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Vision Expo East 2024 to Unveil Eyewear and Eyecare Trends, Fashion Forward Showcases, and Cutting-Edge Education at Conclusive & Celebratory New York City Show

Landmark Event will Celebrate Nearly Four Decades of Innovation and Style in NYC

Alexandria, VA – January 16, 2024 – Vision Expo East 2024, co-hosted by The Vision Council and RX, is on track to be a landmark event for the eyecare and eyewear industry worldwide, with over 450 eyewear and eyecare companies gearing up to display their latest products and technologies across an expansive 150,000 square feet of exhibit space for one final show in New York City before heading to the sunshine state.

Taking place from March 14 to 17 at the Javits Center, [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.

"We are excited about the growing enthusiasm for Vision Expo East 2024 among exhibitors, attendees, and conferees," **said Fran Pennella, Vice President of Vision Expo at RX.** "This year's show commemorates nearly four decades of uniting optical professionals, highlighting innovative trends and products, and promoting education in New York City. We are organizing a spectacular final New York show that you will not want to miss. If you have not registered yet, now is the opportune moment to join us as we celebrate our past and toast to the future."

Show Highlights

Vision Expo East 2024 will offer many exciting new features, emphasizing the advancements and initiatives shaping the optical industry today.

Fashion & Trends

- **"Flaunt the Frame,"** a new fashion show series sponsored by IMAGINEM, will take place March 15 and 16 at The Bridge, Vision Expo East's main stage. This series will offer a unique stage for independent eyewear designers to put their talents on display.
- **The Atelier** neighborhood, boasting the largest collection of 85+ independent designers from around the globe, will allow show attendees to experience the industry's finest independent designs and artistry, and act as *the* destination for eyewear buyers to source all their design needs under one umbrella. **The Lookout @ Atelier** will spotlight

a small group of emerging independent designers ready to make their mark in the industry.

- **NOW by Vision Expo** and the accompanying **NOW Awards** will return to spotlight industry trends with a curated collection of frames from exhibiting designers and brands. All Vision Expo East eyewear exhibitors are welcome to participate in NOW by Vision Expo by submitting a product for inclusion that aligns with the 2024 themes which range from NYC nostalgia to innovative materials and technologies. [Learn more here.](#)

Business & Technology

- **Visionaries Unveiled** is a new complimentary educational series designed to inspire and disrupt the eyewear industry by showcasing innovative ideas, cutting-edge technologies, and game-changing business strategies that will shape the future of eyewear. Experts in sustainability, aesthetics, and hearing care will give engaging presentations and spark discussion at The Bridge.

Networking & Professional Development

- The enhanced **Career Zone** programming, taking place on its new day, Sunday, March 17, will offer young professionals and students invaluable opportunities to network with industry leaders, engage in panel discussions, and enjoy exciting additions like professional headshots and chances to win prizes.

Conference Programming & Continuing Education

- [VisionEd](#), the accredited educational program of Vision Expo, will feature almost 200 sessions and 300 hours of education from 100 sought after speakers.
- [OptiCon at Vision Expo](#) returns with an unmatched opticianry education program and exhibit hall experience for opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, and lab technicians.

Special Events & Celebration

- The official **Vision Expo East Opening Night Party** open to all attendees will feature Bad Habits “The EyeDocs of Rock,” the longtime rock band comprised of several practicing optometrists.
- The [2024 Prevent Blindness Person of Vision Dinner](#) will take place on March 14 and honor Ed Buffington, president and CEO of GPN Technologies.
- **The Bridge**, Vision Expo’s main exhibit floor stage, will host the **NOW Awards** presentation and discussion; the **OptiCon General Session** with Rebecca Alexander; and an exclusive performance and conversation with ‘90s star **Sophie B Hawkins**.
- **20/20 Magazine** will celebrate its 50th anniversary with an immersive installation 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.