



## MEMBERSHIP

Membership with The Vision Council gives you access to an influential community, as well as 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

- **Industry Research** – Members have access to the inSights Research Program’s quarterly consumer survey reports, biannual eyecare provider survey reports, in-depth special reports on eyewear and eyecare products and topics, and an annual market estimate and industry forecast. More than 100 reports are able for free in the **Research Download Center**, and members receive a ~50% discount on paid reports, including custom research surveys and programs.
- **Trade Shows and Industry Events** – The Vision Council offers exclusive programming and exhibitor discounts for members during Vision Expo, the largest trade-only conference and exhibition in North America for the vision industry. Members also receive discounts to attend The Vision Council’s **Executive Summit**, an annual executive-level networking event.
- **Government & Regulatory Affairs** – The Vision Council **advocates for stronger public policy** on behalf of its members to protect Americans’ vision and access to vision care products. Members also have exclusive access to a team of experts to advise on many federal and state regulatory issues impacting the optical industry like trade and tariffs, environmental regulations, telehealth and more.
- **Consumer Education and Media Visibility** – Members can capitalize on 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. Members also benefit from media visibility and receive the VMail Extra daily digital industry newsletter published by Jobson, a \$95 value per recipient.
- **Product Technical Standards Management** – Members have access to a variety of **industry standards** resources for frame manufacturing, sunglasses, lenses, lab data communications, and more.
- **Association Governance & Committee Leadership Opportunities** – Members can serve on The Vision Council’s **Board of Directors** and participate in **committees** to help inform strategic plans.
- **Virtual Tools** – The Vision Council’s Member Community, an online platform that serves as a way to network and collaborate year-round, is exclusive to members. We also offer an eLearning Training Video Series, an onboarding tool designed to provide an educational overview of the optical industry, and geared toward member companies and their staff (especially newcomers to the vision community!).

## OUR IMPACT

- **\$13M+** value of research downloaded by members
- **More than 300 hours** of individualized government relations guidance in 2025
- **87% member satisfaction rate**
- **12K mentions** across trade and consumer media
- **Over 35 opticianry students** supported through the Opening Your Eyes Scholarship
- **Approximately 15 educational** webinars hosted each year

## 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 once a year that serves as a marketplace for the vision community to discover trends and conduct business.

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.

The **Lab Leadership Forum** provides education geared toward The Vision Council's lab members. This annual event also offers attendees a unique opportunity to connect and network with colleagues, sharing best practices and building relationships to benefit our industry's corporate and independent labs.



## OUR MEMBERS

The Vision Council is comprised of more than 350 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 and joining this community, please visit [thevisioncouncil.org/member-benefits](https://thevisioncouncil.org/member-benefits) or contact Bonnie Whitfield, Senior Director of Member Services and Events, at [bwhitfield@thevisioncouncil.org](mailto:bwhitfield@thevisioncouncil.org).