



**FOR IMMEDIATE RELEASE**

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## **DYNAMIC & COMPREHENSIVE VISIONED CONFERENCE PROGRAM ANNOUNCED FOR VISION EXPO EAST 2024**

**Alexandria, VA – February 22, 2024** – The Vision Council and RX, co-organizers of Vision Expo, are thrilled to bring compelling accredited continuing education offerings to the industry at **Vision Expo East 2024**. The comprehensive VisionEd optometry and opticianry program kicks off Thursday, March 14, one day prior to the celebratory exhibit hall opening on Friday, March 15, and will run through Sunday, March 17.

VisionEd at Vision Expo East 2024 promises to be an enriching educational experience for ODs, opticians and allied health professionals that will allow each to gain meaningful knowledge that can seamlessly be incorporated into their practices. The entire program will feature approximately 200 sessions, made up of 300 hours of content, presented by 100 of the industry's finest and most sought-after speakers – offering conferees the very best eyecare education.

“The VisionEd program at Vision Expo East 2024 is a testament to our commitment to advancing the eyecare industry through a strong education program that has been created by industry, for industry,” said **Fran Pennella, Vice President, Vision Expo at RX**.

“This year's OD education program will feature new, dynamic and fun custom-designed clinical courses that will challenge the mind and provide engagement such as, “Ask The Experts,” and “Two Truths & A Lie,” where cases will be shared from conferees and our experts will offer their clinical acumen. The program is also rich with courses for every mode of optometric care, including business, contact lenses, aesthetics, and much more,” said **Vision Expo Education Planning Chair, Dr. Marc Bloomenstein, OD, FAAO**.

Taking place on Thursday, March 14, Vision Expo East will also offer the complimentary **Global Contact Lens Forum** developed by Dr. Melissa Barnett, OD. This 'meeting within a meeting' provides conferees with practical, timely tips in both clinical and business processes to help take their specialty contact lens practice to the next level. Respected, highly successful contact lens practitioners will share what's new and sexy in contacts.

**OptiCon at Vision Expo East 2024** will also have fresh new courses that will surely enlighten opticians nationwide. With provocative sessions featuring trends and developments in the profession, OptiCon's 100+ courses will allow conferees to easily customize their choices from five tracks – clinical concepts, spectacle lens, contact lens, allied health and business.

The OptiCon General Session, sponsored by EssilorLuxottica, will take place Friday, March 15 at 12:30 p.m. on Vision Expo's main stage, The Bridge, and will feature award-winning author, psychotherapist, and extreme athlete, Rebecca Alexander, LCSW-R, MPH. Rebecca will entertain the audience with stories of her struggles and accomplishments living with Usher Syndrome Type 3.

The OptiCon @ Vision Expo education package includes:

- Unlimited Continuing Education Courses, including American Board of Opticianry (ABO) and National Contact Lens Examiners Board (NCLE) approved education.
- Access to the OptiCon General Session.
- Free Exhibit Hall access, including the OptiCon @ Vision Expo Hub.
- Tailored special events including a welcome event and peer networking.
- Access to ABO and NCLE exam review courses and exams.
- Access to discounted rates at a dedicated OptiCon @ Vision Expo hotel.

"We are thrilled to bring OptiCon @ Vision Expo back to New York for another year of education and networking," said **Phernell Walker, MBA, ABOM, LDO and OptiCon Advisory Board Co-Chair**. "This is a phenomenal opportunity to unlock a world of knowledge and growth in six key areas of education, including optical technology, allied health, contact lens, practice management and business solutions, and ABO and NCLE basic, advanced and practical exam review courses."

Download the Vision Expo East 2024 OD education brochure [here](#).

Download the Vision Expo East 2024 Opticians & Allied Health education brochure [here](#).

The Show's VisionEd optometry and opticianry educational programs, including OptiCon @ Vision Expo, will open Thursday, March 14. The exhibit hall will open Friday, March 15.

Vision Expo East 2024 will take place at the Jacob Javits Center in New York City from March 14-17, 2024. To secure your spot as an exhibitor, [click here](#). To register as an attendee, [click here](#). To register as media, [click here](#).

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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](http://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](http://thevisioncouncil.org).

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