

The Vision Council Unveils Reimagination of Vision Expo

Curated Neighborhoods to Debut at Vision Expo East in NYC, March 26-29, 2020



Alexandria, VA (Nov. 26, 2019) – Heading into 2020 with the year’s symbolism for the eyecare industry in tow, The Vision Council is reimagining its signature event, Vision Expo. Innovation has always been at the heart of the industry as well as the bi-annual Vision Expo, the definitive trade event for ophthalmic professionals. Now, The Vision Council, together with co-owner of the Show Reed Exhibitions, aims to mark a new era for Vision Expo with a laser-like focus on discovery, connection and experience.

Along with refreshed branding, including redesigned logos and show tagline (“The Future, Clearly”), changes will first be seen at Vision Expo East 2020—to take place at the Javits Center in New York City from March 26–29. Shaped by feedback from both exhibitors and attendees, the new concept is anchored in the form of curated neighborhoods, optimizing the connection between sellers and buyers, as well as exhibit spaces with enhanced design creativity and interactive appeal.

“We are excited to invest in the growth and evolution of Vision Expo, and the industry at large,” said Ashley Mills, CEO of The Vision Council. “The show has always served as a discovery zone for innovative products and services, new technology and fashion trends, while simultaneously encouraging and challenging the industry. 2020 provides unique significance in leading us into a vibrant future and we know the reimagination of Vision Expo will present the optical industry with the perfect platform to make that happen.”

Vision Expo East 2020 will welcome the first-phase debut of three new distinct neighborhoods:

- **The River** – Daring, design-driven artisanal products creating a show-within-a-show pavilion for select industry leaders. Exhibitors in The River include Thierry Lasry, Maybach, FACE A FACE/Kilsgaard, I.a. Eyeworks, Piero Massaro/Italiana Design, Pugnale, Linda Farrow, Rigards, Anna-Karin Karlsson, Gold & Wood, Kio Yamato, Kuboram, Jacques Marie Mage, Garrett Leight/Mr. Leight, Eyevan, La LOOP, Matsuda, BAARS, Christian Roth, Robert Marc and DITA. (located in the River Pavilion on Level 4)

- **The Union** – The ultimate shopping experience of boutique and premium independent brands including exclusive, hip and fashion-forward lifestyle brands. Sample exhibitors for The Union include Lafont, OGI, Jonathan Cate, and Etnia Barcelona. (Level 3)
- **The Springs** – Incubator zone for emerging talent in eyewear design. Exhibitors in The Springs include Jean Philippe Joly, Komorebi Eyewear, Mondelliani Eyewear, Nina Mur, Turchin Eyerings, Dzmitry Samal and Stellis Eyeworks. (Level 3)

Additional neighborhoods are planned to debut at Vision Expo East 2021 including new identities for three other essential aspects of the Show.

“In the last ten years, the exhibitions industry has seen its share of disruption and evolution,” said Yancy Weinrich, COO of Reed Exhibitions. “We’re meeting the challenge head-on with our re-imagining of Vision Expo through visually exciting new neighborhoods, technology and digitally driven tools to enhance business and lead generation at the show, and education that will take our audiences to new levels in their practices and businesses.”

Furthermore, a fresh take to the Show’s continuing education courses include an accredited education area dedicated to seminars, workshops and presentations led by experts in practice management, business and marketing.

“Advancements in continuing education programs are also central to Vision Expo’s reimagined presence,” said Mark Dunbar, OD, FAAO, Education Advisory Board Co-Chairman. “Custom designed for Vision Expo by the Education Advisory Board, the 2020 Education program includes exclusive, never-before-seen clinical presentations staged for the first time ever at Vision Expo East. Organized by key content areas including glaucoma, posterior segment/retina, anterior segment/dry eye, surgical/co-management, and systemic disease and diabetes, clinical attendees will discover courses specifically developed to immerse them in the most cutting-edge developments for better patient care.”

More information about the Vision Expo can be found at east.visionexpo.com.

About Vision Expo

Vision Expo East (Education: March 26-29, 2020; Exhibition: March 27-29, 2020) in New York City and West (Education: Sept. 23-26, 2020; Exhibition: Sept. 24-26, 2020) in Las Vegas are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners Reed Exhibitions 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 and follow Vision Expo on Facebook, Instagram, Twitter and LinkedIn.

About The Vision Council

Championing 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. By sharing the latest in eyewear trends, advances in technology and advice from eyewear experts, The Vision Council serves as a resource to the public looking to learn more about options in eyeglasses and sunglasses. For more information, visit www.thevisioncouncil.org.