

BE PART OF **THE VISION**

Member Benefits



Together for **Better Vision, Better Lives**

Our purpose is to ensure the economic growth of the optical industry and the success of our members.

Realizing this goal depends on the support and dedication of companies that care deeply about the continued advancement of the industry.

Together, we can secure an abundant future for the \$65 billion optical industry and provide the eyewear and eyecare people need to look and feel their best.



“The Vision Council is *the* industry association. We encompass membership from all over the industry - from the supply side with frames, lenses, equipment, to retail and all the above. We bring us all together and advocate for what's best for our businesses, what's best for the industry.”

OUR MEMBERS

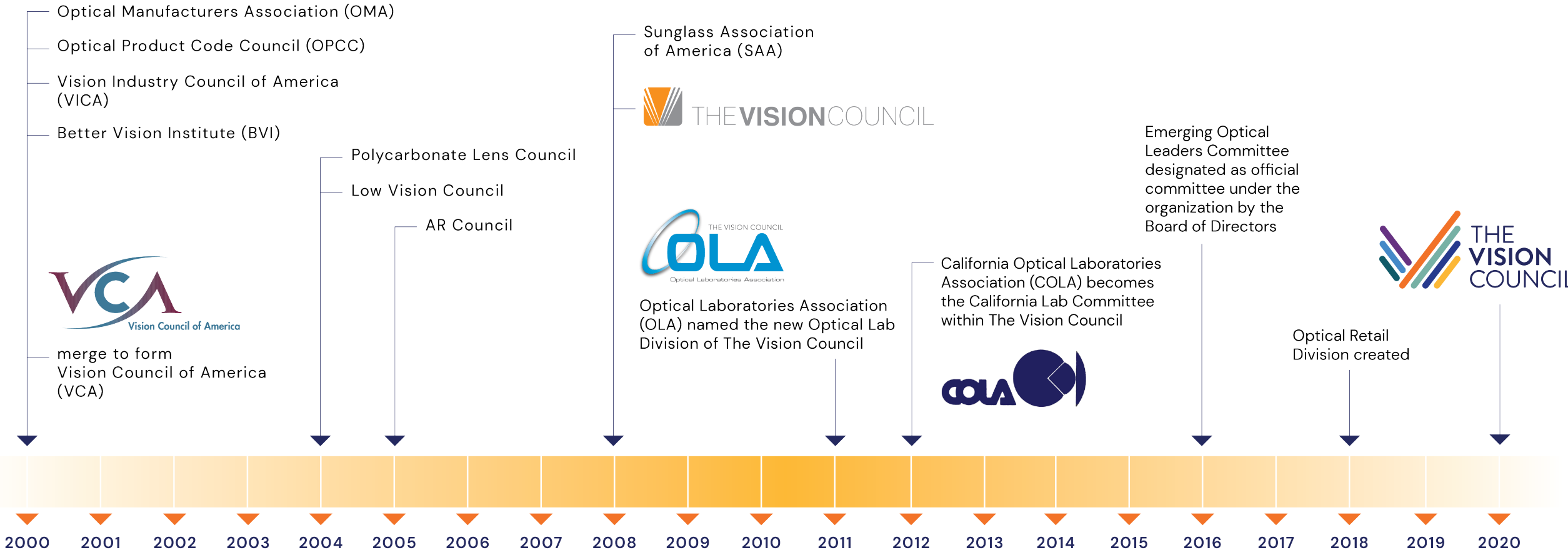
The Vision Council exists to represent any company, brand, or corporation whose business involves the manufacturing, distribution, or sale of optical products and services.



We offer membership to diverse segments of the optical industry including:

- Contact Lens
- Eyewear & Accessories
- Healthcare
- Lens, Lab & Lens Processing Technology
- Over the Counter (Sunglasses & Readers)
- Retail
- Technology

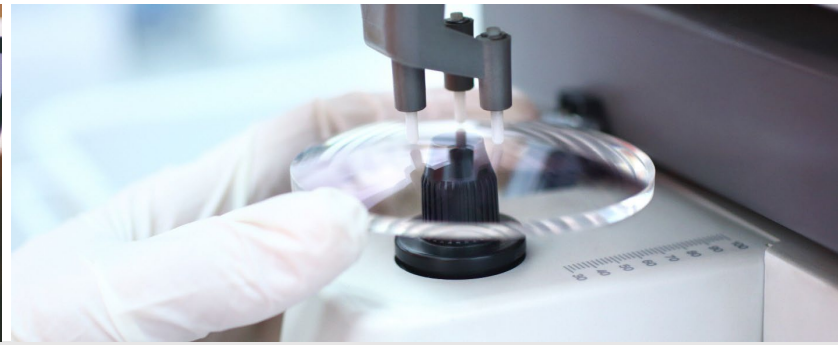
Evolution of The Vision Council



OUR VALUE – MEMBER BENEFITS



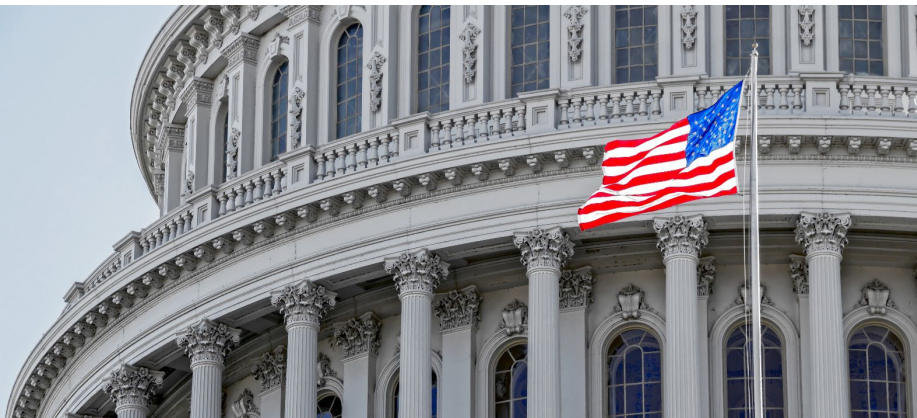
Research & Data



Technical Standards



Community Building



Government Relations



Trade Shows



Consumer Education & Workforce Development

Research & Data



inSights Research Program

1. Reports that provide a comprehensive perspective on the state of the optical industry
 - Market inSights
 - Consumer inSights
 - Provider inSights
 - Business Sentiment inSights
 - Focused inSights
2. Respected and relied upon by industry and national media
3. Custom opportunities for visibility and data analysis through The Vision Council Visionaries sponsorship program



“There's a lot of research that The Vision Council has provided and it's hard to find industry knowledge anywhere else. I think that really sets The Vision Council apart.”

In 2023:

72

reports published

\$8M

Market value of reports
downloaded by
members

Government Relations & Technical Standards



Advocacy & Regulatory Affairs

1. Expert team works with policymakers on key industry issues
 - Employment and labor
 - Healthcare and managed vision care
 - Tariffs and trade
 - Workplace safety and manufacturing standards
 - Chemical compliance
2. Real-time updates and advice on policy changes and advocacy efforts
 - Member webinars and newsletters
 - 1:1 office hours
 - PolicyWatch, a state-level regulation & legislation monitoring service
3. Opportunity to engage with your representatives and have a voice on Capitol Hill
 - VisionPAC
 - Annual fly-in and congressional connections

“The government relations advocacy that we do out there, which helps drive our business on a government level, is incredibly important.”

The Vision Council is actively monitoring 15+ pieces of federal legislation pertaining to industry interests



Technical Standards

1. Leading voice in development of ophthalmic standards domestically and internationally
 - Prescription lenses
 - Ophthalmic frames
 - Sunglasses and Readers
 - Contact Lenses
 - Ophthalmic equipment and medical devices
2. Industry standards for data communication and lens descriptions
3. Real-time information, updates and advice on industry standards
 - FDA agent access
 - Optical Product Codes

The Vision Council is the Secretariat for ANSI Accredited Standards Committee "ASC Z80-Ophthalmic Optics," which oversees 28 national standards

"The Vision Council's optical industry standards help protect us as a company and protect our customers."



Trade Shows



Vision Expo

1. Largest U.S. optical industry event designed to connect the vision community and promote industry growth
 - Vision Expo East in Orlando
 - Vision Expo West in Las Vegas
2. Revenue is directly re-invested into the industry via The Vision Council
3. Exclusive membership-only rates and opportunities



450+ exhibitors
20K+ attendees

“The new accounts, new doors, if you can open them with the attendees, the lifetime value of the customer, that's always in consideration today. And I think that finding an environment to engage with the broader community is a big takeaway from the experience.”



The Vision Council Foundation: Consumer Education & Workforce Development



The Vision Council Foundation

1. Solving the industry's biggest challenges
 - Industry growth & workforce development
 - Public education
2. Communication and fundraising platform
3. Opportunities for partnership through The Vision Council Visionaries sponsorship program



“It’s important for us as brands, companies, and members of The Vision Council to utilize all of these resources and communications to elevate our accounts, our doctor’s offices, our social channels...”

2023 Social Media Cross-Network Performance

Audience	Impressions	Engagements
119,803	716,805	46,685

\$400K

Raised to fund Opening Your Eyes Scholarship

300M

People reached during 2023 National Sunglasses Day campaign

Public Education Campaigns

National Sunglasses Day

Healthy Vision Month

Annual Eye Exams

World Sight Day



Protect Your Eyes, See the Skies

- The Vision Council's Total Solar Eclipse Guide is one example of a campaign we did earlier this year.
- The toolkit encouraged safe viewing of the April 8 solar eclipse with downloadable graphics and resources
 - Included a PDF guide, social media images, social post copy, two blog posts and a Spotify playlist



NATIONAL SUNGLASSES DAY

THE VISION COUNCIL

JUNE 27



Community Building



Member Engagement

1. Annual networking and leadership development events
 - Executive Summit
 - Lab Leadership Forum
2. Secure, members-only web portal
3. Community building through division and committee engagement



“The Vision Council gives us the opportunity to come together and passionately dream about our overall industry...We celebrate a lot of our successes in the past, but we also collectively dream about the future and where it is going to go. Those things don't happen without The Vision Council pulling us together and keeping us all focused in one direction.”



> **325**

Industry executives and leaders in attendance, for three days of networking, growth and connections

Emerging Optical Leaders

1. Engagement with young leaders across the industry
 - In-person meetings at Executive Summit and the Vision Epos
 - Dedicated EOL Retreat
2. Continuous learning and development opportunities
 - Mentorship Program
 - Leadership development training programs
 - Conversations with industry executives
3. Contribution to The Vision Council
 - Committee participation opportunities
 - Feedback on programs and initiatives

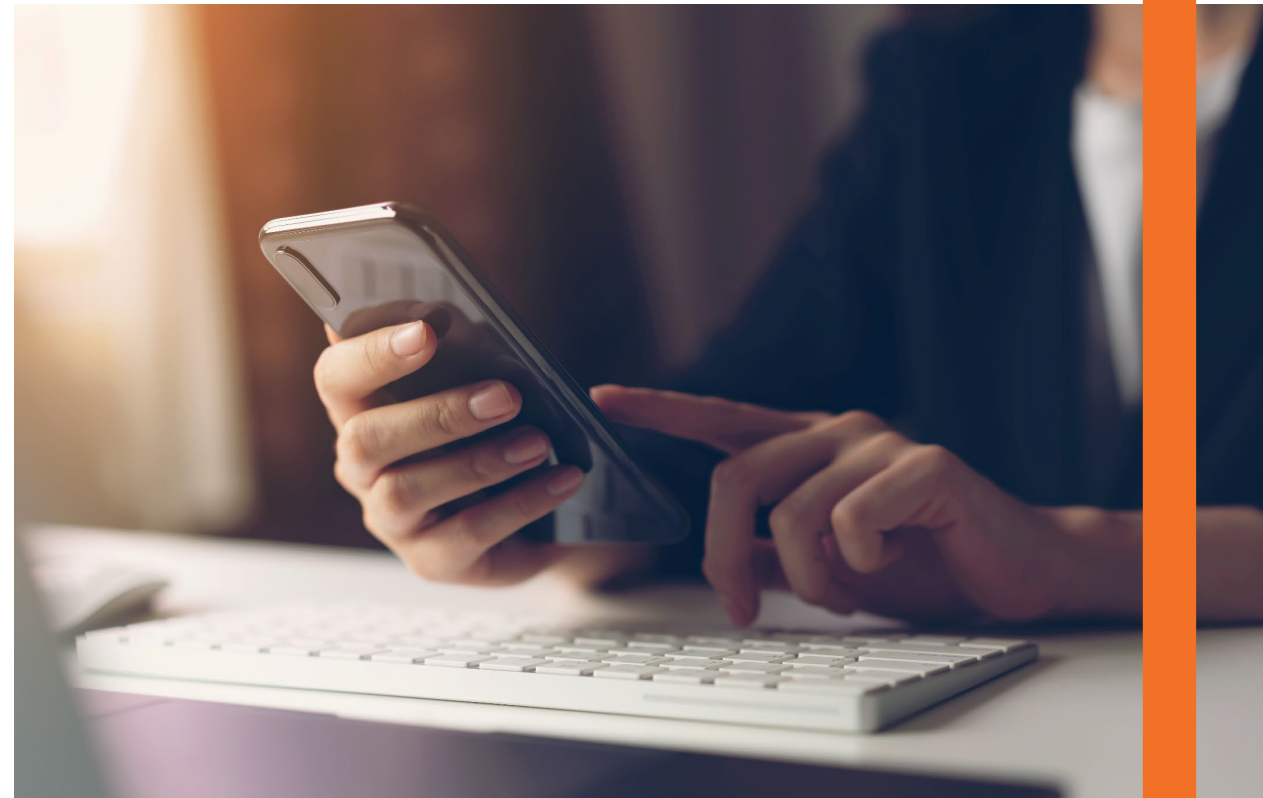
“The focus of EOL is on professional development, but also getting young people from companies that are going to be the future leaders of their organization to understand the value of The Vision Council, providing them opportunities to engage with other industry leaders through The Vision Council.”



Complimentary VMail Subscription

- Members receive a complimentary subscription to VMail, a daily digital newsletter published by Vision Monday (Jobson) containing optical business and breaking news
- Available to all employees of member companies
- \$95 value per each subscriber

VMAIL **Extra**



Access Your Benefits & Get Involved



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

DIVISIONS

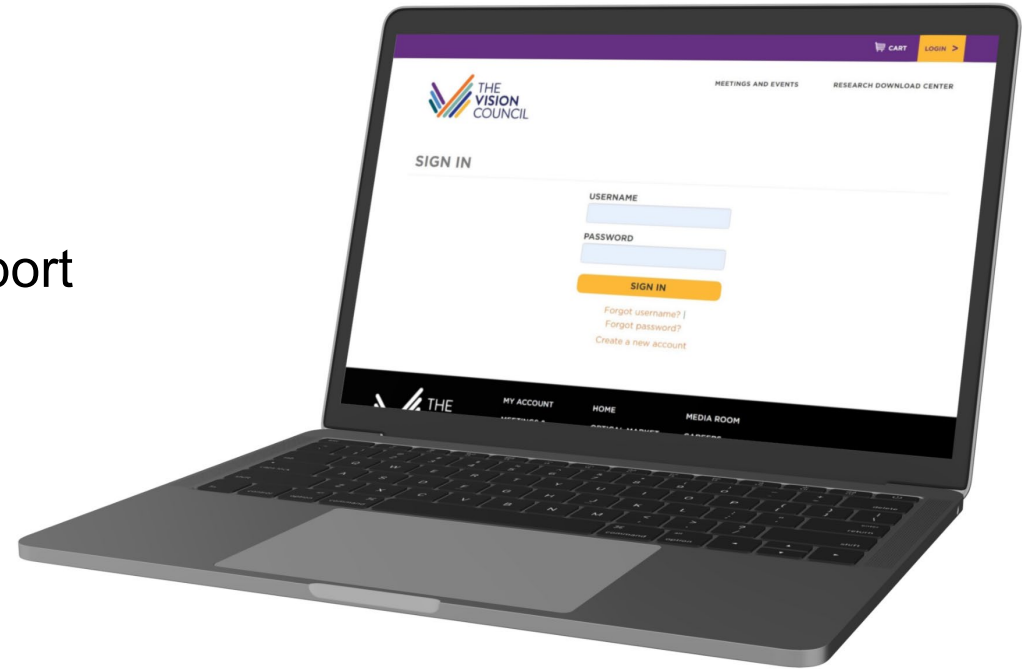
COMMITTEES

- ▶ **Contact Lens**
- ▶ **Eyewear & Accessories**
- ▶ **Healthcare**
- ▶ **Lens, Lab, Lens Processing Technology**
- ▶ **Over The Counter (Sunglass & Reader)**
- ▶ **Retail**
- ▶ **Technology**

- ▶ **Emerging Optical Leaders**
- ▶ **Environmental Sustainability & Social Awareness**
- ▶ **Finance**
- ▶ **Government & Regulatory Affairs**
- ▶ **Market Research**
- ▶ **Marketing & Communications**
- ▶ **Nominating & Governance**
- ▶ **Program**
- ▶ **Show**
- ▶ **Technical**

Access Your Benefits & Get Involved

1. Create an account on The Vision Council website
 - Contact info@thevisioncouncil.org for support
2. Access resources
 - Research Download Center
 - Division Secured Content
3. Register for meetings and events
4. Find and connect with other members through the Member Directory
5. Consider volunteer leadership opportunities



Scan the QR code to fill out our committee interest form.



Key Contacts



Michael Vitale

mvitale@thevisioncouncil.org

Membership
Government Relations
Technical Standards



Alysse Henkel

ahenkel@thevisioncouncil.org

Research



Mitch Barkley

mbarkley@thevisioncouncil.org

Trade Shows



Chelsea Pillsbury

cpillsbury@thevisioncouncil.org

Marketing & Communications
The Vision Council Foundation

Division Contacts



Michael Vitale

mvitale@thevisioncouncil.org

Contact Lens
Lens, Lab, & Lens Processing Technology
Over The Counter
Technology



Dave Pierson

dpierson@thevisioncouncil.org

Retail



Mitch Barkley

mbarkley@thevisioncouncil.org

Eyewear & Accessories



Bonnie Whitfield

bwhitfield@thevisioncouncil.org

Healthcare

QUESTIONS?

FOLLOW US



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The Vision Council



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@thevisioncouncil



Facebook:
The Vision Council

