

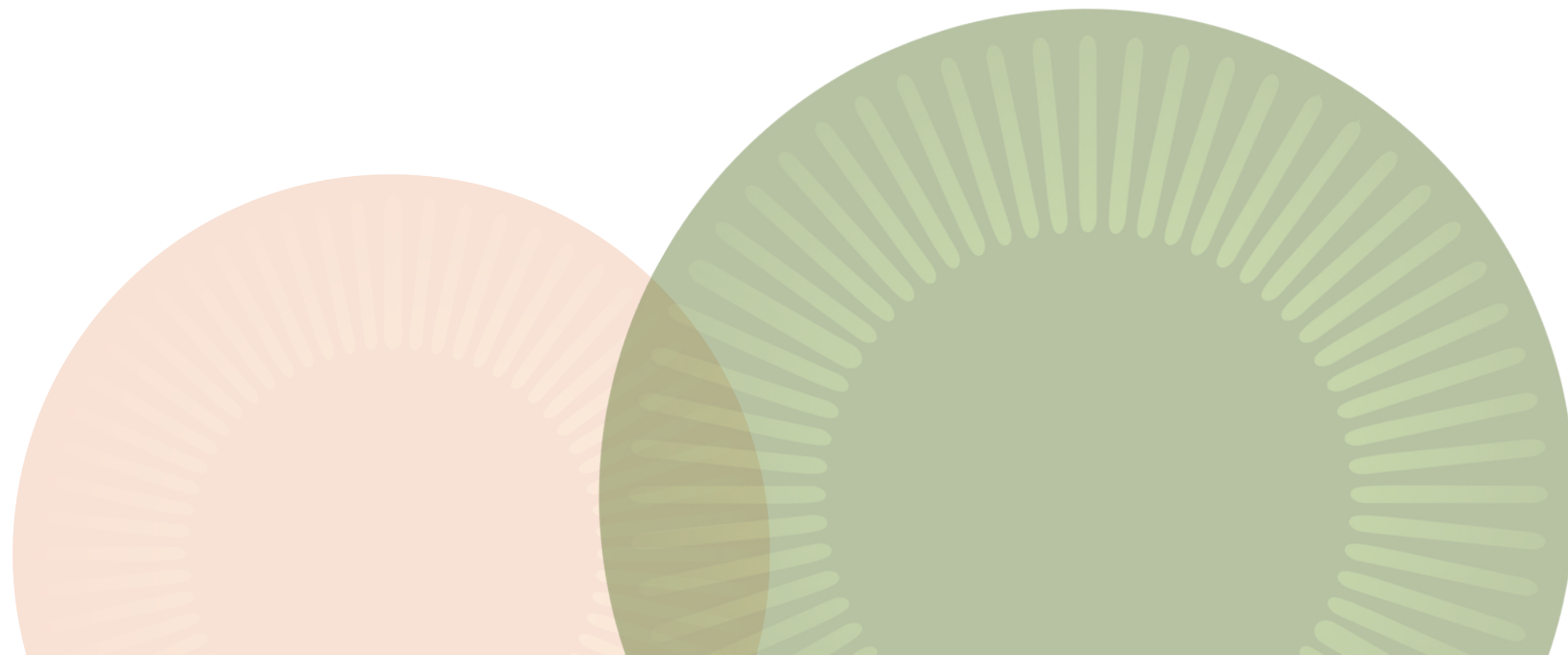


SHOW OVERVIEW

VISION EXPO EAST 2023

At Vision Expo East, you'll see:

- A dynamic and reimagined Vision Expo East floor plan
- A new neighborhood – The Panorama
- A new Trend Walk Fashion Runway
- 180,000 square feet of exhibits
- 450 exhibitors
- 275 hours of accredited education
- An anticipated 13,000 visitors



PAST EXHIBITORS INCLUDE

DE RIGO REM
WE SHARE THE VISION

MARCHON

Spectacle Eyeworks



ESSILOR LUXOTTICA

MARCOLIN
EYEWEAR

orange **OG**
OLIVER GOLDSMITH
SUNGLASSES

BAUSCH + LOMB

eyefinity[®]

vsp[™]
Global

zero **G**[™]
T I T A N I U M

WALMAN

HOYA

ZEISS

MASUNAGA[™]
since 1905

Johnson + Johnson VISION

**KENMARK
EYEWEAR**

colors in optics, ltd.
new york

TOPCON Healthcare
SEEING EYE HEALTH DIFFERENTLY

MOREL

NOVARTIS

Allergan
an AbbVie company

**COBURN
TECHNOLOGIES**

RES/REI

REGENERON

WHO ATTENDS VISION EXPO?

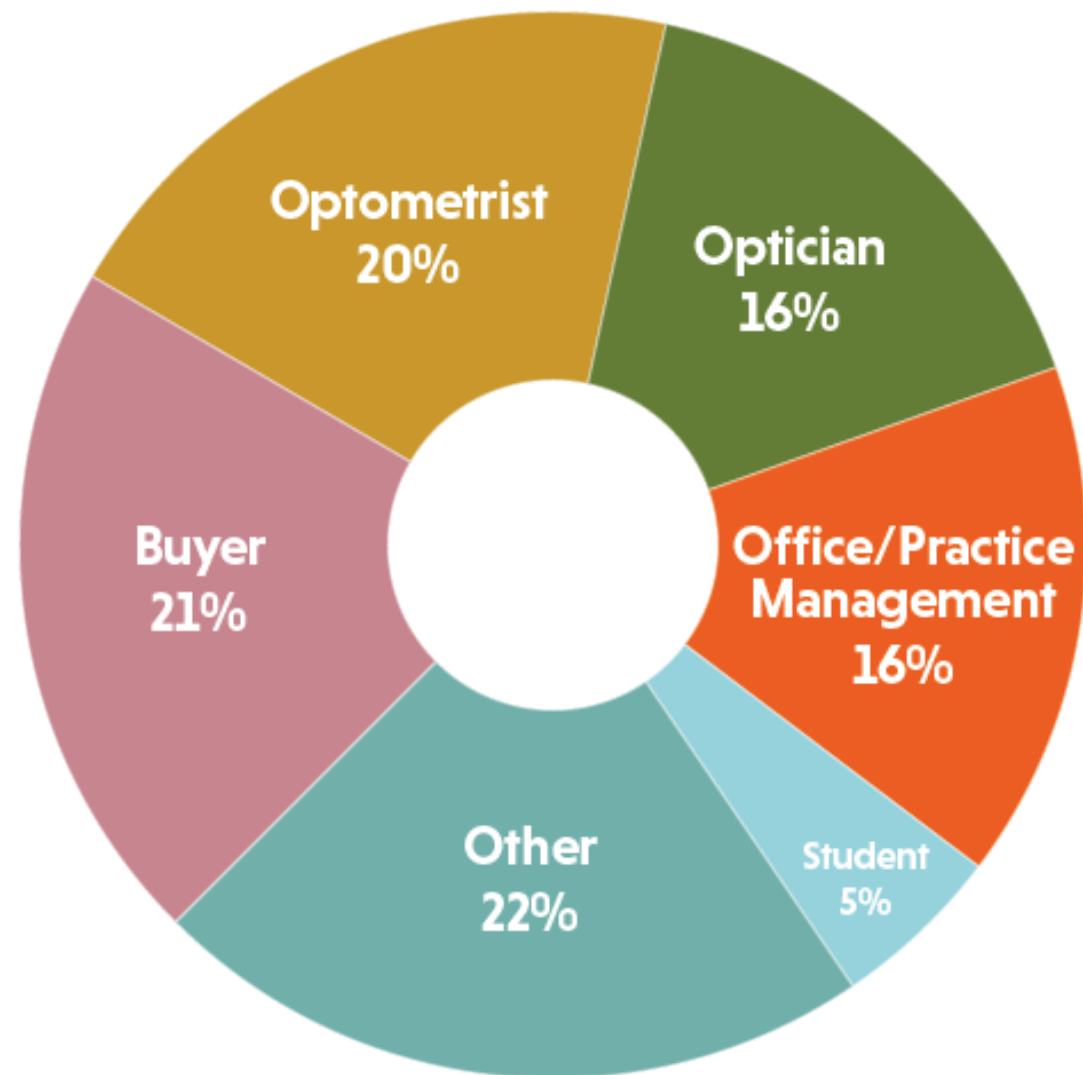


The above represents a sample of past attendees from retailers and alliances.

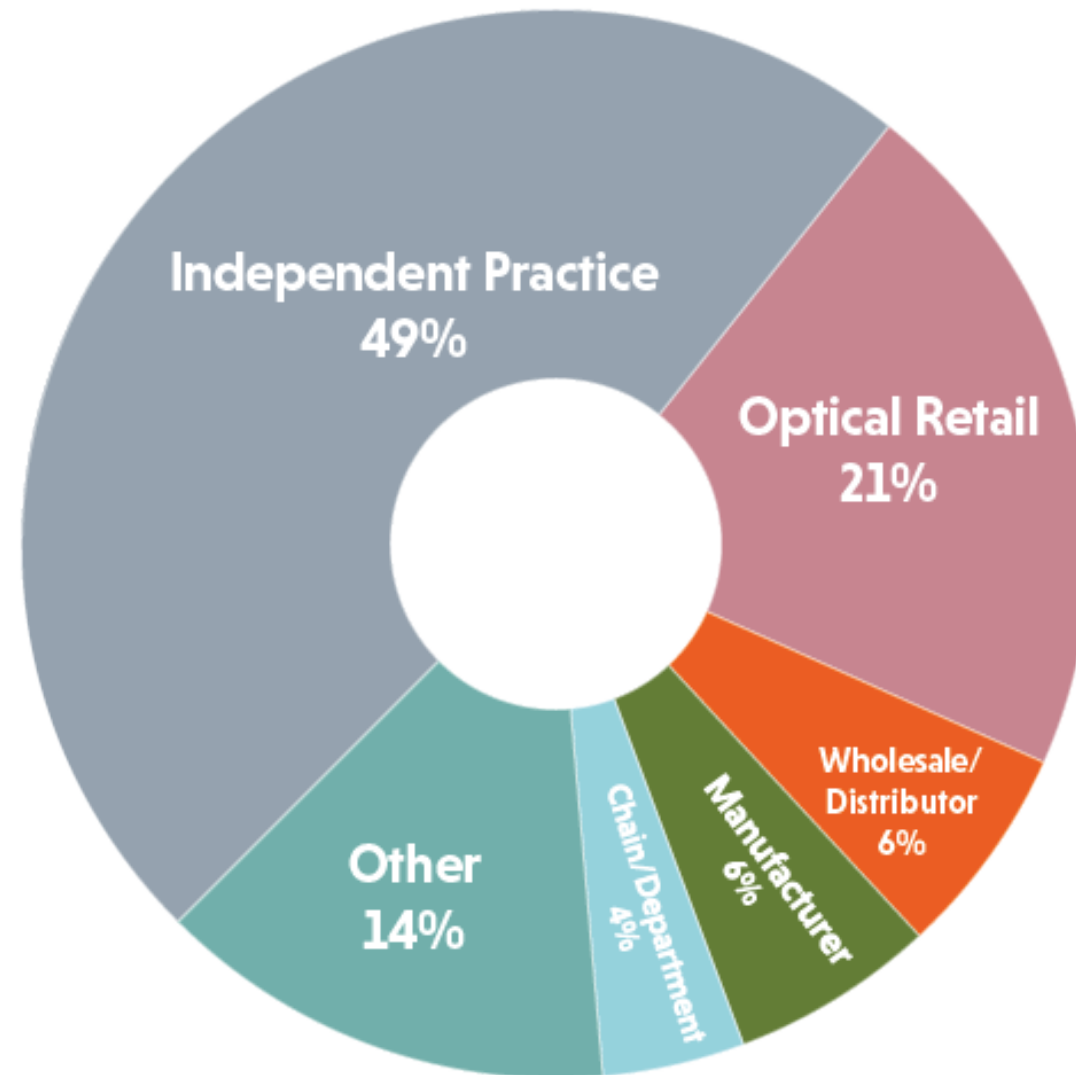
MEET THE ATTENDEES

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

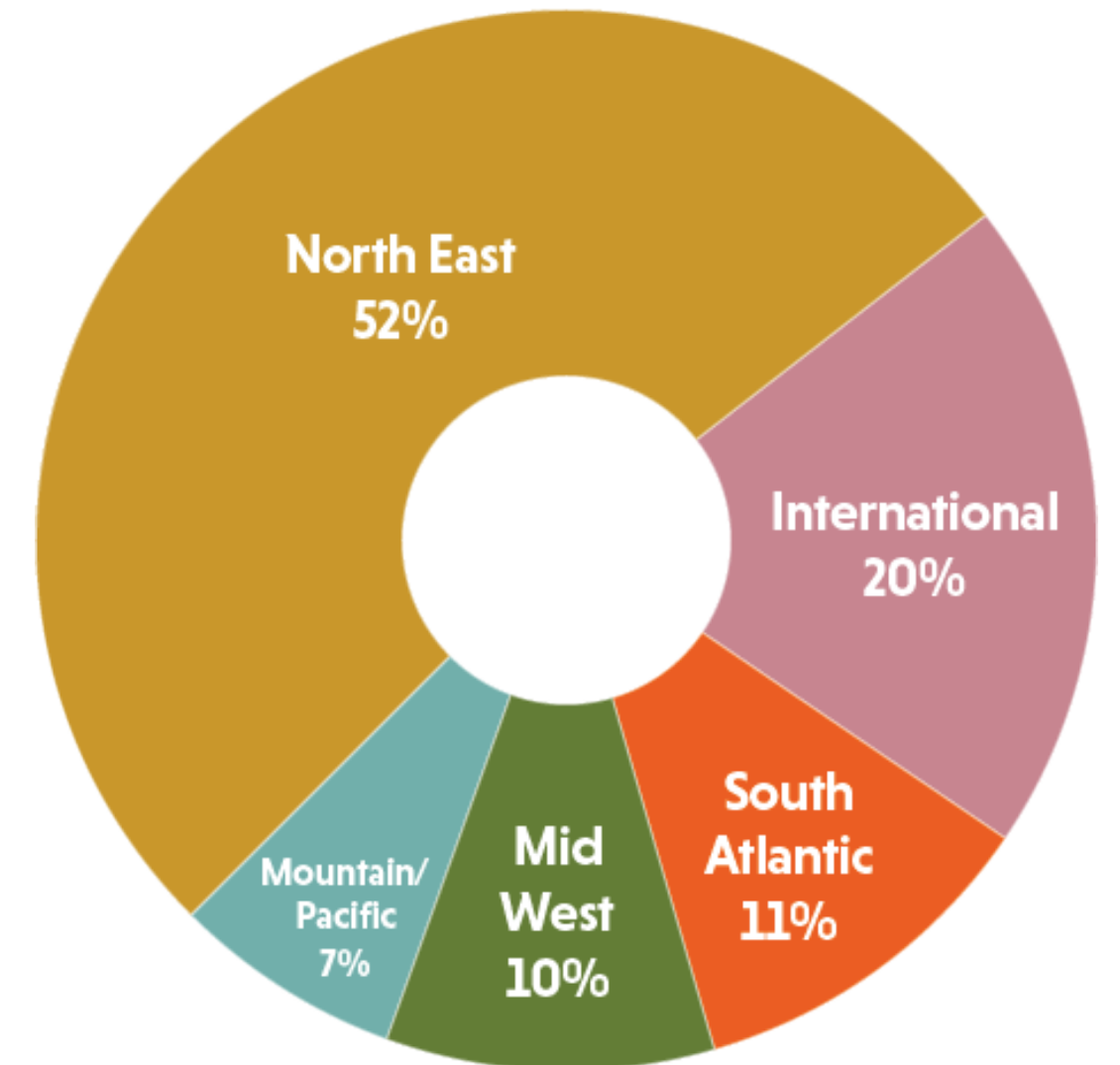
Job Title



Business Type



Geography



MEET OPTIMUM - OUR VIP BUYERS

3,000+

OPTimum Members

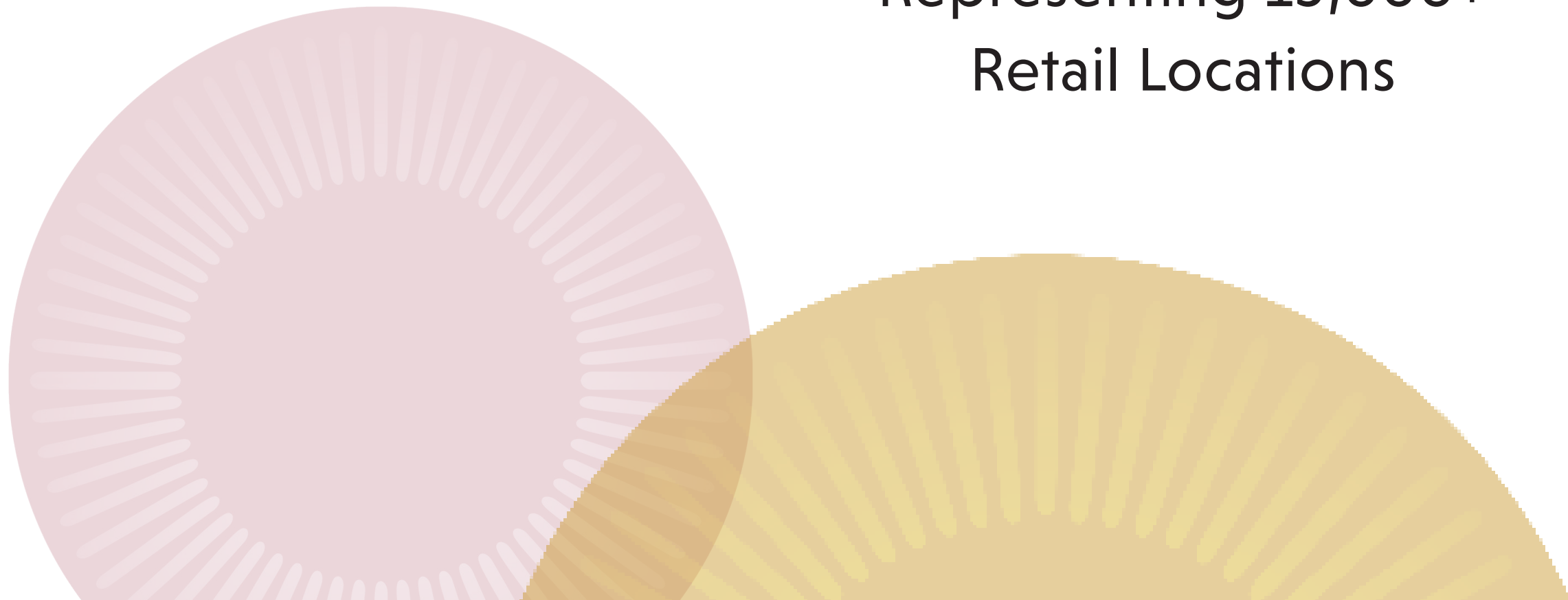


15,000+

Representing 15,000+
Retail Locations

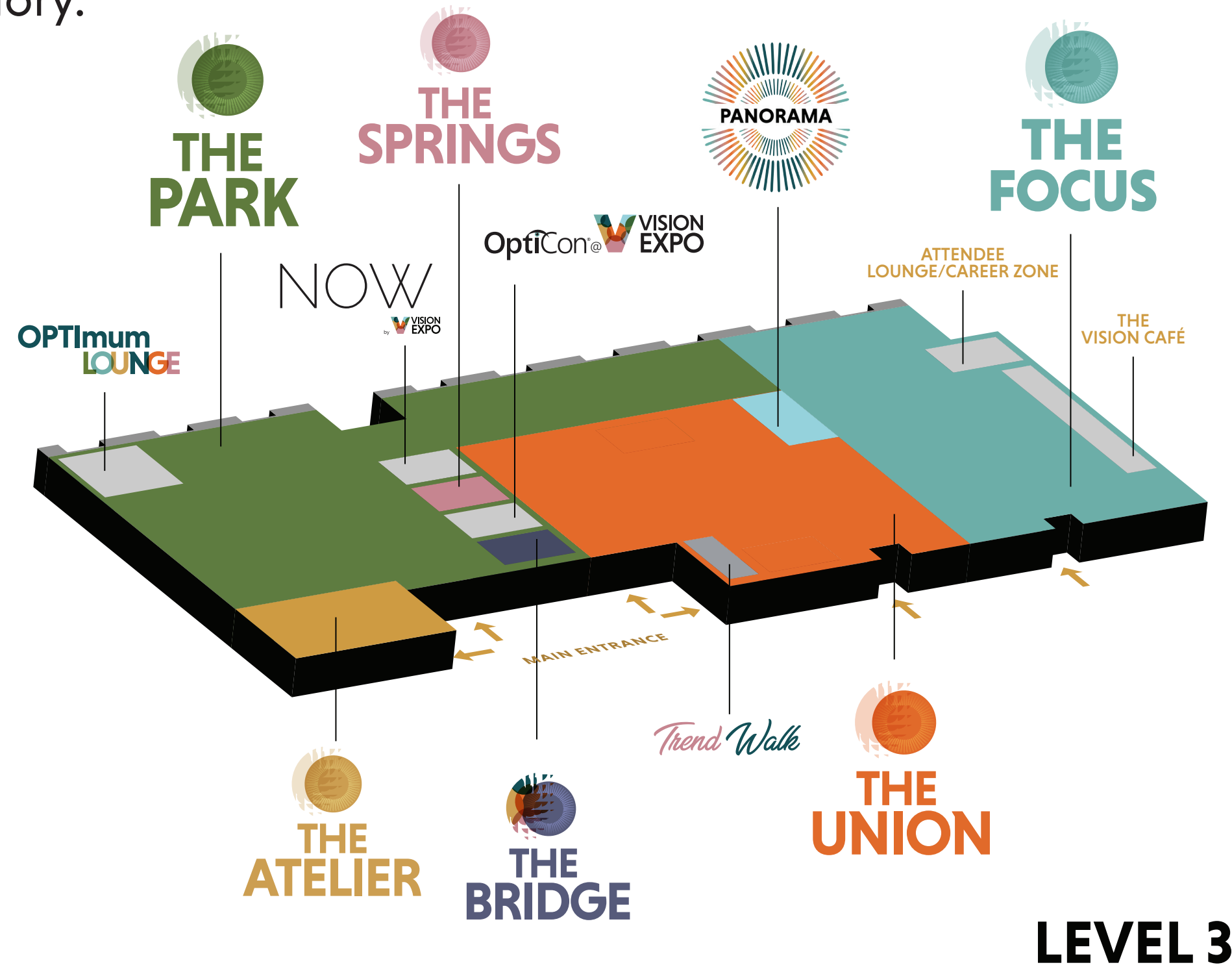
OPTimum members are key decision makers or buyers, ophthalmic professionals, lab owners or directors, and senior level management from top performing retailers with revenues exceeding \$1M each year.

OPTimum members account for the largest optical retailers, high-end boutiques and optical labs, with well over **15K** storefronts.



WELCOME TO VISION EXPO

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



*floorplan subject to change

LEVEL 3

THE FOCUS

This neighborhood represents the foundation of eyecare and offers the keys to masterfully service patients and customers. The Focus brings together the very best in lens and coating technology, lens processing techniques, disease management solutions, contact lens innovations, and eyecare practice optimization.

FOCUS EXHIBITORS INCLUDE:

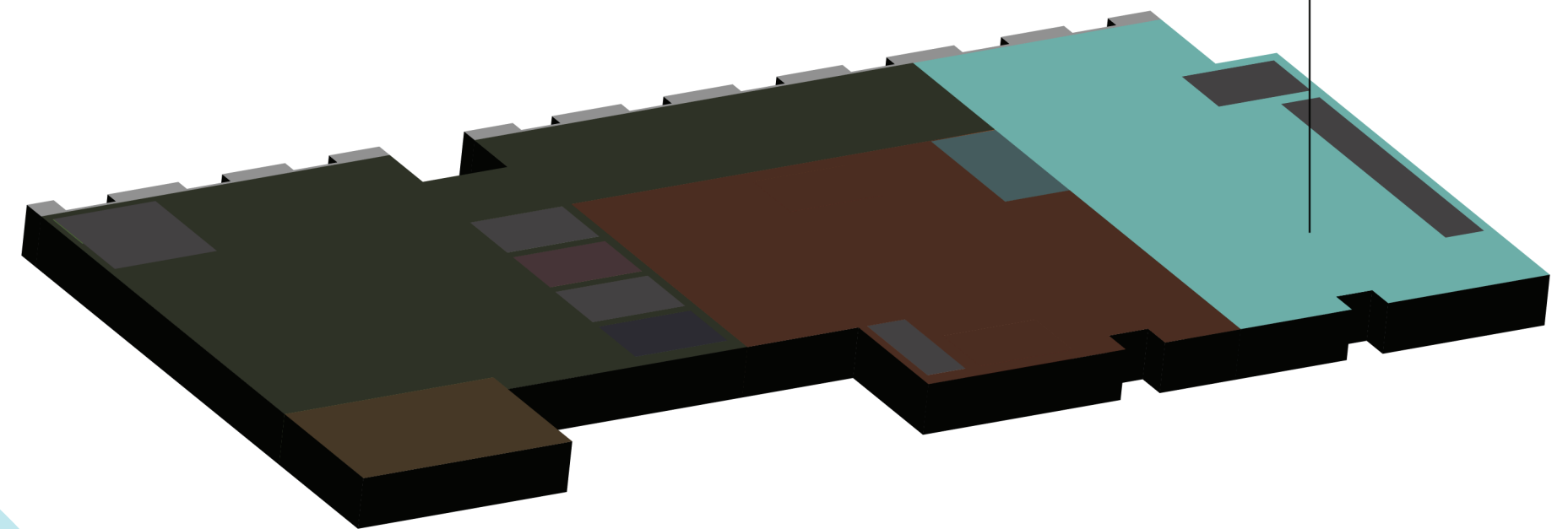
Carl Zeiss Vision & Meditec Marco

Ophthalmic

Hoya Vision Care

Topcon Healthcare Coburn

Technologies



THE PARK

The Park celebrates global industry icons, ubiquitous brands and prestigious collections who unveil their latest offerings in inspired large-scale displays that radiate the worlds of superior style and exemplary service. Explore a vibrant assortment of licensed and non-licensed eyewear by the industry's most prominent players.

PARK EXHIBITORS INCLUDE

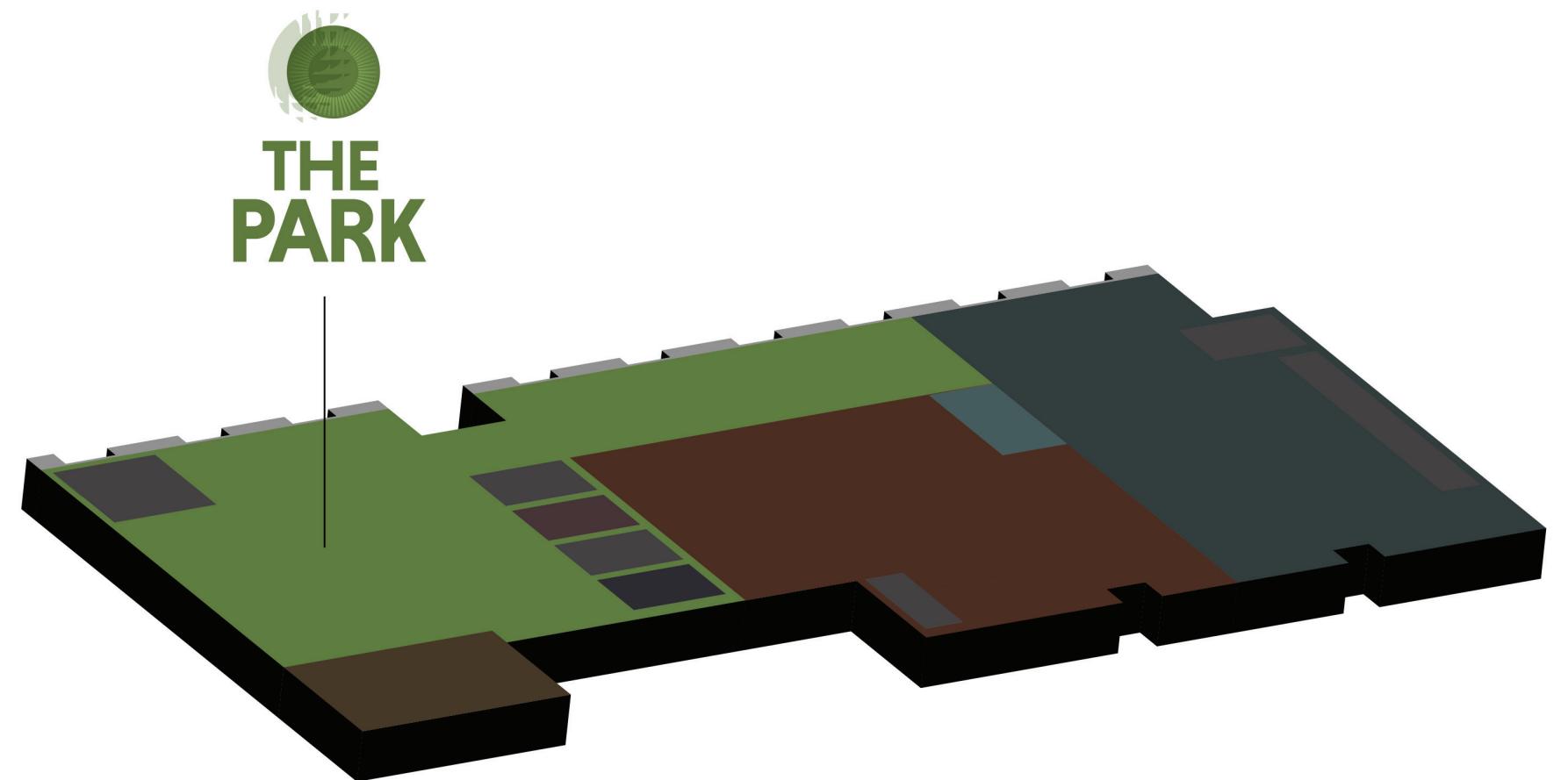
Europa Eyewear

Tura Inc

Clearvision Optical

Zyloware Eyewear

Amazon Echo Frames



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THE UNION

The design epicenter and ultimate shopping experience for those seeking the newest from established global designer businesses. This energetic destination features new collection launches, pop-culture inspired collaborations and “talk-of-the-show” trends as well as exclusive positioning in the front and center of the exhibit floor – a must stop for everyone attending the show.

UNION EXHIBITORS INCLUDE

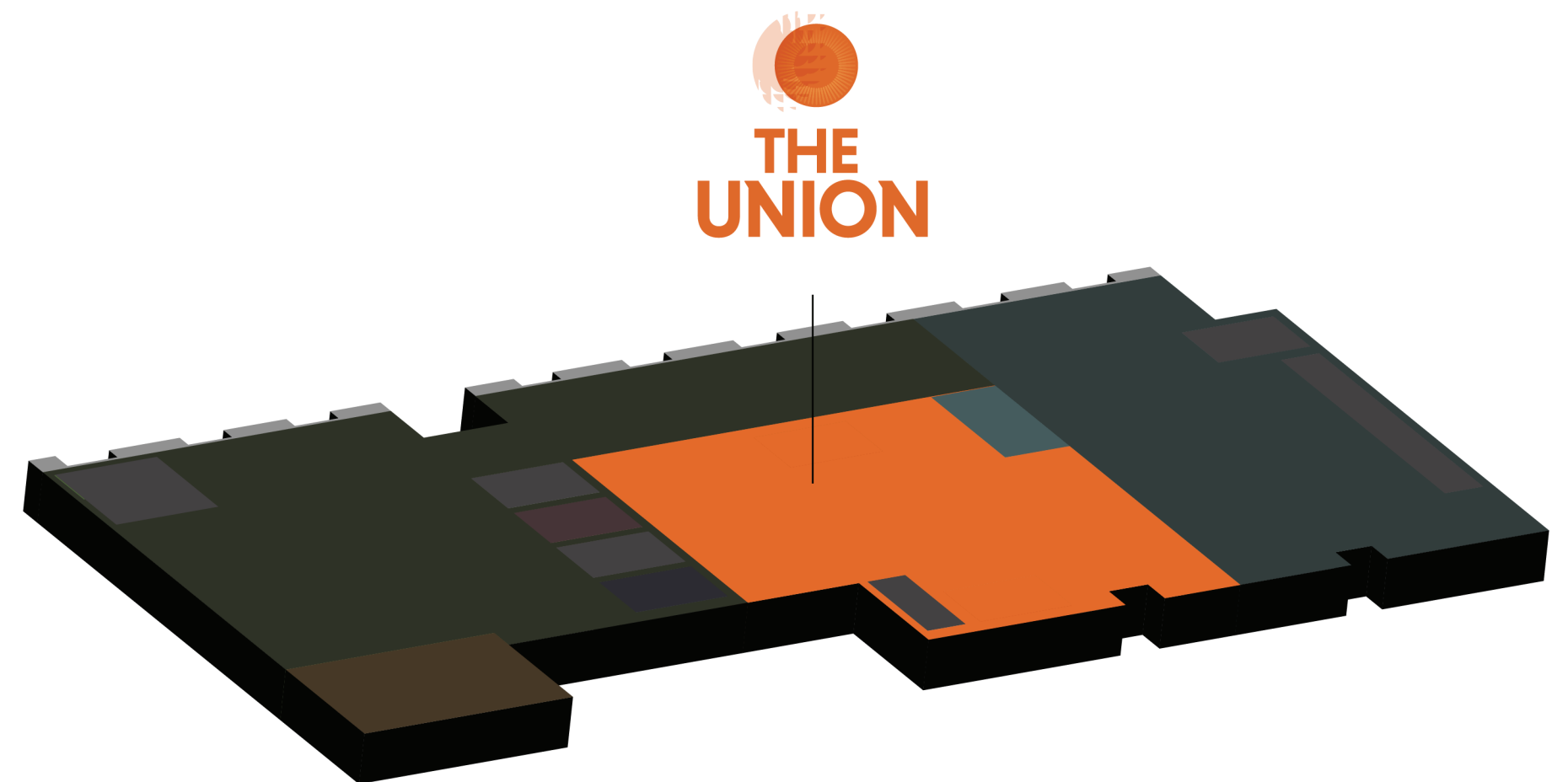
Morel

Design Eyewear Group Studio

Optyx

OGI

Orgreen + Goldsmith



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THE ATELIER

A home to small, predominantly design-led owned and operated ateliers dedicated to creating artisanal product portraying unique and distinctive style and artistry. Catering to the needs of top tier retail boutiques, Atelier collections represent the intersection of fashion, art, culture and craftsmanship.

ATELIER EXHIBITORS INCLUDE

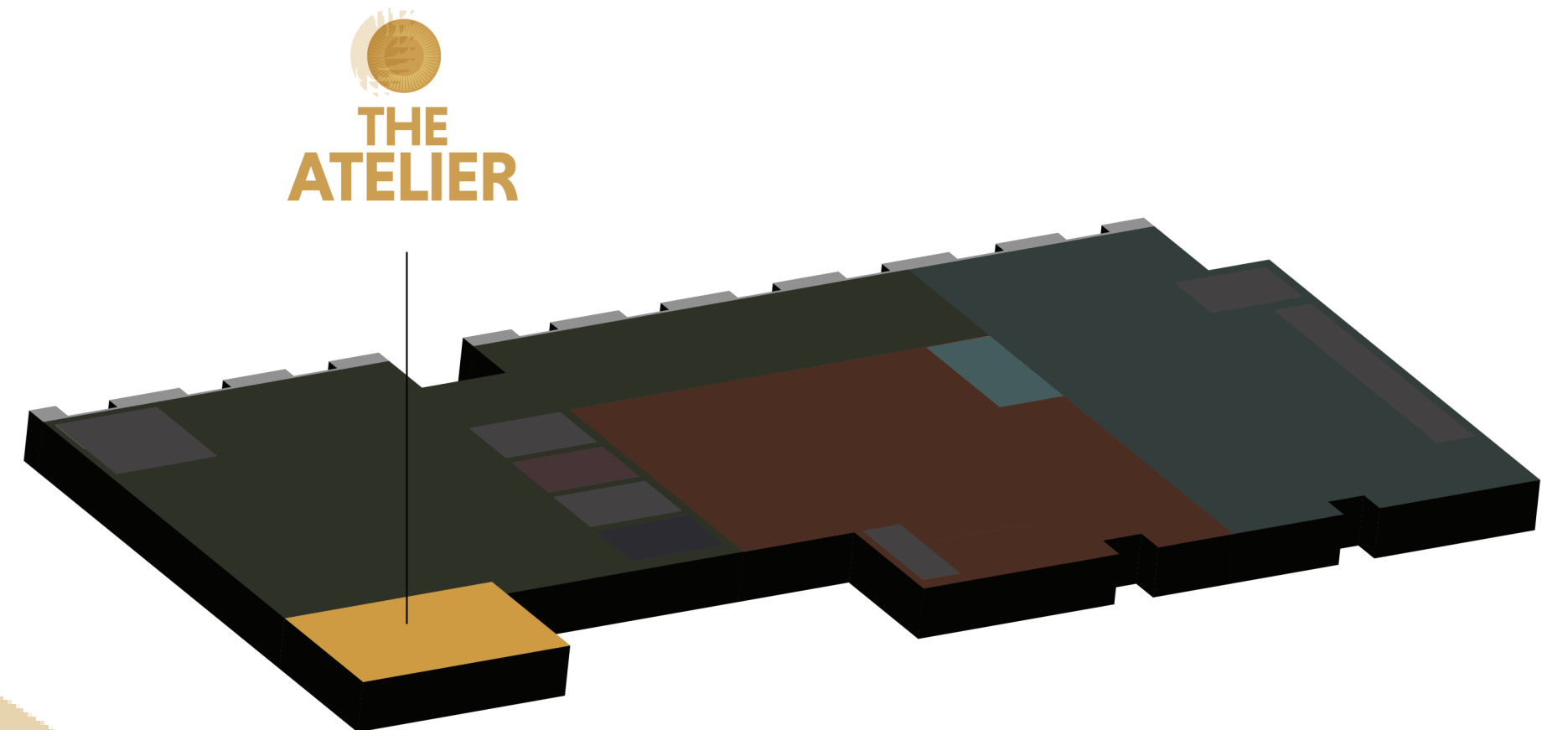
Akoni

Gotti

Garrett Leight

Kuboraum

Zero G Titanium _ Masunaga



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THE SPRINGS

A true discovery zone, this is Vision Expo's incubator for emerging young talent in eyewear design who have been in business for less than 5 years. Promoting hand-selected collections by domestic and international ones-to-watch who offer a glimpse of the latest artistry from around the world.

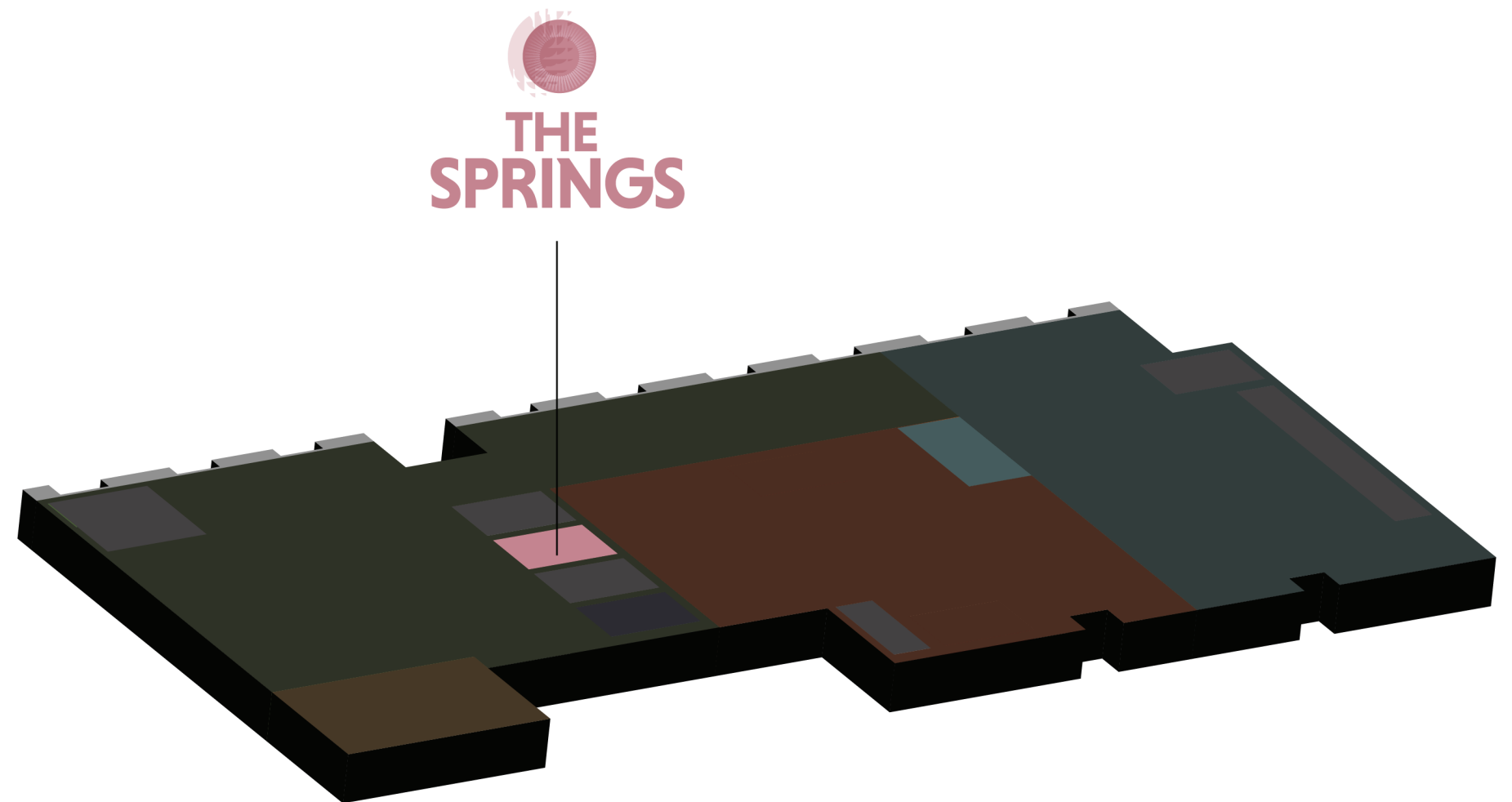
PAST EXHIBITORS INCLUDE:

Bonavista Optics

Ferilli Eyewear

SpiltMilk Eyewear

TYCHE + ISET Eyewear



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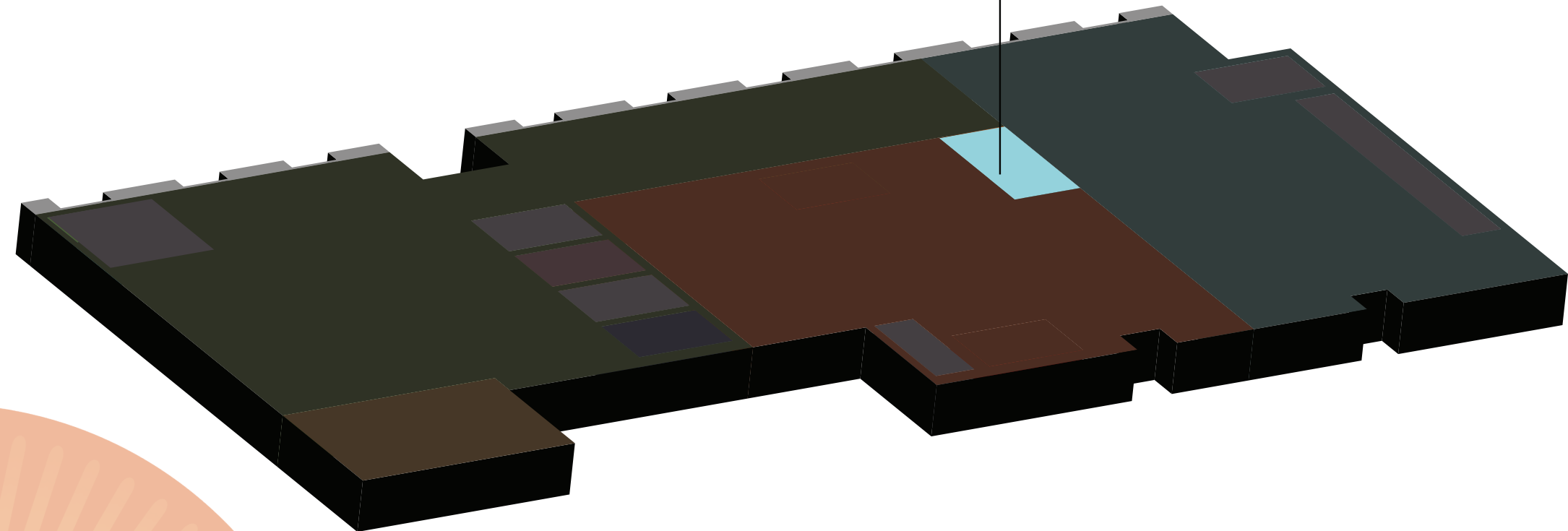


The Panorama offers a bird's eye view on the frontier of vision technology, spotlighting the cutting-edge business solutions, medical advances, software and wearables that are paving the way for what's to come in our industry.

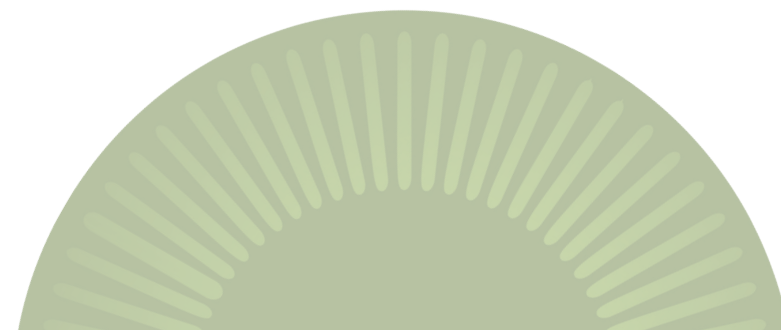
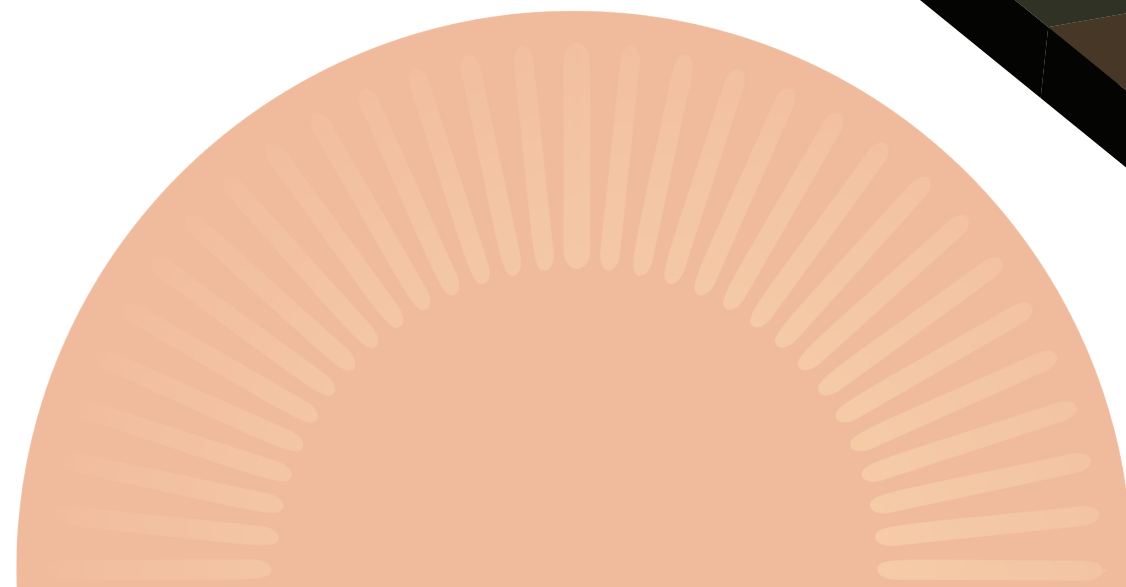
PANORAMA EXHIBITORS INCLUDE:

Heru

Techifeye



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HOW YOU CAN 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? Let us help you decide!

Neighborhoods:

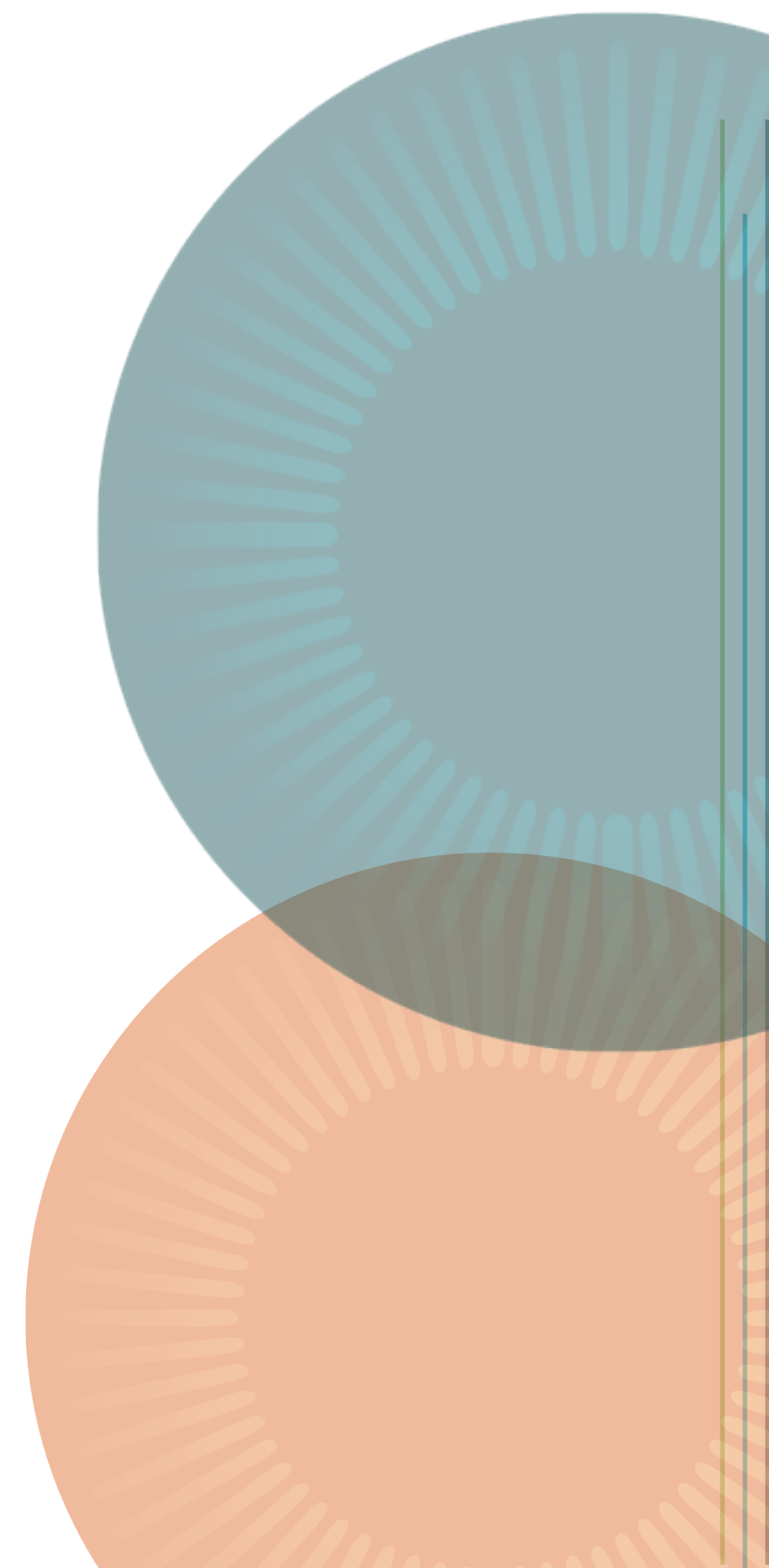
- The Focus
- The Park
- The Union
- The Atelier
- The Springs
- The Panorama

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
- At Show Signage
- Speaking Engagements
- Detailed Digital products
- Print Advertising



LET'S TALK!



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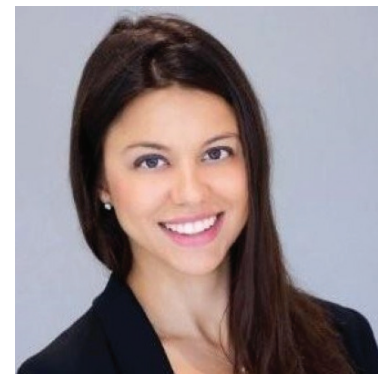


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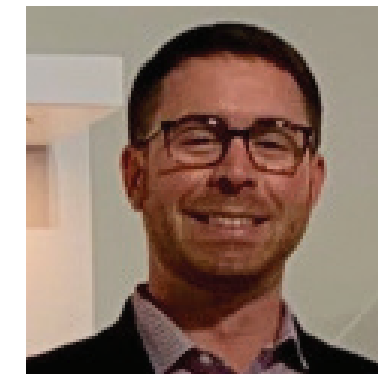


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