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Voices from the Show Floor *Participants Speak Out in Praise of Vision Expo West 2023*

Alexandria, VA – October 5, 2023 – Vision Expo, the premier biannual event in the US optical world co-hosted by The Vision Council and RX, concluded in Las Vegas on Saturday, September 30, with resounding praise and excitement from exhibiting companies and attendees. As the curtains closed on another remarkable Vision Expo West, participants were eager to share their experiences and insights about the event.

Quotes & Testimonials from Vision Expo West 2023

“Vision Expo West continues to be an incredible opportunity for Safilo to support the industry and celebrate our people, products and partnership with our customers. We were excited to be present with an expanded footprint this year, host two celebratory events for the early renewals of our kate spade new york and Tommy Hilfiger global eyewear licenses, provide indispensable educational offerings, and partake in important industry sponsorships. It was also a very exciting opportunity for us to officially debut and offer live demos of our two new Carrera Smart Glasses with Alexa, in collaboration with Amazon, which received overwhelmingly positive feedback from show attendees, trade media and eyewear influencers alike.” – **Vittorio Verdun, President of North America, Safilo Group**

“Just seeing everybody here that shares the same passion for eye health and eyecare, I think this is just really incredible and I’m just super happy to be here.” – **Diamond DeShields, WNBA Champion**

“The energy at Vision Expo West was palpable thanks to The Vision Council. The opportunity to create an experience for attendees to feel the essence of our brands and innovation and hear their excitement for our latest launches such as Swarovski and Ray-Ban | Meta, energizes our team even more to continue the work we do every day to support the optical industry.” – **Sherianne James, CMO and SVP, Professional Solutions, EssilorLuxottica NA**

“Vision Expo has been amazing. The energy felt vibrant, I met fantastic people, and the show was an incredible networking experience; I felt the joy of being back with all my eyecare professionals in Las Vegas. I can’t wait for Vision Expo East next year.” – **Dr. Darryl Glover, Optometrist and Professional Services Special Projects Liaison with MyEyeDr., co-founder of Defocus Media, Black Eyecare Perspective, and Eyefrica Media**

“Vision Expo made it so easy for us to optimize our time with attendees. From having a mobile app to capture sales leads, to utilizing the new customer invitation program, we were set up to have a successful show before we even landed in Las Vegas. Show traffic was fantastic and

attendees were intentional and interested – we had a great experience overall.” – **Victoria Hallberg, Chief Commercial Officer of DigitalOptometrics**

“I was struck by an enthusiasm level from attendees and exhibitors I haven’t felt since pre-pandemic shows. I’ve been to more than a few shows all over the world and even I was excited by the palpable energy in Vegas.” – **Steve Horowitz, President of Eyewear Designs LTD**

“Vision Expo was the perfect place to create momentum for all our exciting new products such as our carbon negative, one-to-one blue light readers, and Lowercase, our newest brand that is made in New York City. There was a renewed energy this year at the Show and countless opportunities to connect with our community.” – **Rebecca Giefer, CEO of MODO Americas**

“Vision Expo West is always an incredibly important week for us; but even more so this year as we unveiled exciting new technology years in the making. As always, the event delivered—and then some! We had high traffic and incredible engagement every hour of every day, and the overall positivity and enthusiasm seemed to be at an all-time high. We believe that N3, the new technology that we introduced this week, will enable even more eye care providers to provide incredible outcomes to their patients, regardless of binocular vision experience. Having the opportunity to deliver this message to independent optometry live and in person was invaluable to us!” – **Brant Southwell, VP of Marketing, Neurolens**

“As a first-time exhibitor, we found Vision Expo West to be an invaluable experience, and an ideal environment to unveil Zenni Business and our exciting VR product launch alongside industry leaders. Zenni is in an exciting growth period and the expo gave us a platform to communicate our mission, expand vendor partnerships and establish new business relationships. We're thrilled by the support and collaboration. We look forward to returning next year.” – **David Ting, Global CTO and General Manager at Zenni Optical.**

The combination of returning favorites and fresh brands at Vision Expo West 2023 created an atmosphere of excitement and collaboration. Attendees had the opportunity to explore a wide variety of exhibitors, all enthusiastic to showcase the latest innovations in their respective fields, from high fashion to groundbreaking medical advancements. Networking and education remained at the forefront as well, for both industry veterans and aspiring students. Vision Expo and The Vision Council have been and will remain steadfast advocates for fostering career advancement and business growth in the eyecare and eyewear sectors.

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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 on Vision Expo, visit [visionexpo.com](https://www.visionexpo.com) and follow Vision Expo’s social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their

best. Vital to health, independence and safety, better vision leads to better lives. Learn more at 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 professionals and business customers. www.rxglobal.com