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## **VISION EXPO EAST 2024 CONCLUDES A FINAL SHOW IN NYC AND SETS ITS SIGHTS ON BRIGHT FUTURE IN ORLANDO**

**Alexandria, VA – March 19, 2024** – Vision Expo East 2024 concluded on Sunday, March 17, following three days of new product discovery, innovative discussions, accredited education sessions, networking events and business meetings. Celebrating nearly 40 years at the Jacob Javits Center in New York City March 14–17, Vision Expo East convened thousands of eyecare professionals, buyers, students, and sellers representing all facets of the optical and vision care industry.

Among the highlights were the second annual NOW Awards, standing room-only presentations of breakthrough technologies and trending fashion, in-depth market research revelations, enjoyable musical performances, and explosive product launches. Over 450 exhibitors and more than 200 education sessions at the Javits Center complemented widespread networking and celebrations that took place across Manhattan as attendees, exhibitors, and Show organizers marked the end of the industry trade show’s almost four-decade long run in New York.

Special appearances and activations including an appearance by NBA star and Oakley Athlete J.R. Smith at the EssilorLuxottica booth, rapper Jim Jones at Vintage Frames Co., and jazz musician Marquis Hill at Europa, added further excitement to the high-energy event, which saw increased attendance over last year’s show.

“We could not be happier to close out our final show in New York City on such a high note. There’s no doubt that Vision Expo remains the premiere gathering for everything relating to the eye—a reputation that grows year by year and will only be compounded with the highly-anticipated Orlando move. Vision Expo delivers an unparalleled and multi-dimensional experience that no other industry event can replicate,” said **Fran Pennella, Vice President, Vision Expo at RX**.

“The incredible energy at this year’s Vision Expo East is a clear signal of the eyecare and eyewear industry’s optimistic outlook about what’s ahead,” said **Mitch Barkley, Vice President, Trade Shows & Meetings, The Vision Council**. “We’ve also heard from so many attendees about their plans for Vision Expo West in Las Vegas next September, and their excitement for Vision Expo East’s new home in Orlando beginning in February 2025.”

**Features and High-Profile Events from Vision Expo East 2024**

- **The Opticians Association of America (OAA), and the National Federation of Opticianry Schools (NFOS), announced a merger** at the OptiCon Hub, and with continuing funding provided by the American Board of Opticianry & National Contact Lens Examiners (ABO & NCLE), the organizations have created a model Opticianry Association representing over 80,000 Spectacle and Contact Lens Opticians throughout North America. The new restructured organization, named United Opticians Association (UOA), will begin operations on July 1, 2024.
- **Grammy-nominated singer and songwriter, Sophie B. Hawkins** gave a special performance of her hit songs and discussed her personal journey living with exotropia and amblyopia with EyeDocs of Rock's bassist Michael "Jules" Raies, OD.
- **Flaunt the Frame**, sponsored by IMAGINEM, provided an unfiltered view of the most cutting-edge designs in trending eyewear. Fashion shows highlighted independent eyewear designs with collections from ClearVision, Morel, MODO, OGI, WestGroupe, Jonas Paul, Spectacle Eyeworks, Sospiri, Variation Design and ic! Berlin.

### **NOW by Vision Expo**

The **NOW Pavilion** displayed eyewear from over 200 exhibiting companies, drawing crowds to view the curated selection of frames across a number of trending categories, ranging from NYC nostalgia to sustainability and "peach fuzz," the 2024 Pantone Color of the Year. **NOW by Vision Expo** awarded nine exciting awards to frames featured in the display over the course of the Show. "Eyewear, the Ultimate Accessory" Award presented by the Accessories Council, went to Selima Optique, a NYC luxury eyewear company, and Vysen, an independent eyewear brand exhibiting in the expanded Atelier neighborhood, took home the People's Choice Award after receiving the most votes from attendees throughout the weekend.

### **2024 NOW Award Winners:**

- **Best Optical Style of 2024 by a Licensed brand:** Swarovski by EssilorLuxottica
- **Best Optical Style of 2024 by an Independent brand:** Pussy Galore by Spectacle Eyeworks
- **Best Sunglass Style of 2024 by a Licensed brand:** Longchamp by Marchon
- **Best Sunglass Style of 2024 by an Independent brand:** Nina Mur
- **Best Sustainable Style of 2024:** 3D by MODO
- **New Emerging Brand / Designer:** LAPIMA
- **"Eyewear, the Ultimate Accessory" Award presented by Accessories Council:** Selima Optique
- **Optical Lifetime Achievement Award:** Zyloware – Chris Shyer and Jamie Shyer
- **People's Choice Award:** The Sha - SH5 by Vysen

### **Momentum Builds for 2024 Vision Expo West and 2025 Vision Expo East**

#### **Vision Expo West 2024**

Where Vision Expo East dives deep into eyecare and eyewear fashion and trends, Vision Expo West offers attendees and exhibitors unparalleled access to the industry's latest in technology, innovation and healthcare. Taking place September 18–21, 2024 at the Venetian Convention & Expo Center in Las Vegas, NV, the Show's educational program, together with OptiCon @ Vision Expo, will open Wednesday, September 18 and the Exhibit Hall will open Thursday, September 19.

## **Vision Expo East 2025**

Anticipation is steadily building for next year's debut in Orlando, Florida at the Orange County Convention Center from February 19–22. The new location presents countless opportunities for growth, expansion, and innovation, benefiting both exhibitors and attendees. Orlando offers a more centralized Show experience, with hotels, restaurants, and events within walking distance. Its geographic location is expected to appeal to a new and expanded audience from the South and Latin America. The relocation aligns with feedback and consideration from stakeholders across the industry and Vision Expo community.

Vision Expo East 2025 will take place February 19–22, 2025 in Orlando, FL. The Show's educational program, together with OptiCon @ Vision Expo will open Wednesday, February 19 and the Exhibit Hall will open Thursday, February 20.

To reserve exhibit booth space or learn about sponsorship opportunities, contact **Greg Scott, Portfolio Sales Director**, at [gregory.scott@rxglobal.com](mailto:gregory.scott@rxglobal.com).

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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](http://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](http://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 professionals and business customers. [www.rxglobal.com](http://www.rxglobal.com).