



Organizers of Vision Expo Announce New Dates for Vision Expo East 2021:

May 25 – 28, 2021 at the Javits Center

Later Spring Date to Better Accommodate Participating Companies

Alexandria, VA – October 1, 2020 – The Vision Council and Reed Exhibitions, organizers of Vision Expo, today announce that Vision Expo East 2021, originally scheduled to take place from March 18-21, will now take place May 25-28, 2021 (Education: May 25-28; Exhibition: May 26-28) at the Javits Center in New York City. The date change reflects a proactive decision by the Show's organizers in the interest of providing more time for companies to effectively plan their participation during this challenging period for the optical marketplace.

“While we are more eager than ever to bring the vision care community together as soon as possible, the needs of our members and the industry at large is our number one concern. The decision to host Vision Expo East in May instead of March is the result of thoughtful and frequent communication with our members over the past few months, during which we learned that due to the pandemic and the uncertain environment for holding events, finalizing Q1 plans is proving to be a challenge for many members of the optical community,” said Mitch Barkley, Vice President of Trade Shows and Events at The Vision Council. “With this in mind, as well as the health and safety of the community, we have made the decision now to host the event in late May to give our members and exhibitors at Vision Expo the time they need to make their plans.”

“2021 marks the 35th Anniversary of Vision Expo East and we are very excited to bring the community together to celebrate this milestone,” said Fran Pennella, Vice President of Vision Expo at Reed Exhibitions. “Over the next few months, we will be working closely with The Vision Council on finalizing the Show's programming and neighborhoods. While 2021 may look different than years past, we are energized by the resilience the industry has demonstrated in the face of COVID-19. Our community is only as strong as its friendships, associations, and business relationships, which is why we are working diligently to host a Vision Expo event where new relationships are forged and friends can meet face to face again.”

Additional details on Vision Expo East's new neighborhoods, educational programming and special features will be announced in the coming months.

To learn more about Vision Expo East, click [here](#). For real-time updates, follow along on all of Vision Expo's social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About Vision Expo:

Vision Expo East in New York City and West in Las Vegas are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners Reed Exhibitions 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. Click [here](#) to learn more and follow Vision Expo on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

About The Vision Council

As the vision care leader in enabling better vision for better lives, The Vision Council positions its members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums. Furthermore, through a partnership with Think About Your Eyes, The Vision Council supports consumer education around eyewear and eyecare.

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