



VISION EXPO | NYC
2024
EDUCATION: MARCH 14-17
EXHIBIT HALL: MARCH 15 - 17
JAVITS CENTER | NEW YORK

**VISION EXPO
EXHIBITOR
MARKETING &
PR RESOURCES**

Optimize your media outreach and enhance your visibility at Vision Expo with these resources and opportunities available to all exhibitors.

FREE MARKETING OPPORTUNITIES

Showcase your company and share news on the Vision Expo website via the Exhibitor Dashboard

An exhibitor listing on the Vision Expo website is valuable for all show attendees including buyers and members of the press. At no cost, your company can include the following in your exhibitor listing: company name, description, photos, brands, product categories, booth number, address, phone number, website social media accounts, press releases, public relations contact, celebrity appearances, and in-booth events.

Submit your news for Vision Expo Media Tip Sheets and/or Vision Expo social media consideration

[Complete this short form](#) and share what new and exciting products and services your company will be showcasing at Vision Expo East. Our show PR team will collect responses and include relevant information in ongoing conversations with the media, as well as highlight your brand in daily tip sheets sent to registered press in advance of each show day. This news will also be considered for use on Vision Expo social media channels, if applicable.

Utilize the Customer Invitation Program

Through the Customer Invitation Program, you have access to a variety of custom marketing materials including social media assets, marketing emails, graphics, banners and more to help you invite customers to Vision Expo and encourage attendees to engage with you at the Show.

Submit a Product to NOW by Vision Expo

All Vision Expo East eyewear exhibitors are welcome to participate in NOW by Vision Expo, a dynamic trends showcase and awards program. Products chosen for NOW by Vision Expo will be featured at the NOW Pavilion, a high-traffic visual display on the show floor, and be entered to win a 2024 NOW Award, which will be announced at The Bridge, Vision Expo East's main stage, on Friday, March 15. Exhibitors can submit one product per brand and/or collection that they believe best encapsulates the 2024 themes. Learn more about NOW at Vision Expo and [submit your product here](#).

Request the Vision Expo Media List

A list of pre-registered media is available to all exhibitors upon request and is updated on a weekly basis.

Hold a Press Conference

Reserve area in the press lounge to host a press conference or work with us to host a press conference or media tour at your booth.

Please contact Tori Hyndman at vhyndman@thevisioncouncil.org for questions or more information.

TEMPLATES & RESOURCES

Exhibitor News Release Template

Link: [VEE_Exhibitor_Press_Release_Template_2024](#)

Use this template to create an exhibitor news release featuring your brand or products that will be highlighted during Vision Expo. Add your news release to the documents section of the exhibitor dashboard and share with members of the media to generate buzz in advance of the Show.

Exhibitor Press Kit Template

Link: [VEE_Exhibitor_Press_Kit_Template_2024](#)

A press kit is a package of informational materials that is supplied to the media to give a complete overview of your company. Press Kits can be made available via thumb drive or hosted on your company's website with a simple URL. Use this template to create a press kit for use during Vision Expo

Connect and engage through social media via Twitter, Facebook, YouTube, LinkedIn, and Instagram.

Tag us @VisionExpo and use the official Show hashtag, #VisionExpo

Show Dailies

Contact Mary Kane at mkane@jobson.com for information on featuring news and announcements in the Show Dailies.

