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VISION EXPO EAST 2024 ANNOUNCES SPECIAL EVENTS LINE UP FOR CONCLUSIVE NEW YORK SHOW

Alexandria, VA – March 7, 2024 – The Vision Council and RX, co-organizers of Vision Expo, share details on Vision Expo East’s official opening night party and other special events planned during the multi-day, must-attend meeting taking place at the Javits Center in New York City for one final show before moving to Orlando, Florida in 2025.

Taking place from March 14–17, [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.

“Vision Expo East 2024 is shaping up to be a most memorable event as we look forward to bringing people together from all across the industry, country and globe to celebrate nearly four decades of success in New York City, before kicking off our next chapter,” **said Fran Pennella, Vice President, Vision Expo at RX.** “In addition to showcasing over 450 exhibiting companies from around the globe, this year’s Show schedule is packed with incredible special events and parties both on and off the exhibit floor, and we encourage all attendees to join us in celebrating our past and toasting to the future.”

Special events and parties planned for Vision Expo East include:

Wednesday, March 13

- **Vision Monday VM Leadership Summit** – Vision Monday’s annual Leadership Summit, titled, WHAT’S YOUR AI ACUITY? Sharpening a Vision for the Future will explore the critical decisions that leaders need to wrestle with to develop a clear-eyed view of the risks and rewards of AI implementation. For more information and to register, [click here](#).

Thursday, March 14

- **Optical Women's Association (OWA) Champagne Breakfast** – OWA’s annual Champagne Breakfast will take place at Gotham Hall from 8-9 a.m. and recognize the 2024 OWA award recipients. Rebecca Giefer (Modo) will receive the Pleiades Award, Trudi Charest (Total Focus Consulting/Marketing 4ECPs) the Pyxis Award, and Reagan Colpitts (Safilo) will be awarded with the Emerging Leader Award. Marge Axelrad (Jobson) will also be recognized and receive a Lifetime Achievement Award. [Learn more here](#).

- **2024 Prevent Blindness Person of Vision Dinner** – Prevent Blindness will honor Ed Buffington, President and CEO of GPN Technologies during the 2024 Person of Vision Dinner. Learn more and register [here](#).

Friday, March 15

- **40th Anniversary Ribbon Cutting** – To kick off the last show in New York, a ceremonial ribbon cutting will take place at the main entrance into the exhibit hall at 9:30 a.m.
- **2024 NOW Awards** – The NOW Advisory Committee will present the 2024 NOW Awards at The Bridge, Vision Expo East’s main stage at 4:30 p.m. All participants of NOW by Vision Expo will be automatically considered for the NOW Awards. The Awards ceremony will feature the NOW Advisory Committee, a champagne toast, and award presentations to winners in the following categories:
 - Best Optical Style of 2024 by a Licensed Brand
 - Best Optical Style of 2024 by an Independent Brand
 - Best Sunglass Style of 2024 by a Licensed Brand
 - Best Sunglass Style of 2024 by an Independent Brand
 - Best Sustainable Style of 2024
 - New Emerging Brand/Designer
 - “Eyewear, the Ultimate Accessory” Award presented by the Accessories Council
 - Optical Lifetime Achievement Award
- **The Vision Council Member Reception** – The Vision Council will host member companies at The Castell Rooftop at AC Hotel at 6 p.m. for a welcome reception to kick off Vision Expo East.
- **Vision Expo East Opening Night Party** – Open to all attendees, the Vision Expo East Opening Night Party will take place at Sony Hall at The Paramount Hotel beginning at 9 p.m., and will feature Bad Habits “The EyeDocs of Rock,” the longtime rock band comprised of several practicing optometrists.

Saturday, March 16

- **Performance and Q&A with NYC Musical Icon, Sophie B. Hawkins** – The performance and fireside chat with Sophie B. Hawkins, a Grammy Award-nominated, singer-songwriter, will take place at The Bridge at 4:15 p.m.

Sunday, March 17

- **The Career Zone** will debut on its new day, Sunday, March 17, and offer young professionals and students invaluable opportunities to network with industry leaders, engage in panel discussions, and win prizes.
- **The NOW People's Choice Award** will be announced at the NOW Pavilion at 12 p.m.

20/20 Magazine will also celebrate its 50th anniversary with an immersive installation outside the exhibit hall demonstrating the evolution of the leading optical publication.

Vision Expo East 2024 promises to be an incredible convergence of style, innovation, and education. Do not miss the chance to take part in this industry-defining event.

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.