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STILL TIME TO REGISTER FOR ONE OF THE WORLD'S GREATEST EYECARE & EYEWEAR EVENTS

Final Countdown is on for Last Vision Expo East in NYC

Alexandria, VA – March 13, 2024 – With only days to go until one of the world's greatest eyecare and eyewear events begins, there is still time to register for [Vision Expo East](#). Thousands of ophthalmic professionals, buyers, influencers, and technology gurus will descend on the Javits Center in New York City from March 14-17, setting the tone and agenda for what's next in optical design, ocular health, and innovation.

Encompassing a 450+ company exhibit hall, extensive business and clinical education sessions, cutting-edge fashion shows, high energy panel discussions, awards, and entertainment, the annual event attracts the who's who of the eye world. Whether networking from morning to night, unlocking new trends, brokering face-to-face deals, or learning from renowned experts, registrants from across the United States and around the world consistently find Vision Expo East to be one of the most valuable meetings of the year.

Among the 2024 highlights are:

- **A Celebratory Ribbon Cutting**, taking place at the main entrance to the exhibitor hall on Friday at 9:30 a.m. to kick off the last Vision Expo East in New York City.
- **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, set to amplify its impact and showcase 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 the Accessories Council, and a People's Choice Award, 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, providing 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, WestGroupe, Jonas Paul, Spectacle Eyeworks, Sospiri, Variation Design and ic! Berlin.
- 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 at Vision Expo's main stage will feature industry leaders who are pushing the boundaries of what's possible in the eyewear sector and present 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.
- **20/20 Magazine's 50th Anniversary**, featuring an immersive exhibit demonstrating the evolution of the leading optical publication.
- **The Career Zone**, a student favorite, debuting on a new day, Sunday, March 17, and at a new location, The Bridge, will offer young professionals and students invaluable opportunities to network with industry leaders, engage in panel discussions, and win prizes.

Attendees are also encouraged to visit **The Vision Council's booth #F2568** in the Focus neighborhood to learn about membership opportunities, future industry events, and how to stay connected to the optical industry.

To view the complete schedule of events taking place at Vision Expo East, filterable by date, [browse the event directory here](#).

Vision Expo East's "Can't Miss" schedule of events is listed below. *Event schedule is subject to change. Check Vision Expo's website or mobile app for the most up-to-date schedule.*

Friday, March 15

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| 10:00 AM | Eyecare Business Trends in Eyewear |
| 11:00 AM | Flaunt the Frame Fashion Show
CELEBRATION OF INDEPENDENT EYEWEAR:
Featuring the collections from ClearVision, celebrating 75 years of independence |
| 11:45 AM | From Customer Experience to Sustainable Shipping: Going the Extra Mile to Deliver the Future
<i>Presented by Purolator</i> |
| 12:30 PM | OptiCon General Session:
A Conversation with Rebecca Alexander, LCSW-R, MPH
<i>Sponsored by EssilorLuxottica</i> |
| 1:45 PM | The Fundamentals and Benefits of Light Therapy to Elevate Patient Care
<i>Presented by Essilor Instruments</i> |
| 2:25 PM | Visionaries Unveiled: Education for Change Makers |
| 3:30 PM | Flaunt the Frame Fashion Show
COLORPALOOZA: Including styles from Morel, MODO, OGI, WestGroupe and Jonas Paul |
| 4:30 PM | NOW Awards: 2 nd 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
- 2:00 PM Announcement of the Sergio Cereda Eyewear Design Award
Created in honor of Sergio Cereda to recognize distinctive and emerging talent in the eyewear industry
- 3:30 PM Flaunt the Frame Fashion Show
ARTISANAL EYEWEAR: Featuring styles by Spectacle Eyeworks, Sospiri, Variation Design and ic! Berlin
- 4:15 PM Q&A and Performance by Sophie B. Hawkins

Sunday, March 17

- 10:00 AM Career Zone open all day

Registration for Vision Expo East 2024 is still open and is required to access the Show floor. Individuals interested in attending Vision Expo East can pre-register [here](#), or register on-site at the times listed below. Media interested in attending in person or virtually can register [here](#).

Conference Registration Open:

Thursday, March 14	7:30 AM – 6:15 PM
Friday, March 15	6:30 AM – 6:15 PM
Saturday, March 16	6:30 AM – 6:15 PM
Sunday, March 17	6:30 AM – 3:00 PM

Show Registration Open:

Friday, March 15	8:30 AM – 6:00 PM
Saturday, March 16	8:30 AM – 6:00 PM
Sunday, March 17	8:30 AM – 3:00 PM

For more information on Vision Expo, visit visionexpo.com and follow Vision Expo's social media channels, [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).

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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 organisations. 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 of information-based analytics and decision tools for professional and business customers. www.rxglobal.com