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Registration Now Open for Vision Expo East 2024
The New York City Show Will Feature Celebratory Events and Exclusive Exhibit Hall Experiences

Alexandria, VA – November 17, 2023 – The Vision Council and RX are excited to announce that registration for [Vision Expo East 2024](#), the premier event for the eyewear and eyecare industry, is officially open. Scheduled to take place from March 14 to 17 at the Javits Center, Vision Expo East 2024 will mark nearly four decades of showcasing cutting-edge products, fostering education, and bringing together ophthalmic professionals in New York City. This event will not only celebrate the rich history of Vision Expo East in the city that never sleeps, but usher in an exciting new chapter for the industry.

Register [here](#), and secure Vision Expo hotel accommodations [here](#).

Vision Expo East attendees can expect an unforgettable experience for 2024, and enjoy access to:

- More than 150,000 square feet of exhibit space, featuring 450+ eyecare and eyewear brands displaying countless new products and emerging technologies.
- 300+ hours of continuing education courses and workshops for participants to gain valuable insights and knowledge to enhance their expertise.
- Exclusive special events, paying tribute to the event's legacy in New York City before its relocation to Orlando, Florida, starting in 2025.

Fran Pennella, Vice President of Vision Expo at RX, expressed enthusiasm for the upcoming event, stating, "Vision Expo East 2024 will be an unforgettable occasion—a blend of honoring our industry's past and embracing its future. We look forward to commemorating nearly 40 years of growth and innovation in the optical industry while spotlighting the brands, products, and technologies shaping our industry today. Join us this March in New York City where we will celebrate all that we've accomplished and unveil plans for a new Vision Expo East experience in the sunshine state."

In addition to the extensive exhibit hall and educational conference, Vision Expo East 2024 will feature compelling presentations and panel discussions by industry leaders and innovators at The Bridge, the main stage destination for the event.

Highly anticipated Show floor highlights for 2024 include:

- **Flaunt the Frame**, a fashion show series developed with sponsor VuePoint Media and IMAGINEM magazine, showcasing independent eyewear designs.
- The much-anticipated return of the dynamic **NOW Pavilion**, showcasing a curated selection of over 150 of the latest frame designs and brands from around the globe, as well as the second annual **NOW Awards**, recognizing designs across various categories including sustainability and new technology.
- **The Atelier**, Vision Expo's luxury exhibition will expand to spotlight over 90 of the industry's most well-known independent designers and artisans, becoming *the* destination in New York City for buyers interested in sourcing the best of the best and all their design needs under one roof.
- **Lookout @ The Atelier**, a vibrant display of today's emerging independent designers from around the globe who have been in business for five years or less, looking to launch their collections and break into the market.

"We eagerly anticipate an amazing show this March and are thrilled by the growing excitement," said **Mitch Barkley, Vice President of Trade Shows and Meetings at The Vision Council**. "As our industry advances, our dedication to innovation and creating a dynamic platform for Vision Expo exhibits and attendees remains steadfast. Vision Expo East 2024 promises to be an unforgettable event where thousands can connect and thrive. It's a show you won't want to miss."

The accredited educational program of Vision Expo, [VisionEd](#), comprising more than 200 sessions, 300 hours, and 100 speakers, along with [OptiCon](#) at Vision Expo, will begin on Thursday, March 14. The Exhibit Hall will officially open its doors on Friday, March 15.

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.

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