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## Vision Expo East 2023 Concludes in NYC

### *NOW Award Winners Announced*

**Alexandria, VA – March 21, 2023** – Vision Expo East 2023 concluded on Sunday, March 19, following four days of new product discovery, action-packed education sessions, networking events, and business meetings. Held at New York City's Javits Center from March 16 -19, Vision Expo East was the largest gathering of ophthalmic professionals in the United States in recent years.

Vision Expo East welcomed thousands from the international vision care industry. Attendees included optometrists, opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, lab technicians, students and other leaders in eyecare and eyewear.

Vision Expo East featured **425 world-class exhibiting companies**, encompassing some of the biggest names in eyewear and eyecare. Attendees explored the industry's top brands in seven unique exhibit neighborhoods: The Park, The Union, The Focus, The Springs, Look East, The Atelier, and Panorama, the newest addition to Vision Expo.

"This year's Vision Expo East was a phenomenal event by all points of view. Seeing the energy and excitement on the bustling exhibit floor, where business associates, friends and colleagues were able to come together to conduct meaningful business coupled with the jam-packed educational sessions and countless evening networking events confirms that this is the most crucial event in eyecare in the United States," said **Fran Pennella, Vice President of Vision Expo at RX** and co-organizer of Vision Expo. "We are truly grateful for the support of our loyal exhibitors, renown speakers and the thousands of attendees who came from across the globe to make this year's Vision Expo East one to remember!"

In addition to the exhibit hall, industry professionals attended VisionEd—Vision Expo's continuing education program—which included over 300 hours of sessions ranging from the latest business strategies and fashion trends to patient education tactics and cutting-edge innovations. Additionally, **OptiCon @ Vision Expo** returned with an unmatched opticianry education program and exhibit hall experience.

The **Career Zone-Student Lounge**, a destination for students to connect with optical companies that are actively recruiting and explore career resources, also returned to Vision Expo East on Saturday, March 18.

**The Bridge**, Vision Expo East's main stage destination, featured a diverse range of inspiring and educational events including a highly anticipated keynote presentation from **Jason**

**Romero**, a legally blind ultra-runner, and an exclusive conversation with radio personality and author, **Delilah**.

In addition to hosting exclusive educational programming, panels and discussions, Vision Expo East 2023 recognized and celebrated several individuals, brands and eyecare providers.

The winner of Vision Expo's Fifth Annual **OPTimum Independent Retailer Award**, Primary Eye Care, was 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.

**NOW by Vision Expo**, an eyewear trends showcase created by Nico Roseillier, Creative Director at Europa/State Optical/American Optical, returned for a second year and hosted its inaugural NOW Awards, honoring brands that embody the latest trends and innovations in eyewear.

#### **The 2023 NOW Award Winners:**

- NOW Best Sunglass Award: Under \$250 retail category – Rimmel Eyewear
- NOW Best Sunglass Award: \$250 to \$500 retail category – Ethnicity Eyewear
- NOW Best Sunglass Award: \$500 & above retail category – Le Lab by Pierre
- NOW Best Optical Award: Under \$250 retail category – Mita
- NOW Best Optical Award: \$250 to \$500 retail category – Maison Nathalie Blanc
- NOW Best Optical Award: \$500 & above category – Baars x Gogosha
- NOW Optical Achievement Award – James Spina
- NOW Special Design/Brand Activation – Vintage Frames Company
- NOW People's Choice Award – Strak Eyewear

"The business conducted and ideas shared at Vision Expo East shape the future of this incredible industry," said **Mitch Barkley, Vice President of Trade Shows and Events at The Vision Council** and co-organizer of Vision Expo. "We're grateful to all our partners from across the sector who came together and made this show a success."

Vision Expo West 2023 will be held in Las Vegas from September 27-30, 2023. The Show's educational program, together with OptiCon® @ Vision Expo, will open Wednesday, September 27, and the Exhibit Hall will open Thursday, September 28.

For more information on Vision Expo, visit [visionexpo.com](https://www.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)*