



The Union is the ultimate shopping experience for those seeking the newest in independent design.

Visit the fashion epicenter of Vision Expo for new collection launches, pop-culture inspired collaborations and “talk-of-the-show” trends.

Vision Expo East is the US event that delivers the highest volume of domestic and international decision makers representing the entire optical and optometric community from optometrists, opticians and ophthalmic staff to practice managers, lab professionals, high-end optical buyers and leading retail executives. Buyers rely on Vision Expo events to make a majority of their purchasing decisions for the year.

Vision Expo Quick Facts

- The best place to do business with access to over 10,000 buyers
- 100,000+ social media followers for extended coverage before and after Vision Expo and editorial media, bloggers and influencers in attendance
- Generate quality leads via our lead retrieval app and our exclusive matchmaking program
- In addition to building and fostering new and existing in-person connections, receive enhanced exposure off the show floor with our groundbreaking new digital sourcing solution—ShopVISION

The Union Exhibitors Include

- Alternative & Plan “B” Eyewear
- Etnia Barcelona
- Lafont Eyewear
- OGI Eyewear
- Orgreen Goldsmith
- Shwood Eyewear
- Thema USA
- Wold Eyewear



To reserve your space, contact:

Cedric Fellows
 Sales Director
 cedric.fellows@rxglobal.com
 475-266-6344



BASIC PACKAGE

• Bronze Showroom

The Bronze Showroom is a virtual directory and mobile app listing that showcases your product/ services online to maximize your engagement with customers leading up to the event. Target customers will engage with your content, understand your offerings, and connect with you to pre-schedule a meeting at the show.

• Exhibitor Dashboard

Track profile and product views to measure visitor engagement, analyze leads captured at the show and discover how often your company was recommended to interested buyers.

• Lead Retrieval (Emperia)

Emperia is a mobile application that easily captures your lead's contact information during the show and helps facilitate effective follow-up. With Emperia, you can view your lead's contact information instantly, add a note and rate your lead, and give access to multiple users.



BRONZE SHOWROOM

STANDARD PACKAGE

• Silver Showroom

With the **Silver Showroom** your directory listing allows for twice the content available with the Bronze Showroom – leaving an automatic impression on viewers and showcasing your products/services. Compared with the Bronze Showroom directory listing, Silver Showroom directory listings typically see a significant increase in profile engagement.



BRONZE SHOWROOM



SILVER SHOWROOM

• Exhibitor Dashboard

Track profile and product views to measure visitor engagement, analyze leads captured at the show and discover how often your company was recommended to interested buyers.

• Lead Retrieval (Emperia)

Emperia is a mobile application that easily captures your lead's contact information during the show and helps facilitate effective follow-up. With Emperia, you can view your lead's contact information instantly, add a note and rate your lead, and give access to multiple users.

PREMIUM PACKAGE

• Silver Showroom

• Lead Retrieval

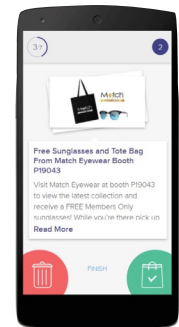
+ Exhibitor Dashboard PRO

Track profile and product views to measure visitor engagement, analyze leads captured at the show and discover how often your company was recommended to interested buyers. **This premium version has the added benefit of comparing your performance against the average of your selected product categories!**

+ Digital Offer Bag

The Digital Offer Bag is attendees' digital store for discovering exclusive offers from exhibitors. Available to attendees both pre-show and on-site, the Digital Offer Bag gives Vision Expo attendees access to your offerings – all they have to do is click & collect. Includes:

- Preview of the offer
- Instructions on how to redeem
- **PLUS!** The emails addresses of those who were interested in your offer
- Short and detailed description
- Logo or product image



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