FOR IMMEDIATE RELEASE

Registration Opens for Vision Expo 2027, Bringing Eyecare, Eyewear and Education Together

"What's Your Vision?" theme puts attendee goals at the center of the industry's leading event, March 10-13 in Las Vegas. Early registration rates end Dec. 17.

NORWALK, CT (November 10, 2026) – Registration is now open for Vision Expo 2027, taking place March 10-13 at The Venetian Expo in Las Vegas. Produced by RX and The Vision Council, Vision Expo brings together the eyecare and eyewear industries for four days of accredited education, product discovery, business development and networking. Education begins March 10, followed by the exhibit hall March 11-13.

As North America's leading event for eyecare and eyewear, Vision Expo gives optometrists, opticians, practice owners, buyers and other optical professionals one place to explore new products, earn continuing education credits, evaluate clinical technology and build relationships across the industry.

"Vision Expo is the one place where eyecare and eyewear come together with the education to support both," said Ashley Mills, CEO of The Vision Council. "Our 2027 theme, 'What's Your Vision?' recognizes that every attendee comes to Las Vegas with different objectives. Whether you are earning CE, discovering new collections or finding technology to grow your practice, Vision Expo is built to help you get there."

On the Show Floor

More than 350 exhibitors will span the optical industry, from global eyewear brands and independent designers to clinical and pharmaceutical companies, startups in the Innovation Center, and practice technology providers. Many will use the show to launch new collections and products. Explore the Exhibitor Directory.

Education

Hundreds of hours of accredited continuing education begin March 10, covering optometry, opticianry, allied health and business. Topics range from disease treatment and practice management to lens innovation and digital health.

From March 11-13, sessions on the show floor's NOW Stage and Innovation Stage will cover business growth, technology, AI, fashion and trend intelligence. Explore the Education Schedule.

Key Events

- **NOW Awards:** The 2027 NOW Awards by The Vision Council recognize excellence in optical and sunglass design, direct-to-consumer brands and emerging designers. Brands worldwide may enter, whether or not they exhibit at Vision Expo. Honorees will be recognized on the NOW Stage. Submissions close Feb. 5, 2027. Learn more here.
- **Vision Expo Fashion Show:** Get an early look at the colors, materials and silhouettes shaping the upcoming season on the NOW Stage.
- **VSP Vision Innovation Challenge:** Watch startups pitch new eyecare solutions on the Innovation Stage on March 11, with winners announced at the show.
- **UOA College Bowl, Powered by EssilorLuxottica:** Schools compete in a Jeopardy-style quiz on ocular anatomy, dispensing, fabrication, contact lenses and optics for a $1,000 first-place prize.
- **Prevent Blindness:** The Prevent Blindness Person of Vision Award recognizes an individual whose inspired outlook champions healthy vision and its importance for a healthy life. The 2027 honoree is Reade Fahs, Executive Chairman, National Vision.

Networking and Lounges

Show floor lounges include the Platinum Club for hosted buyers, media and influencers, the Indie Lab Speakeasy for conversations with independent labs over drinks, and the TVC Bar for happy hours and access to The Vision Council's government relations and research teams.

View the schedule of events which will be updated regularly as event details are confirmed.

Plan Your Trip

Vision Expo's discounted hotel rates are available through Connections Housing until February 5, 2027, or until the block sells out. Book early to lock in the rate. Learn more and book accommodations here.

Register Today

Register by December 17, 2026, for the best rates.

Attendee Registration
Exhibitor Registration
Media Registration

To reserve exhibit booth space or learn about sponsorship opportunities, contact Kristin Cammarata, Sales Director, at kristin.cammarata@rxglobal.com.

For more information and updates, visit www.visionexpo.com.

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About Vision Expo
Vision Expo is the trade-only conference and exhibition for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the most comprehensive event for the entire Vision community, built for the industry by the industry. The only balance of conference and exhibition to learn from industry pioneers, explore cutting-edge advancements, and gain a new perspective on the future of eyewear. In the Vision Expo Exhibit Hall, eyecare providers can discover fashion 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, X, Instagram, TikTok, and LinkedIn.

Vision Expo images can be found HERE and a logo can be found HERE

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.

About RX
RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organizations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.