



VISION | 2023 EXPO | VEGAS

EDUCATION: SEPT 27-30

EXHIBIT HALL: SEPT 28-30

VENETIAN EXPO | LAS VEGAS

SHOW OVERVIEW





VISION EXPO WEST

AT VISION EXPO WEST 2023, YOU'LL SEE:

- Reimagined floorplan, easier to navigate
- 136,000 square feet of exhibits
- 365+ exhibitors
- New Education Program featuring 220 sessions, 300+ hours of accredited education, from 100 sought after speakers
- New 'Eye-nnovate' - The future of Eyecare: Beyond the Cutting Edge



EXHIBITORS INCLUDE

DE RIGO REM
WE SHARE THE VISION

MARCHON

Spectacle Eyeworks



EssilorLuxottica

MARCOLIN
EYEWEAR



BAUSCH + LOMB



vsp VISION



HOYA



MASUNAGA
since 1905

Johnson & Johnson VISION



colors in optics, ltd.
new york

NOVARTIS



COBURN
TECHNOLOGIES



REGENERON

Above is a sample of past and current exhibiting companies

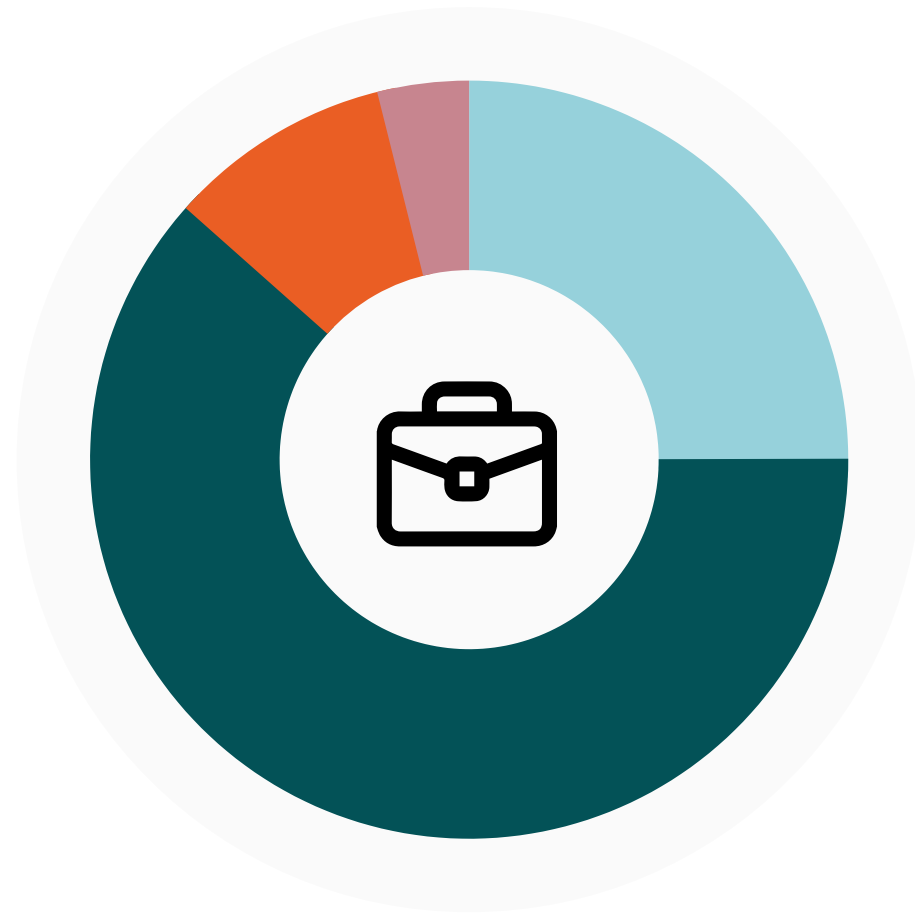
WHO ATTENDS VISION EXPO?



The above represents a sample of past attendees from retailers and alliances.

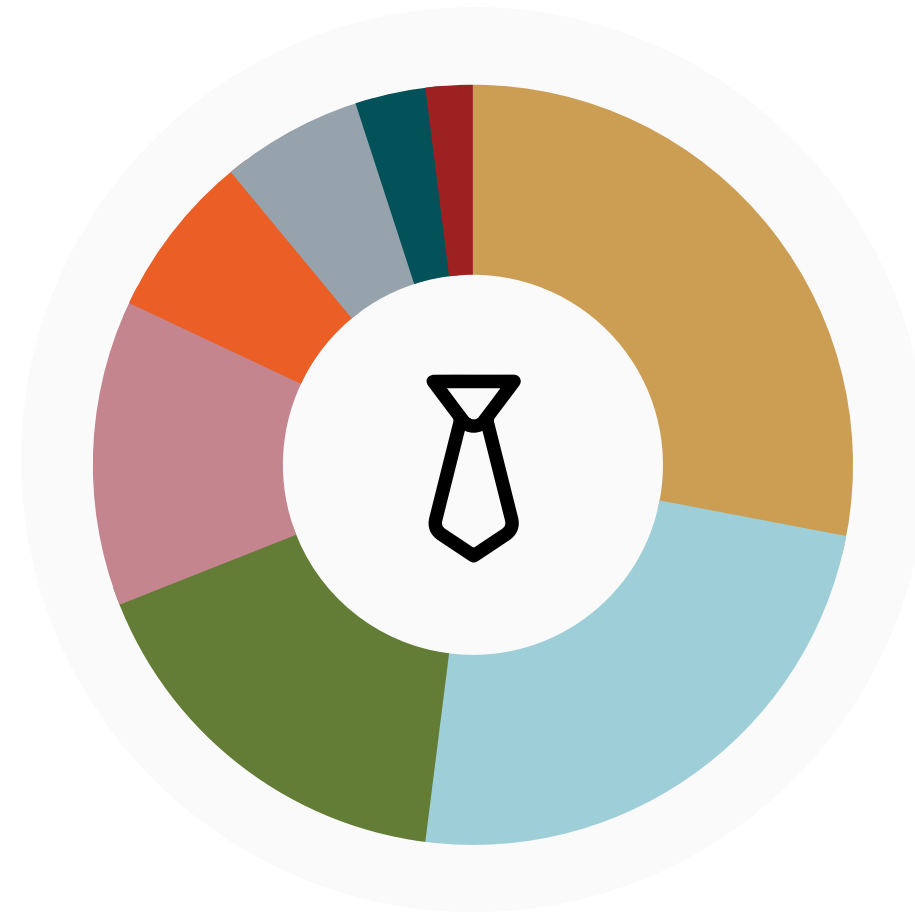
MEET THE ATTENDEES

From high-end optical buyers and practice managers to independent optometrists and opticians, Vision Expo connects the vision community like no other event.



Business Categories

- Independent Practice or Optical
- Other
- Corporate Chain
- Laboratory



Job Categories

- Doctors
- Practice/Business Management
- Opticians
- Other
- Buyer/Retailer
- Lab Tech/Manager
- Student

TOP REASONS THEY ATTENDED THE SHOW



Browse Latest Lines & Trends



Attend Education Sessions



Discover New Products

47% of Attendees did business with New Exhibitors

ATTENDEES BY REGION

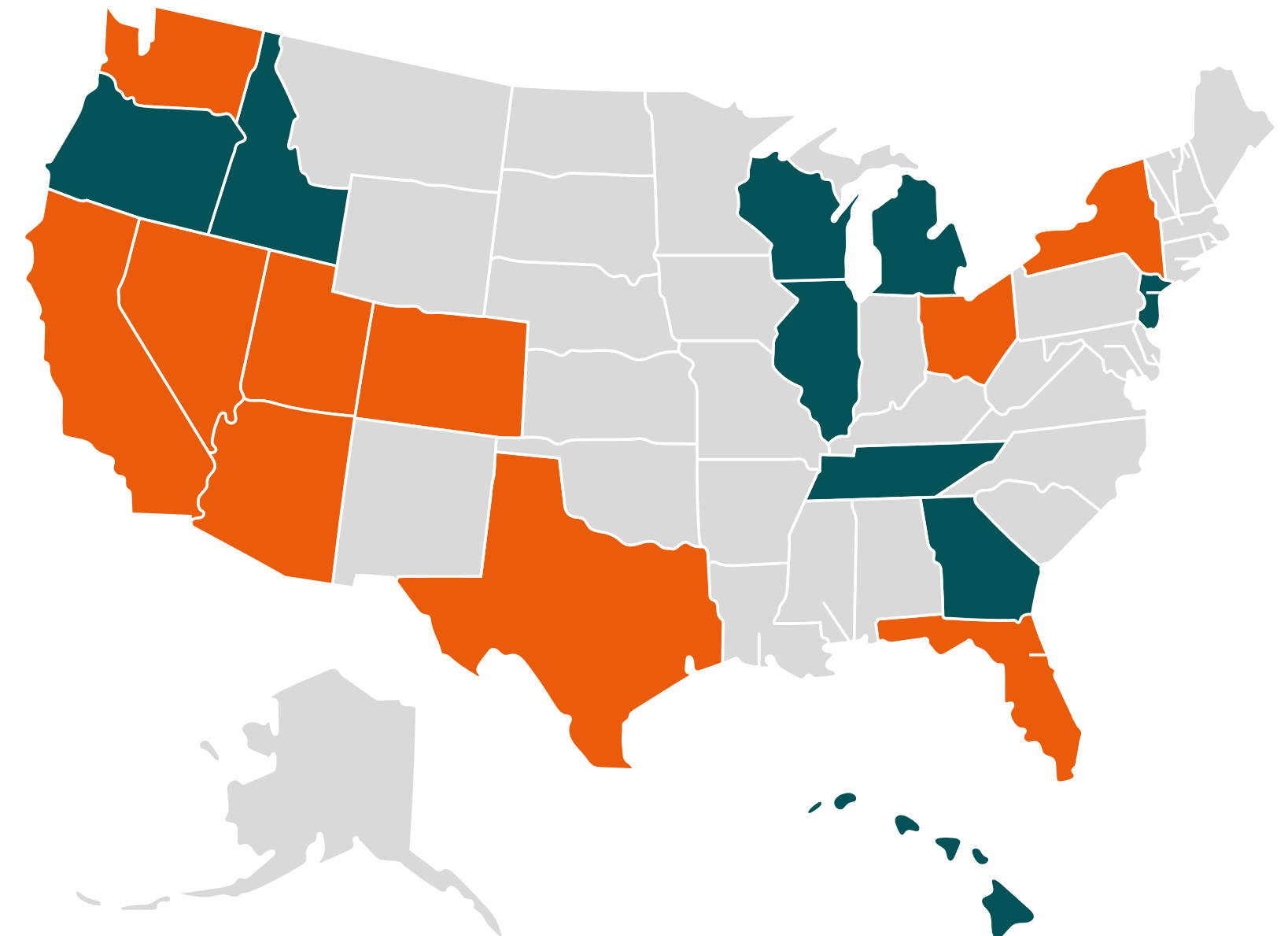
TOP 10 ATTENDING STATES

- **1.** California
- **2.** Texas
- **3.** Nevada
- **4.** Florida
- **5.** Arizona
- **6.** Washington
- **7.** New York
- **8.** Colorado
- **9.** Utah
- **10.** Ohio

11-19 ATTENDING STATES

- **11.** Oregon
- **12.** Illinois
- **13.** Georgia
- **14.** Michigan
- **15.** Wisconsin
- **16.** Tennessee
- **17.** New Jersey
- **18.** Hawaii
- **19.** Idaho

*based on 2022 attendance figures



11.64%

% OF INTERNATIONAL ATTENDEES

WHAT EXHIBITORS ARE SAYING



"We wrote business, we opened new accounts, and we had fun together as a team. It was great to see the aisles busy again and the overall energy was very positive. Most importantly, it was a pleasure to finally catch up with some of the friends and colleagues that I still hadn't seen since 2019!" – **Scott Shapiro, CEO, Europa**

"Wow what a show! You could feel the energy and excitement. Kudos to Vision Expo for recognizing how important New Technology is to the future of our profession and creating the Panorama neighborhood! " – **Brianna Rhue, OD, FAAO co-founder of Dr Contact Lens & Techifeye"**

"Vision Expo is an essential in-person event for our company, and this year's show was everything we had hoped for! The strong attendance and robust programming provided countless opportunities to forge new relationships and network with industry partners." – **Ken Weissman, President & CEO, Modern Optical International and OCHO Vision.**



DIGITAL MARKETING AND SOCIAL MEDIA REACH

1,242,504
Impressions

22,581
Engagement

OF FOLLOWERS ON SOCIAL PLATFORMS

 **27.8K** | Instagram followers

 **66,706** | Facebook followers

 **19.2K** | Twitter followers

 **5K** | LinkedIn followers

EMAIL MARKETING

- Weekly Emails to Attendee + Prospect Database of **43,000+**
- Bi-Weekly InFocus Newsletter to **25,000+** subscribers

WEST.VISIONEXPO.COM

 **83,000+** | users

 **673,000+** | page views

MEET OPTIMUM - OUR VIP BUYERS

OPTimum members are key decision makers or buyers, ophthalmic professionals, lab owners or directors, and senior level management from top performing retailers with revenues exceeding \$1M each year.

OPTimum member companies represent nearly **50%** of the total U.S. vision care market.

EXAMPLES OF CURRENT OPTIMUM MEMBERS

Keplr Vision
AEG Vision
Cohen's Fashion Optical
New Look Vision Group
Total Vision
Europtics
Dr Tavel Optical Group
Bard Optical
CVS
Romanelli Optix

Texas State Optical
SVS Vision
Shopko
Emerging Vision
FYI Doctors (Canada)
Henry Ford Optimeyes
Eye Doctor's Optical Outlets
National Vision
Wal-Mart
Costco



2,800+

OPTimum Members



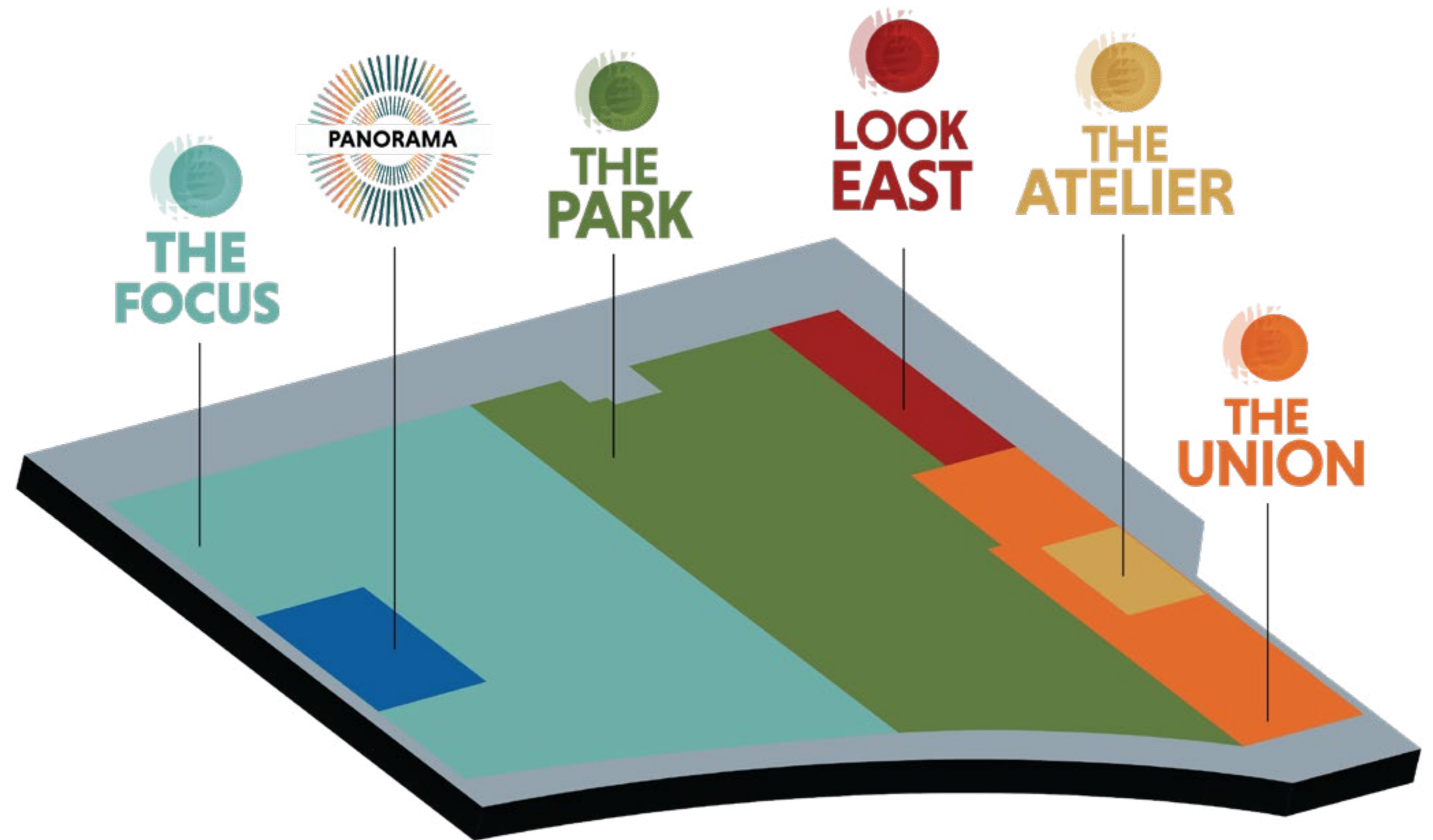
15,000+

Representing 15,000+
Retail Locations



EXPLORE THE EXHIBIT HALL

At the heart of Vision Expo, our neighborhoods bring together the best companies in each industry vendor category.

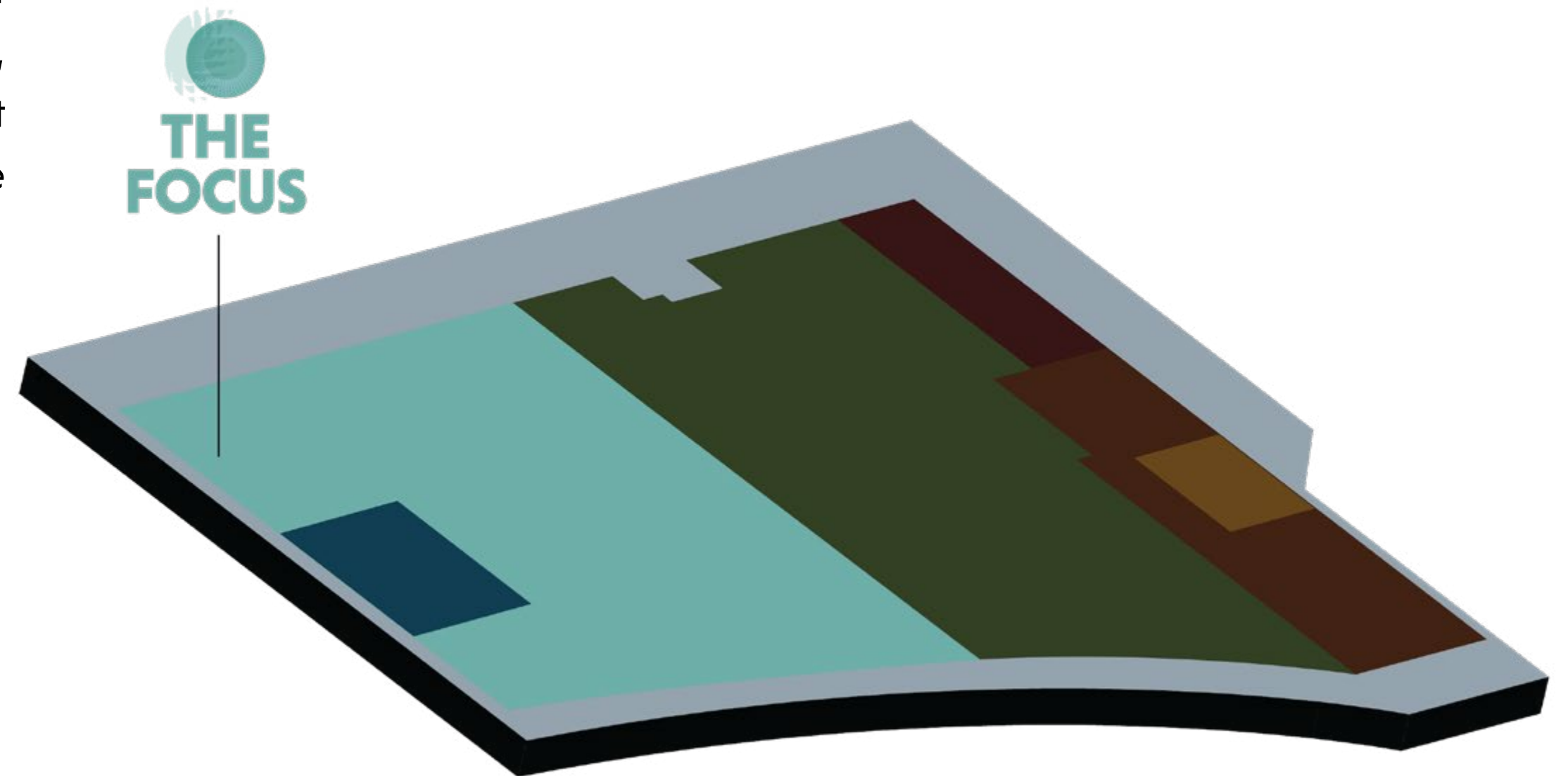


THE FOCUS

The Future of Vision Care is found in The Focus. This neighborhood brings together the most complete view of innovations in lens processing, medical and diagnostic tech, disease management solutions, contact lens innovations, and eyecare practice optimization.

PAST EXHIBITORS INCLUDE:

Alcon	MEI
Allergan	Novartis
Bausch + Lomb	Santinelli
Coburn Technologies	Satisloh
Hoya	Topcon
ICARE USA	Zeiss Meditec
Marco	Zeiss Vision



THE PARK

The Park, the premier eyewear showcase at Vision Expo, featuring the broadest selection of fashion, sports, and prestige eyewear. Step in to large-scale, immersive exhibits, where beloved brands define eyewear's future. Welcome to the heart of Vision Expo's eyewear journey.

PAST EXHIBITORS INCLUDE:

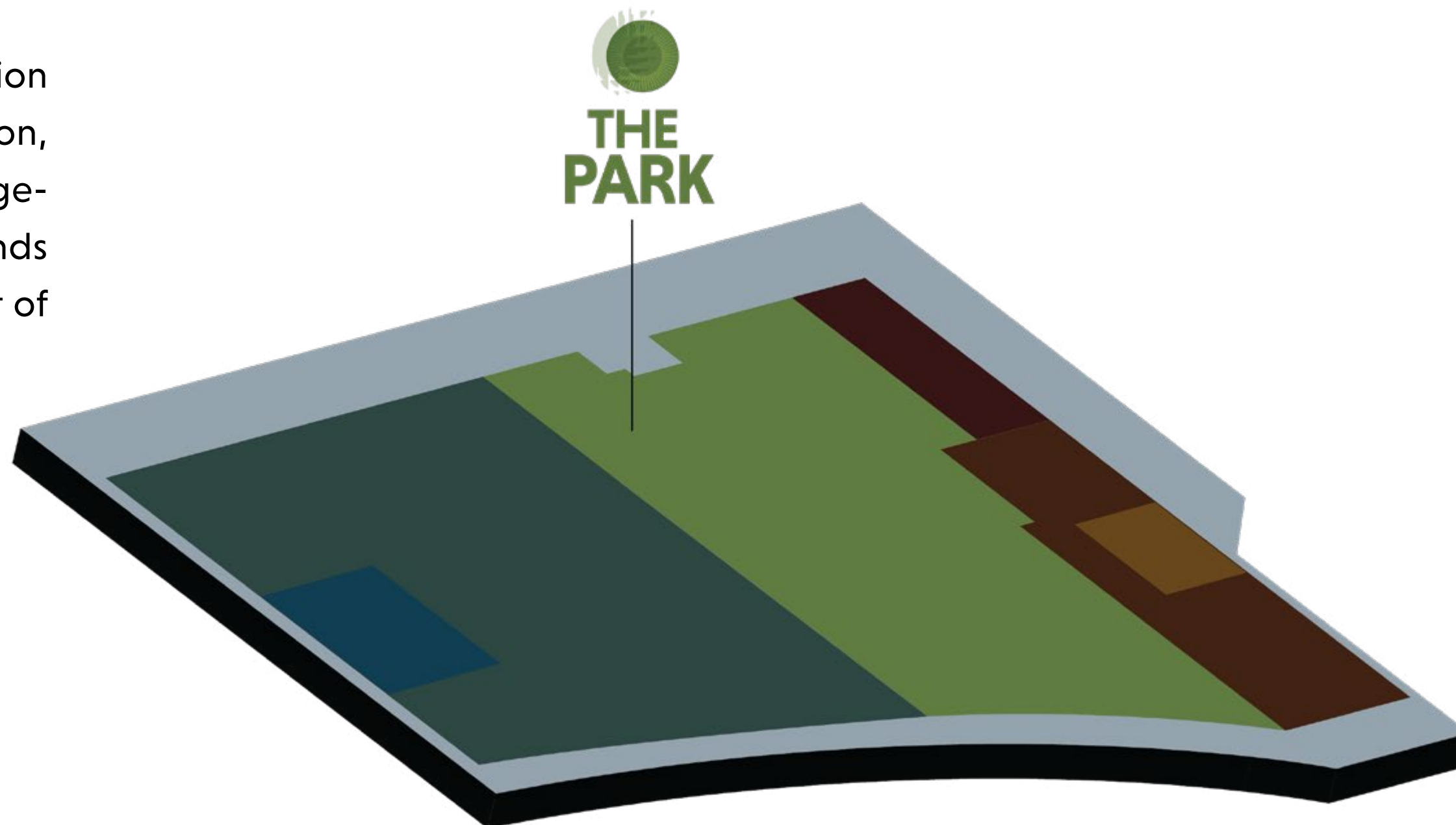
Charmant

Eyewear Designs Ltd.

Liberty Sport

McGee Group

Tura



THE UNION

Welcome to The Union, a vibrant oasis for the latest in independent design. This lively showcase is the pulse of Vision Expo's fashion scene, with new collection launches, exciting pop-culture collaborations, and the most talked-about trends.

PAST EXHIBITORS INCLUDE:

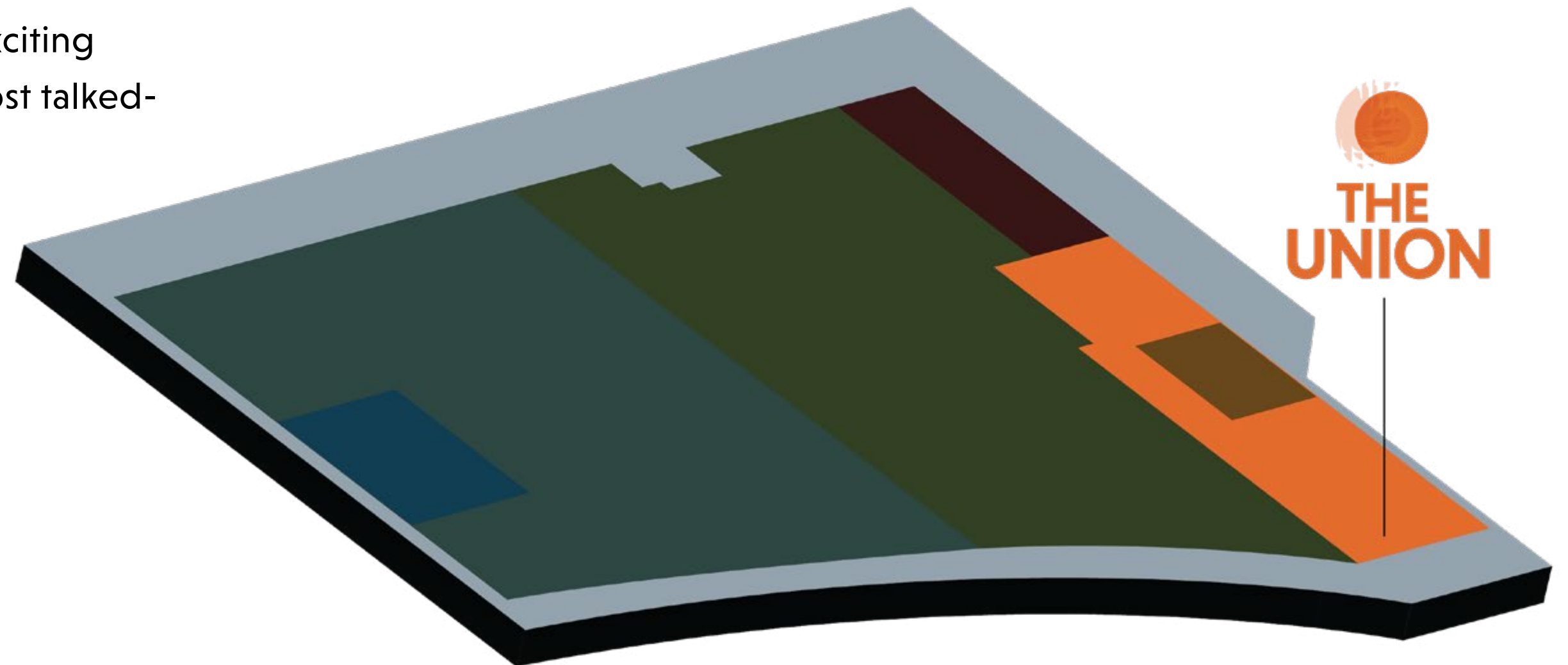
Etnia Barcelona

Lafont Eyewear

Thema USA

Orgreen

Goldsmith





Technology is unfolding at warp speed across every facet of life, and the vision industry is riding this wave of acceleration. The Panorama offers a bird's eye view on the frontier of vision technology, spotlighting the cutting-edge business solutions, medical advances, software and wearables that are paving the way for what's to come in our industry.

PAST EXHIBITORS INCLUDE:

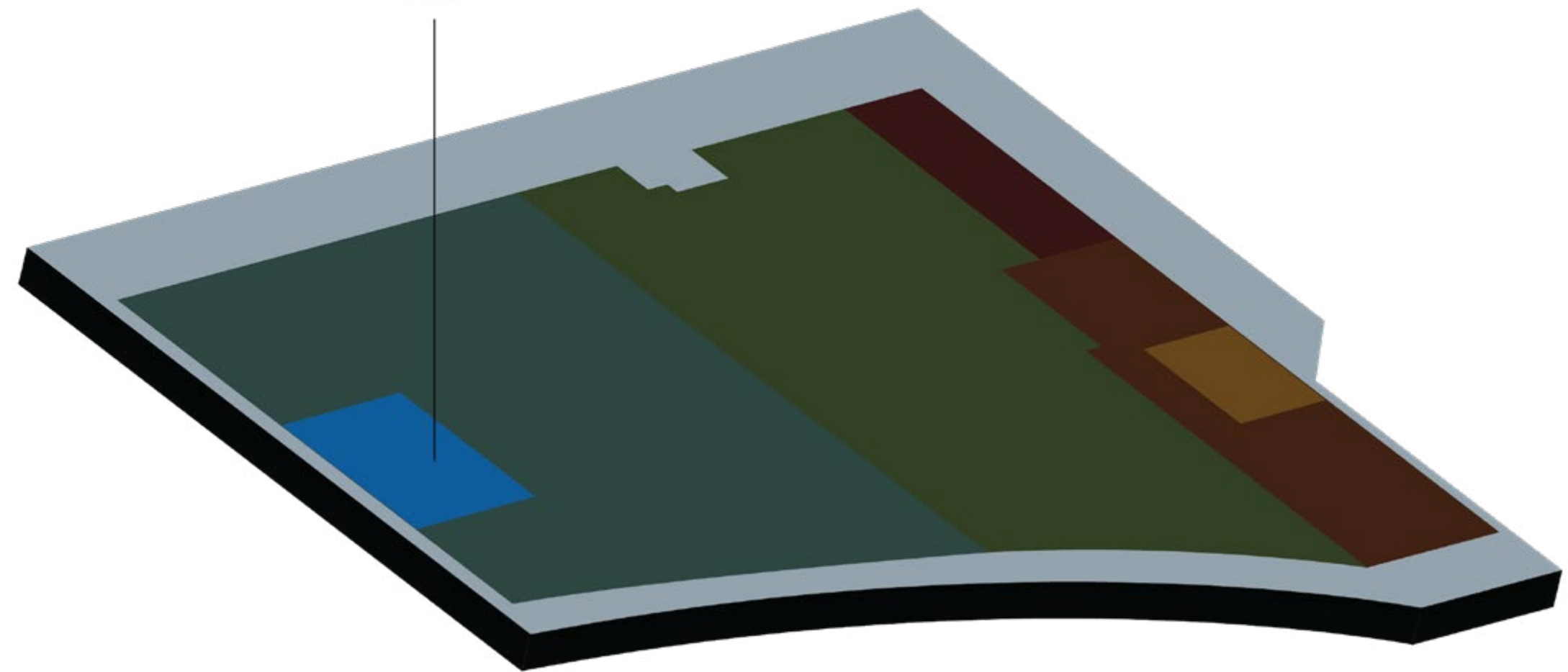
Heru

Techifeye

IBISVISION

Dry Eye Guys

Amphere LLC



LOOK EAST

Presenting a curated collection from Asia's leading suppliers, this vibrant sourcing neighborhood is a bustling marketplace for eyecare professionals and retailers seeking a diverse mix of frames, eyewear components, and chic accessories.

PAST EXHIBITORS INCLUDE:

Danyang 69 Glasses Co.

Wenzhou Tide Optics

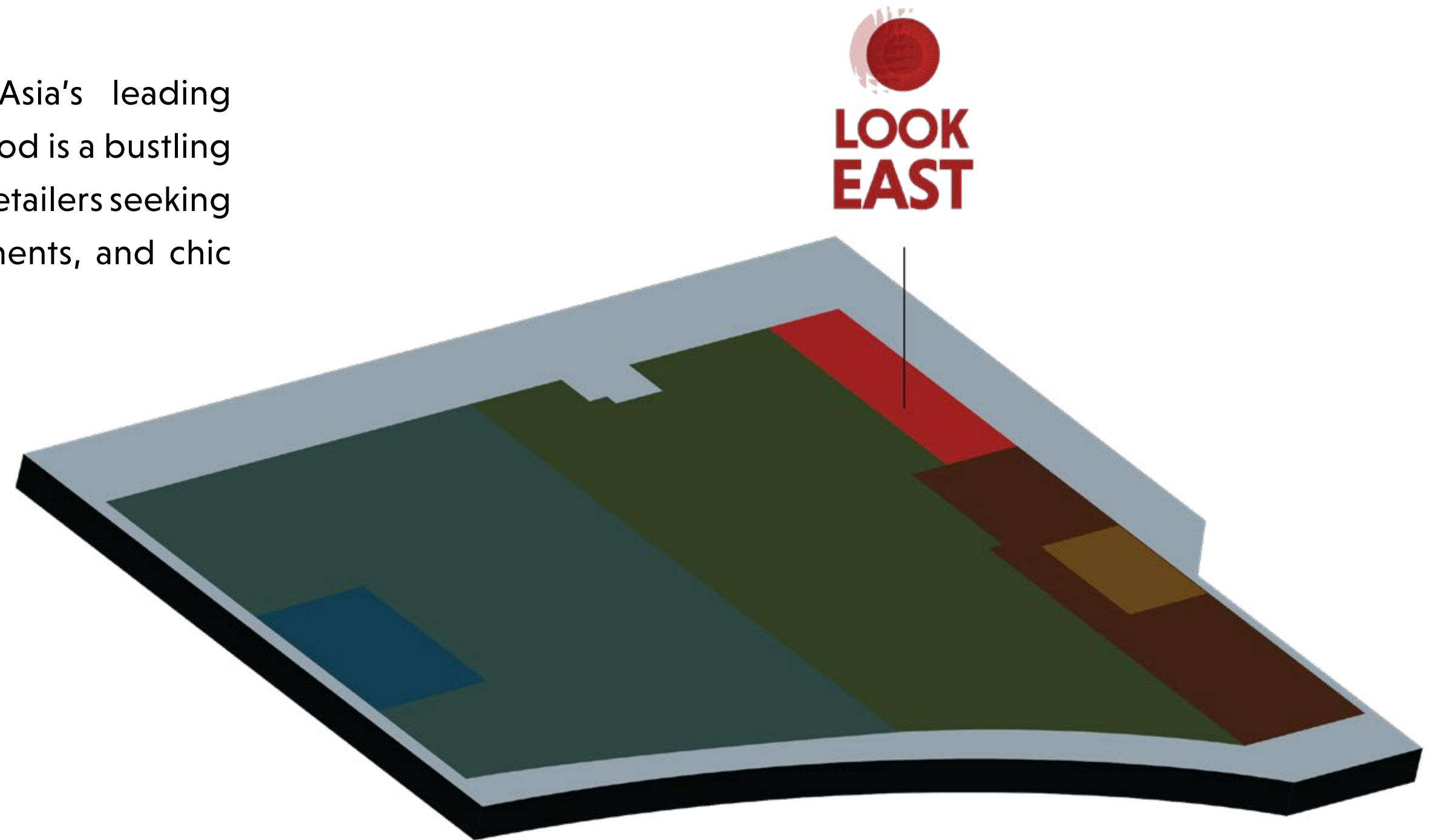
Wenzhou Wonderful Eyewear Co.

Samwon Innotech Co.

Sungkwang Optic

Venous Eyewear Co.

Dias Eyewear Co.



THE ATELIER

Sitting in the heart of the Union, the Atelier celebrates the exquisite fusion of fashion, art, culture, and masterful craftsmanship from independent designers around the globe. This neighborhood is home for independent, design-led ateliers; a Vision Expo neighborhood meticulously curated to

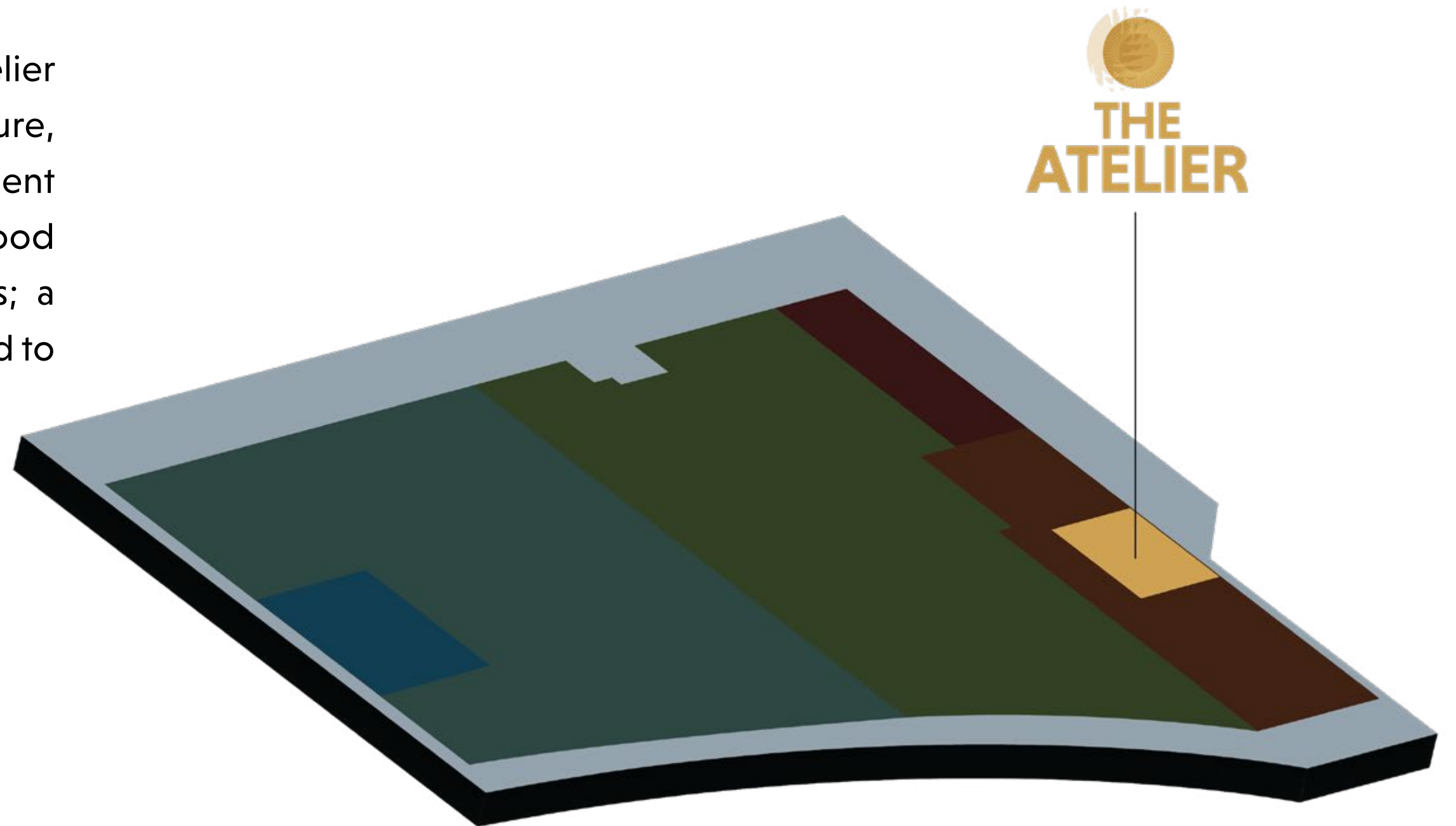
PAST EXHIBITORS INCLUDE:

Anna Karin Karlsson

Rigards

Sospiri by Ottica Veneta

Wood Optic



THE SUITES

Perched on the 35th floor of The Venetian Hotel, The Suites provide exclusive access to luxury fashion houses, crafting an unrivaled and intimate buying journey.

PAST EXHIBITORS INCLUDE:

Anna Karin Karlsson

L.A. EYEWORKS

Fusion

DITA

INSPECS



HOW TO PARTICIPATE



EXHIBIT

Vision Expo offers a variety of booth options, sizes, and packages, to provide solutions for every budget and every sector of the vision industry. What area is best for my company? [Fill out this quick form and let us help you decide!](#)

Neighborhoods:

- The Focus
- The Atelier
- The Park
- Look East
- The Union
- The Panorama
- The Suites



SPONSOR

Plan ahead and maximize your ROI. All Vision Expo exhibitors have the opportunity to work with the Vision Expo team to design comprehensive advertising campaigns that fit your budget and help make sure the Show exceeds your expectations.

Options Include:

- Completely custom & unique brand activations
- On-site signage
- Speaking engagements
- Detailed digital products
- Print advertising



THE VISION COUNCIL

Did you know members of The Vision Council are eligible to receive discounted booth space at Vision Expo? A leading advocate for the optical industry, The Vision Council positions its members to deliver the eyewear and eyecare people need to look and feel their best.

[Learn more and become a member today!](#)


LET'S TALK!



VISION EXPO WEST 2023 | SHOW OVERVIEW



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LET'S TALK!



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LET'S TALK!



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LET'S TALK!



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LET'S TALK!



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