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The Vision Council and RX Announce New Host City for Vision Expo East 2025 & Future Years

Beginning in 2025, the optical trade show will take place at the Orange County Convention Center in Orlando, Florida

Alexandria, VA – October 19, 2023 – The Vision Council and RX, co-owners of Vision Expo, announced today that Vision Expo East 2025 will take place in Orlando, Florida at the Orange County Convention Center (OCCC) February 19–22, 2025. Vision Expo East’s final show in New York, celebrating and commemorating nearly 40 years of achievement and growth within the optical industry, will occur March 14–17, 2024 and kick off Vision Expo’s dynamic next chapter.

Vision Expo East will debut in Orlando in 2025 with a re-imagined show experience and abundant opportunities for exhibitors to engage with attendees in a more centralized environment. In addition to offering attendees a multi-year, preferred date pattern of Thursday–Saturday, the show venue, hotels, meeting spaces and special events will all be located within a walkable area, ensuring a better connected and community-like experience.

“We’re confident that hosting Vision Expo in Orlando will position our customers for greater success and we’re incredibly excited to deliver a brand new, elevated and connected experience there,” said **Fran Pennella, Vice President, Vision Expo, at RX**, co-organizer of Vision Expo. “This new chapter for Vision Expo East comes with a side of nostalgia for the incredible history and opportunity that came with our nearly four decades in New York City. We are so grateful for the hospitality of New York and the Javits Center to grow our event.”

As a popular destination for conferences, Orlando is well-equipped to facilitate Vision Expo’s unique trade show logistics, ensuring a seamless transition for exhibitors and show attendees. Located only 11 miles from the OCCC, Orlando International Airport (MCO) currently provides over 500 flights a day and nonstop service from approximately 150 cities around the world, making travel to and from the show easy. Show organizers also anticipate that attendees will take advantage of the world-class vacation and hospitality experiences in the area, enjoying the warmer weather and extending their trips to accommodate family and leisure travel.

At its core, hosting Vision Expo East in Orlando is in complete alignment with furthering customer wants and needs and is the result of extensive consideration and feedback from various stakeholder groups including The Vision Council Board of Directors and the Vision Expo Show Planning Committee. As the eyecare and eyewear industry continues to evolve, The Vision Council and RX are committed to pursuing new opportunities, ensuring that Vision Expo can provide the vision care community with world-class exhibition and educational experiences for years to come.

"We had the opportunity to make a change that aligns with the future of this industry, and we strongly believe that hosting Vision Expo East in Orlando will attract our existing loyal audience as well as expand audiences from the robust Southeast and international markets, re-engage legacy partners, and ultimately support growth for everyone involved," said **Mitch Barkley, Vice President, Trade Shows, The Vision Council**.

The Vision Expo sales team will be in touch with members/customers alike in the coming weeks to share more information about space selection and additional benefits of this exciting move.

For further information please contact Mitch Barkley at mbarkley@thevisioncouncil.org or Fran Pennella at fran.pennella@rxglobal.com.

Vision Expo East 2024 will take place at the Jacob Javits Center in New York City from March 14–17, 2024. Details on registration and programming highlights will be released in the coming months.

Vision Expo West 2024 will take place at the Venetian Convention Center & Expo in Las Vegas, Nevada from September 18–21, 2024.

Vision Expo East 2025 will take place at the Orange County Convention Center in Orlando, Florida from February 19–22, 2025.

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About Vision Expo

Vision Expo East and Vision Expo 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