



Vision Expo to Transition to Single Annual Event Beginning in 2026

Norwalk, CT (June 24, 2025) – Vision Expo, the leading trade event for the optical industry, produced by The Vision Council and RX, announces a strategic evolution that will reshape the future of eye care and eyewear in the Americas. Beginning March 2026, Vision Expo will unify into a single, annual event, starting in Orlando, Florida and rotating through major US cities.

The unified Vision Expo will bring together the entire optical community once a year, beginning with Orlando in 2026, followed by Las Vegas in 2027 and New York in 2028. The 2029 location will be announced at a later date. Vision Expo West in Las Vegas will take place September 17-20, 2025.

The move comes in response to extensive feedback from exhibitors, attendees, industry partners, and board members, and positions Vision Expo as the definitive hub for product discovery, education, innovation, and connection.

“Vision Expo was created to serve the industry, and this move reflects a strategic investment in its future,” said Ashley Mills, CEO of The Vision Council. “By uniting the industry in one powerful annual moment, we create space for greater innovation, stronger partnerships, and long-term growth.”

The new Vision Expo format to deliver an experience that maximizes value, streamlines participation and reflects the dynamic needs of a changing marketplace while expanding the show’s overall impact.

Key objectives of the new format include:

- A more robust experience with expanded technology showcases, immersive activations, focused education and enhanced networking
- Simplified event planning for companies and attendees in a crowded industry events calendar
- One comprehensive event for the optical community in eyewear, vision care and technology to meet, learn and do business
- Strategic timing in March, aligned with product launches, continuing education credit cycles and key buying seasons
- A rotating host city model in top business travel destinations that provide regional access, fresh experiences and global appeal
- Room to grow into new categories while maintaining the show’s position as the leading optical event in the Americas

“Focusing our efforts into one major U.S. event allows us to go bigger, stand out more, and deliver a stronger overall experience,” says Jamie Shyer, co-CEO/COO of Zyloware. “It’s the right move for the industry, giving both exhibitors and attendees more value through greater visibility, focus, and impact.”

“As a long-time attendee, the industry event calendar can be overwhelming and choices need to be made based on how to best meet our growing business needs,” said attendee Mollie Tavel Kaback, Vice President, Dr. Tavel, & Founder, Alternate View. “A bigger, better, single Vision Expo event means we can show up, accomplish everything we need to do in one place, and leave energized for the future.”

“By concentrating resources to produce one yearly show, Vision Expo strengthens its position as the can’t-miss optical event in North America,” said April Stackhouse, Event Vice President, RX. “Participation is easier than ever, and the show will be better than ever – we are investing in immersive experiences, curated programming and exclusive opportunities for product launch and new business that can’t be found anywhere else.”

Future Show Dates and Locations

- Vision Expo 2026: March 12–14, Orlando, Florida – Orange County Convention Center
- Vision Expo 2027: March 11–13, Las Vegas, Nevada – The Venetian Expo
- Vision Expo 2028: March 30–April 1, New York, New York – The Javits Center

Vision Expo will continue to offer top-tier accredited education, networking and product discovery, now more valuable and impactful than ever before.

For updates and more information regarding the future Vision Expo, visit www.visionexpo.com

For event details, registration, hotels and more for the upcoming Vision Expo West 2025 visit west.visionexpo.com

Media Contacts:

Paige Heady
Marketing Director
paige.HEADY@rxglobal.com

Jen Cullen Williams
Public Relations
jen@cullencullenwilliams.com

About Vision Expo

Vision Expo is the trade-only conference and exhibition for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the most comprehensive event for the entire Vision community, built for the industry by the industry. The only balance of conference and exhibition to learn from industry pioneers, explore cutting-edge advancements, and gain a new perspective on the future of eyewear. In the Vision Expo Exhibit Hall, eyecare providers can discover fashion 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](#), [TikTok](#), and [LinkedIn](#).

Vision Expo images can be found [HERE](#) and new logo can be found [HERE](#)

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 a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organizations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.