



Breaking News: The Vision Council and RX Announce Vision Expo East Will Move to Orlando from NYC Beginning in 2025

October 19, 2023

The Vision Council and RX Global are excited to announce that Vision Expo East 2025 will take place in Orlando, Florida at the Orange County Convention Center on February 19–22, 2025, after a long-standing residency in New York City. Vision Expo East’s final show in New York, celebrating and commemorating nearly 40 years of achievement and growth within the optical industry, will occur March 14–17, 2024 and kick off Vision Expo’s dynamic next chapter.

Based on extensive consultation and feedback from customers, sponsors, and allied organizations, hosting Vision Expo East in Orlando is in complete alignment with furthering customer wants and needs. Our industry has changed dramatically over the past few years, and as such, our shows and how we bring business together must also evolve. The opportunities for growth, centralization and community-building in Orlando are abundant, and we are confident that this future planning will better allow us to provide the vision care community with a world-class exhibition and educational program in a world-class venue and event destination for years to come.

We thank The Vision Council Board of Directors and the Vision Expo Show Planning Committee for their discernment, strategic thinking, and commitment as we continue to prioritize future enhancements to our industry shows and events.

Vision Expo East will debut in Orlando in 2025 with a re-imagined show and new chances for exhibiting companies to engage with attendees in a more centralized environment. Show venues, hotels, meeting spaces and special events will all be located within a walkable area, ensuring a better connected and community-like experience.

In addition, the show will move to a preferred date pattern of Thursday–Saturday, like Vision Expo West. The multi-year agreement does not conflict with the announced dates of other industry shows and events.

As a popular destination for conferences, Orlando is well-equipped to facilitate Vision Expo's unique trade show logistics, ensuring a seamless transition for exhibitors and show attendees. We also anticipate that attendees will take advantage of the vacation and hospitality experiences in the area, enjoying the warmer weather and extending their trips to accommodate family and leisure travel.

The Vision Council and RX would like to express our sincere gratitude to our exhibitors, members, attendees, suppliers, and staff for their continued support. We are so grateful for the hospitality of New York and the Javits Center to grow our event. We look forward to bringing the vision community together next March to celebrate nearly four decades of Vision Expo East in New York City. Details regarding programming, education and registration will be released soon.

The Vision Expo sales team will be in touch with members/customers alike in the coming weeks to share more about space selection and additional benefits of this exciting move.

For further information please contact Mitch Barkley at mbarkley@thevisioncouncil.org or Fran Pennella at fran.pennella@rxglobal.com.

Sincerely,

Ashley Mills

CEO, The Vision Council



A handwritten signature in black ink that reads "AMills".

Fran Pennella

Event Vice President, Vision Expo/RX Global



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Vision Expo East 2024 will take place at the Jacob Javits Center in New York City from March 14–17, 2024.

Vision Expo West 2024 will take place at the Venetian Expo Center in Las Vegas from September 18–21, 2024.

Vision Expo East 2025 will take place at the Orange County Convention Center in Orlando, Florida from February 19–22, 2025.