



FOR IMMEDIATE RELEASE

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VISION EXPO EAST 2024 UNVEILS NEW MAIN STAGE SPECIAL EVENTS

***Musical Performance by Grammy-Nominated Artist Sophie B. Hawkins,
Flaunt the Frame Fashion Shows and The NOW Awards to Take Place
at The Bridge at Vision Expo East***

Alexandria, VA – February 29, 2024 – The Vision Council and RX, co-organizers of Vision Expo, have shared the line-up of events scheduled to take place at The Bridge, Vision Expo East’s main stage destination. To register for Vision Expo East, [click here](#).

Taking place from March 14–17 at the Javits Center, [Vision Expo East 2024](#) holds particular significance as it will pay homage to its rich history in New York City before making its anticipated relocation to Orlando, Florida in 2025. Programming at the Show’s exhibit floor main stage, The Bridge, will build on this celebratory spirit, engaging attendees.

Highlights at The Bridge include:

- **Performance and Q&A with NYC Icon and Grammy-nominated singer and songwriter, Sophie B. Hawkins.** The artist will give a special performance and discuss her personal journey living with exotropia and amblyopia.
- **The NOW Awards**, and the **NOW by Vision Expo** trend activation, is set to amplify its impact, showcasing a diverse range of eyewear designs reflecting the latest industry trends in colors, materials, and styles. Nine exciting awards will be presented including, “Eyewear, the Ultimate Accessory” Award presented by Accessories Council, and a People’s Choice Award among others, where attendees vote for their favorite pair of frames at the NOW Pavilion. [Learn more here](#).
- **Flaunt the Frame**, a new series sponsored by IMAGINEM that transcends conventional fashion shows by focusing solely on eyewear, will provide an

unfiltered view of the most cutting-edge designs. Fashion shows on Friday and Saturday will highlight independent eyewear designs with collections from ClearVision, Morel, MODO, OGI, Jonas Paul, Spectacle Eyeworks, Sospiri, and Variation Design.

- **The OptiCon General Session**, sponsored by EssilorLuxottica, will feature an inspirational conversation with Rebecca Alexander, LCSW-R, MPH, who has been losing both her vision and hearing due to Usher Syndrome (type 3) since adolescence.
- **Visionaries Unveiled**, new disruptive content will feature industry leaders who are pushing the boundaries of what's possible in the eyewear sector and presenting game-changing business strategies that will shape the future of eyewear. Experts in sustainability, aesthetics, and hearing care will give engaging presentations and spark active discussion.
- **The Career Zone**, a student favorite, will debut on a new day, Sunday March 17, and at a new location, The Bridge, and offer young professionals and students invaluable opportunities to network with industry leaders, engage in panel discussions, and win prizes.

"We are thrilled to share this year's lineup of programming taking place at Vision Expo East, and use this opportunity to celebrate our time in New York before our 2025 debut in Orlando," said **Fran Pennella, Vice President, Vision Expo, RX**. "Year over year, we have been able to highlight industry-leading brands, technologies and thought-leaders at The Bridge, and this year will be no different. Centrally located in the center of the exhibit floor, we encourage all attendees to explore the plethora of events taking place. From fashion shows to musical performances to compelling education and career opportunities, there's truly something for everyone."

Event highlights are included below. Check Vision Expo's website or mobile app for the most up-to-date schedule.

Friday, March 15

10:00 AM

Eyecare Business Trends in Eyewear 2024

11:00 AM

Flaunt the Frame Fashion Show

CELEBRATION OF INDEPENDENT EYEWEAR:

Featuring the collections from ClearVision, celebrating 75 years of independence

12:30 PM

OptiCon General Session:

A Conversation with Rebecca Alexander, LCSW-R, MPH
Sponsored by EssilorLuxottica

1:45 PM

The Fundamentals and Benefits of Light Therapy to Elevate Patient Care
Presented by Essilor Instruments

2:25 PM

Visionaries Unveiled: Education for Change Makers

3:30 PM

Flaunt the Frame Fashion Show
COLORPALOOZA:
Including styles from Morel, MODO, OGI and Jonas Paul

4:30 PM

NOW Awards: 2nd Edition
Champagne Toast & Mingle

Saturday, March 16

9:45 AM

RestoringVision: Doing Good is Good for Business

10:15 AM

Physician Burn Out
Hosted by the National Optometric Association (NOA)

11:00 AM

Beyond Vision: Behaviors to Supercharge Your Contact Lens Business

12:30 PM

The National Federation of Opticianry Schools (NFOS) College Bowl
Powered by EssilorLuxottica

3:30 PM

Flaunt the Frame Fashion Show
ARTISANAL EYEWEAR:
Featuring styles by Spectacle Eyeworks, Sospiri, and Variation Design

4:15 PM

Q&A and Performance by Sophie B. Hawkins

Sunday, March 17

10:00 AM

Career Zone open all day

For the full schedule of events at The Bridge, reference the [Schedule of Events](#) page on Vision Expo's website, filterable by date and location. Schedule is subject to change. On-site, attendees are encouraged to reference the Vision Expo mobile app for the most up-to-date schedule.

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 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.

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