



VISION EXPO

As the co-owner of Vision Expo, a trade-only conference and exhibition held twice a year, The Vision Council curates the ultimate marketplace for the optical community to connect and conduct business.

GENERAL OVERVIEW

Presented by The Vision Council and RX, Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion, and innovation mingle. Held twice a year – Vision Expo East in Orlando and Vision Expo West in Las Vegas – the trade-only conferences and exhibitions are designed to connect the vision community and promote industry growth. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The main stage provides open access for attendees to cutting edge industry content including dynamic keynote presentations, panels, fashion shows and a space to gather. More industry professionals make their buying decisions at Vision Expo than at any other annual industry event in North America. In addition, Vision Expo hosts a robust education program that offers content of the highest quality and relevance to industry professionals.

SAVE THE DATES

Vision Expo West @ The Venetian Expo in Las Vegas:

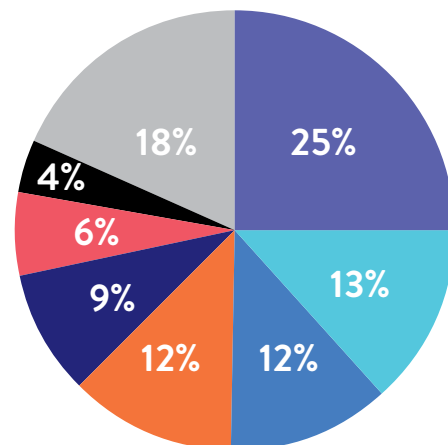
YEAR	EDUCATION	EXHIBITION
2025	Education: September 17–20	Exhibition: September 18–20

Vision Expo East @ Orange County Convention Center in Orlando:

YEAR	EDUCATION	EXHIBITION
2026	Education: March 11–14	Exhibition: March 12–14

WHO ATTENDS

From high-end optical buyers and practice managers to independent optometrists and opticians, Vision Expo connects the vision community like no other event. Additional attendees include contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, lab technicians, students, and other leaders in eyecare and eyewear.



WHO EXHIBITS

Vision Expo is the definitive nexus of fashion-forward eyewear, showcasing countless esteemed and up-and-coming brands in addition to offering a world-class education program that invites attendees to select from an extensive catalog of accredited optometric, opticianry, and business education, with world-renowned experts at the helm of every session. Attendees explored the industry's top brands in unique exhibit neighborhoods:

- **EyeWear:** Immersive destination for frames and accessories where the optical community is surrounded by curated, signature, luxury, and independent artisans showcasing their latest styles. No matter where you land, you'll experience unmatched creativity and craftsmanship, setting the stage for tomorrow's fashion trends.
- **EyeCare:** Engage with top professionals and discover the latest advancements in clinical care, from state-of-the-art imaging systems and diagnostic tools, to groundbreaking treatments and pharmaceuticals. You'll find a comprehensive showcase of revolutionary technologies and innovative solutions, giving you an unparalleled look into the future of vision care.
- **Independent Design:** Design-led owned and independently operated ateliers dedicated to creating artisanal product portraying unique and distinctive style and artistry. Catering to the needs of top tier retail boutiques, these collections represent the intersection of fashion, art, culture and craftsmanship.
- **Indie Lab Speakeasy:** Discover the perfect blend of business and buzz at the Indie Lab Speakeasy. Explore partnership opportunities and spark meaningful connections with independent labs while you enjoy complimentary drinks, exciting giveaways, and casual conversations in a vibrant networking environment.
- **LaunchPad:** An interactive zone for cutting-edge technology and products from start-up and early-stage companies. Explore and learn more about the latest innovations that are improving patient outcomes and shaping the future of eyecare.
- **Main Stage:** This central hub is where innovation, insight, and inspiration converge. Immerse yourself in curated content designed to unlock the full potential of your practice or brand. Learn from the best through live Q&A sessions with industry experts, experience the artistry of eyewear through dazzling eyewear fashion shows, and gain actionable insights through thought-provoking presentations tailored to help you run a more successful, efficient, and forward-thinking business. Whether you're here to explore, learn, or connect . . . you'll leave inspired, informed, and empowered.

BECOME AN EXHIBITOR

Members of The Vision Council receive discounted rates per net square foot, upwards of five percent, for exhibiting at any Vision Expo. Members also receive instant access to several other discounts and privileged industry information and statistics. For more information about exhibiting at Vision Expo, please visit the [Vision Expo website](#) or contact Kristin Cammarata, Sales Director for RX, at kristin.cammarata@rxglobal.com.