

February 2021 My Vision Show Press Release

For Immediate Release

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My Vision Show

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### **My Vision Show to Make History in March 2021**

My Vision Show, the ever-growing virtual showcase, is back with a brand-new event, *Share Your Vision* on March 25-28, 2021. In addition to hosting a variety of vendors and speakers, the *Share Your Vision* Showcase will also serve as the launch of My Vision Show Galleria, the first-ever virtual conference center within the eye care industry that will be open year-round.

"It's going to be the show that never ends," says Charlene Nichols, creator, and producer of My Vision Show. After March 25, the platform will remain open with the availability to host exhibitors and meeting events year-round. Participating My Vision Show exhibitors will transform their booths into "virtual showrooms" throughout the year and will be able to host private events in conjunction with existing and upcoming local and national industry events. Individuals who cannot attend traditional conferences due to timing, travel, and COVID 19, now have a viable alternative that is not restricted to a single time zone.

The Spring 2021 show with the theme '*Share Your Vision*' will be highlighting new products and hosting a range of speakers from various segments of the industry. Throughout the pandemic, My Vision Show has become the go-to event for keeping up with changes designed to revolutionize the industry. The show will feature content from several popular speakers within the eye care and optical industries including Jon Herring, Barry Santini, and Dr. Babak Kamkar. My Vision Show will also be premiering emerging technologies such as new vendors including Accessible.

My Vision Show is powered by leading virtual meeting technology, and can now host up to 100,000 participants for their March show and beyond. The new platform is designed to not only facilitate virtual meetings but to ensure that industry professionals can truly connect during My Vision Show and year-round. As pioneers in virtual networking, My Vision Show is now offering a free certification to all exhibitors which will allow them an opportunity to learn how to leverage virtual networking to re-establish their connection to their audience.

Popular exhibitors including My Eye Care Team, ION Labs, Optical Near Me, and Eyewear Art Walk will continue to host private events throughout 2021. My Vision show will also continue to

host social events including virtual happy hours to keep the community connected and plans to add gamification in future programming.

CRO Journal and OptikCon Ed will provide an evergreen CE platform that will allow educators and students to connect in a way that is truly dynamic. “We are encouraged by the emerging talents and fresh ideas that are being presented by our future educators. We could not be more proud to be partnered with an educational platform that focuses 100% on the needs of independent opticians and optometrists,” says Charlene.

Exhibitors who toured the VIP Preview expressed excitement and anticipation for the new immersive experience. The VIP Preview will continue with select audiences throughout the first week of March. Those interested in showcasing a product or service, and those who want to register for the limited-time free admission can do so on [myvisionshow.com](https://myvisionshow.com)

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