events, such as Vision Expo East and West and the Executive Summit, inspire collaboration and innovative thinking among industry professionals. In addition, we provide valuable research through the inSights Research program, sharing essential data and analysis. At The Vision Council, we are dedicated to helping professionals advance their careers through various scholarship and professional development opportunities.

## SIGNATURE EVENTS



The Vision Council creates opportunities for strategic relationship-building through access to exclusive member programming at industry forums like Vision Expo, the trade-only conference and exhibition held twice a year that serves as a marketplace for the vision community to discover trends and conduct business, and the Executive Summit, an annual, executive-level networking and leadership development event.

The Vision Council's annual Executive Summit brings together industry leaders for several days of executive-level networking and leadership development. Designed to illuminate the dynamic changes ahead for the vision community from a balanced global perspective and provide concrete approaches to confronting these challenges, the Executive Summit includes a robust schedule of interactive panels and presentations by industry experts, as well as dedicated networking sessions. The event also serves as the backdrop for The Vision Council's annual Business Meeting, during which the organization recognizes the contributions of Board and Committee volunteers, welcomes the newly elected members of the Board of Directors, and receives an update on top initiatives from the Chairman of the Board.



## OUR MEMBERS

The Vision Council is comprised of more than 640 member companies representing all sectors of the eyecare and eyewear industry. Several operating divisions are maintained to address common interests among members. Members may choose one "home" division and are welcome to participate in other divisions' activities. Operating divisions of The Vision Council provide guidance, education programs, marketing materials, research and advocacy outreach to address common interests among members. To learn more about becoming a member, please visit [thevisioncouncil.org/member-benefits](https://thevisioncouncil.org/member-benefits) or contact Bonnie Whitfield, Director of Member Services, at [bwhitfield@thevisioncouncil.org](mailto:bwhitfield@thevisioncouncil.org).