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Vision Expo West Welcomes New Exhibitors and Segments to Dynamic Show Floor *Participants Diversify Show Offerings*

Alexandria, VA – August 7, 2023 – Today, The Vision Council and RX, organizers of Vision Expo, announced new exhibitors, brand participants, and exhibitor segments for Vision Expo West 2023, taking place September 27-30 at the Venetian Expo & Convention Center in Las Vegas.

To register for Vision Expo West, click [here](#).

"We are thrilled to share the mounting enthusiasm that is building around this year's Vision Expo West," said **Fran Pennella, Vice President of Vision Expo at RX** and co-organizer of Vision Expo. "With just under two months until the show, over 330 companies have already committed to participate and approximately 100 are exhibiting at Vision Expo for the first time. This growing demand underscores the value and desire of being part of a not-to-be missed 2023 experience."

Vision Expo West presents an opportunity that no professional in the eyewear and eyecare industry should miss. The remarkable combination of both new and returning exhibitors is driving a palpable sense of excitement. This unique blend of novelty and consistency signals that Vision Expo West is more vibrant and stronger than ever.

"We are thrilled to welcome back many familiar faces and introduce an impressive number of new exhibitors to Vision Expo West," said **Ashley Mills, CEO of The Vision Council**. "The richness and diversity of our exhibitor base illustrates the resilience of our industry and the excitement building for this year's event. We anticipate a dynamic and successful show in September."

Joining some of our returning fan favorites like EssilorLuxottica, Safilo, VSP Vision, Marcolin, L'Amy, Lafont and Carl Zeiss are many new and returning brands like:

- Etnia Barcelona
- Zenni Optical
- Caroline Abram
- Radius XR
- Ujett

This year's Vision Expo West will also feature exhibitor segments in Ocular Aesthetics and Audiology from companies such as:

- MAICO Diagnostics

- BlephEx
- Dejavi Innovation
- MDelite Laser
- Avologi
- Optometric Aesthetics

Additionally, within The Suites neighborhood – a predominantly appointment-based setting comprised of luxury fashion houses and located within select suites at The Venetian – a sampling of new and returning brand participants include:

- Kering Eyewear
- De Rigo REM
- ic! berlin
- Garrett Leight
- Marchon
- Studio Optyx
- Baumvision
- Morel
- Inspecc Group PLC

“We are continuing to build out a robust program to ensure that Vision Expo West is the ultimate convergence of ophthalmic excellence, where eyecare meets eyewear and the industry unites to shape the future of vision,” said **Mitch Barkley, Vice President of Trade Shows and Events at The Vision Council**. “These new exhibitors and brands will help to further diversify the experience for attendees, and we’re excited to welcome them.”

To learn more about exhibiting at Vision Expo West, contact Greg Scott, Portfolio Sales Director for Vision Expo, [here](#).

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