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Vision Expo West 2023 Kicks Off in Las Vegas *Over 100 New Exhibitors and Revamped Education Program Debut at 2023 Show*

Alexandria, VA – September 28, 2023 – Vision Expo West, the ultimate event for ophthalmic professionals, kicks off today with the opening of the Exhibit Hall at the Venetian Convention Center & Expo in Las Vegas, Nevada. The show’s educational program, [VisionEd](#), and OptiCon @ Vision Expo, opened Wednesday, September 27.

Vision Expo is “where eye care meets eyewear,” offering a comprehensive view of innovations in lens processing, medical tech, disease management, contact lenses, and eyecare practice optimization, alongside esteemed and up-and-coming eyewear brands. This year’s Vision Expo exhibit floor will be buzzing with excitement, featuring a world-class education program that invites attendees to select from an extensive catalog of accredited optometric, opticianry, and business education programs, with world-renowned experts at the helm of every session.

Fran Pennella, the **Vice President of Vision Expo at RX** and a driving force in organizing the event is eager to welcome attendees, stating, “Vision Expo West is set to inspire the ophthalmic community for an exhilarating few days in Las Vegas packed with educational enrichment, unparalleled networking opportunities, and the latest in eyewear fashion and technological innovation.”

Show attendees will have the opportunity to explore, network, and conduct business with more than 400 exhibiting companies across several distinct neighborhoods – 115 of which are exhibiting at Vision Expo for the first time – and experience cutting-edge education and engaging programming.

“Vision Expo West provides an extraordinary opportunity to engage in commerce, build lifelong connections, and increase your breadth of knowledge through our dynamic educational programming, exclusive special events, and expansive exhibitions,” said **Mitch Barkley, Vice President of Trade Shows and Events at The Vision Council**. “We are thrilled to welcome attendees to Las Vegas for this exceptional event.”

2023 Show highlights include the following:

Enhanced Educational Offerings

[VisionEd](#), Vision Expo’s world-class education program, includes over 320 hours and over 200 brand-new courses meant to educate in the fields of Optometrics and Opticianry. New clinical courses covering topics such as orbital and ocular trauma and diagnosing and treating glaucoma are aimed to enhance clinical skills and knowledge in optometry. A range of new

business courses highlighting topics like company culture and avoiding legal pitfalls will also be offered to optometrists to aid them in effectively managing their practices.

[OptiCon @ Vision Expo](#) returns with an unmatched education program and Exhibit Hall experience for opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, and lab technicians. New OptiCon sessions will feature topics ranging from proper frame fitting and celebrity eyewear secrets to discussions on stocking versus surfacing and laser exploration.

The [OptiCon General Session](#) will feature a conversation between Blair Wong, ABOM, NCLEC, and Rebecca Alexander at the Innovation Stage on **Thursday, September 28**. Rebecca Alexander, who has been losing both her vision and hearing due to Usher Syndrome (type 3), will share her inspiring story of facing challenges and providing encouragement to others.

New Show Floor Programming

Vision Expo's Innovation Stage, the main stage destination for attendees on the Show floor, is debuting an entirely new program this week: [EYEnovate](#). This disruptive yet highly compelling content series will highlight groundbreaking technological innovations in the optical field and explore the bleeding edge of advancements in eyecare technology via 15-minute talks by emerging leaders in their respective fields.

The EYEnovate series kicks off with the [first session](#) on Thursday, September 28 at 9:45 a.m. A [second session](#) will take place on Friday, September 29 beginning at 9:45 a.m. A panel of industry leaders including Ashley Mills, Chief Executive Officer of The Vision Council, James Rosin, Co-President of Rosin Optical Co., and Susy Yu, OD, MBA, FAAO, Director of Business Strategy and Operations Support for Vision Essentials by Kaiser Permanente Southern California Permanente Medical Group, will judge all EYEnovate presentations and select one participant to receive the first-ever **Ocular Horizons Award**, which will be announced on Friday, September 29 at the Innovation Stage.

In addition to the EYEnovate sessions, the Innovation Stage will also host panels featuring the industry's most buzz-worthy topics, including a discussion about **ChatGPT** and the potential benefits and drawbacks of incorporating AI into your workflow.

Special Events

Attendees are invited to celebrate the kickoff of Vision Expo West on Thursday, September 28 at the **Opening Night Party** featuring Bad Habits "The EyeDocs of Rock," a longtime rock band comprised of several practicing optometrists. The party will take place from 9 p.m. until midnight at the **Brooklyn Bowl**, located at 3545 S Las Vegas Blvd. All Vision Expo attendees are invited, and attendee badges are required for entry. [For more information on the opening night party, click here.](#)

On Friday, September 29, attendees are invited to attend the **ODs on Facebook Party**, taking place from 7:30-9:30 p.m. at **Drai's Beachclub and Nightclub**. Free for all eyecare professionals, attendees are invited to attend and make in-person connections with online friends from ODs on Facebook, gaze over the strip, and dance the night away. Vision Expo West badges are required for entry. [For more information, click here.](#)

To view the complete schedule of events taking place at Vision Expo West, filterable by date, browse the event directory [here](#).

On-Site Resources

Download [The Vision Expo app](#) for the most up-to-date program schedules and information. The official mobile app offers users an interactive map, searchable exhibitor lists, full attendee lists, complete schedules of events, important show details, curated recommendations, and more.

Stop by [The Vision Council](#)'s booth, F2091, to speak with representatives from the industry's leading trade association and to hear how they are working to enable better vision for better lives.

Education Dates + Hours

Wednesday, September 27 | 8:30 AM - 6:00 PM

Thursday, September 28 | 7:15 AM - 6:00 PM

Friday, September 29 | 7:15 AM - 6:00 PM

Saturday, September 30 | 7:15 AM - 3:00 PM

Exhibit Hall Dates + Hours

Thursday, September 28 | 9:30 AM - 6:00 PM

Friday, September 29 | 9:30 AM - 6:00 PM

Saturday, September 30 | 9:30 AM - 3:00 PM

For more information on Vision Expo, visit 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 on Vision Expo, visit 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

