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Vision Expo East Announces Keynote Speaker

Jason Romero, Legally Blind Ultra-Runner, will Deliver Address

Alexandria, VA – February 17, 2023 – Vision Expo East presented and organized by The Vision Council, and [RX](#) (Reed Exhibitions), announced **Jason Romero**, a legally blind ultra-runner, as the keynote speaker, as the annual conference returns to New York City next month from March 16-19, 2023 (Education opens March 16th; Exhibits open March 17th).

“After losing his vision to a degenerative condition, Jason defied the odds to become an Ultra-runner, crossing the United States on foot in only 60 days,” said **Mitch Barkley, Vice President of Trade Shows and Meetings at The Vision Council**. “Jason’s story of resilience and success underscores the life-changing value of sight and is an inspiration to us all. We are excited for attendees to hear from such an astounding and persevering speaker.”

“Challenge to Change” will feature remarks from Romero on Vision Expo’s main stage, The Bridge, on Saturday, March 18 at 3:30 p.m. where he will discuss his transformational journey from a successful executive to an unemployed, blind man, to an elite-extreme athlete with more than 10 world records.

“We are thrilled to welcome Jason Romero to the Vision Expo East education lineup,” said **Fran Pennella, Vice President, Vision Expo at RX**. “His inspirational story is just one example of the dynamic leaders and thought-provoking conversations that attendees will hear during this year’s Vision Expo East.”

Romero’s address will add to the tone for the educational and speaker series during Vision Expo East 2023, expected to be the largest US optical industry gathering in recent years and will provide attendees with groundbreaking content, products, and services revolutionizing the vision care industry.

“Losing my sight has had a profound impact on my life,” said **Romero**. “More than anyone else, I understand the value of vision care and I’m honored to have the opportunity to speak with so many innovators and leaders in the eye care community.”

In addition to the Keynote Address, Expo attendees, including optometrists, opticians, and other allied professionals, are invited to take advantage of the meeting's robust certified educational offering featuring over 300+ hours of accredited education and learn from over 100 of the industry's the most knowledgeable experts in the field. Topics range from disease management and practice growth to lens innovation, eyewear trends, and more. To learn more please visit the [Vision Ed](#).

Registration for Vision Expo East 2023 is now open. For more information on Vision Expo, visit visionexpo.com and follow Vision Expo's social media channels, [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

If you are interested in attending, please [Register Here](#).

Media Registration is available [here](#).

If you are interested in exhibiting, please contact [Cedric Fellow, Sales, Vision Expo East](#).

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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, visit visionexpo.com and follow Vision Expo on Facebook, Instagram, Twitter and LinkedIn.*

About The Vision Council

*As the vision care leader in enabling better vision for better lives, **The Vision Council** positions its members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums. Learn more at thevisioncouncil.org.*

About RX

***RX** is in the business of building businesses for individuals, communities and organizations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider*

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