



**VISION | NYC**  
**EXPO | 2021**  
EDUCATION: MAY 25 - 28  
EXHIBIT HALL: MAY 26 - 28  
JAVITS CENTER | NEW YORK

# SHOW OVERVIEW

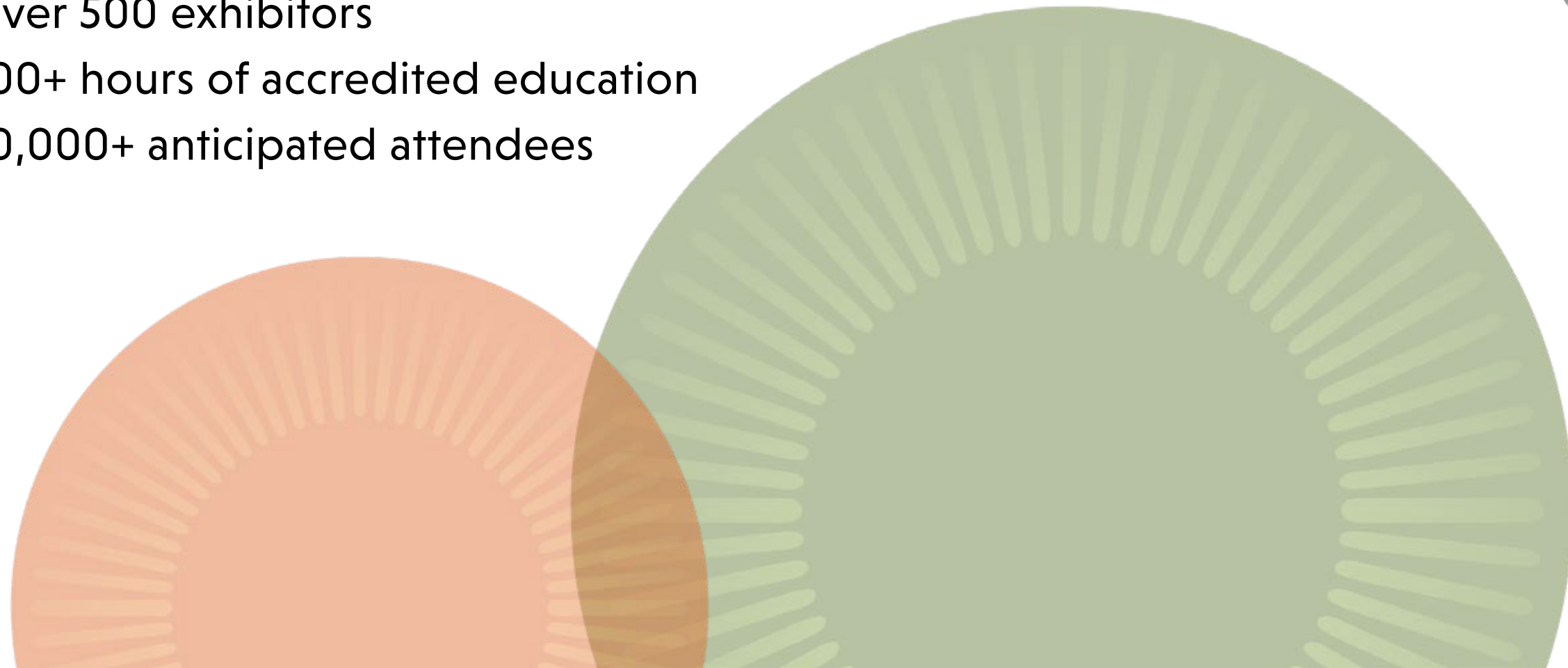
# VISION EXPO EAST 2021

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Vision Expo East 2021 in New York City is the most important Vision Expo show since its founding 35 years ago.

## **At Vision Expo, you'll see:**

- A completely reimagined Vision Expo experience
- 5 new exhibitor neighborhoods
- 175,000 square feet of exhibits
- Over 500 exhibitors
- 200+ hours of accredited education
- 10,000+ anticipated attendees



# PAST EXHIBITORS INCLUDE

**DE RIGO REM**  
WE SHARE THE VISION

MARCHON

*Spectacle Eyeworks*



MARCOLIN  
EYEWEAR



**BAUSCH + LOMB**

eyefinity

vsp  
Global

zero G  
TITANIUM



**HOYA**



MASUNAGA  
since 1905

*Johnson & Johnson* VISION



**TOPCON**  
YOUR VISION. OUR FOCUS.

**MOREL**

**NOVARTIS**

colors in optics, ltd.  
new york

**COBURN  
TECHNOLOGIES**



**LUXOTICA**

**REGENERON**  
Healthcare Solutions

# WHO ATTENDS VISION EXPO?

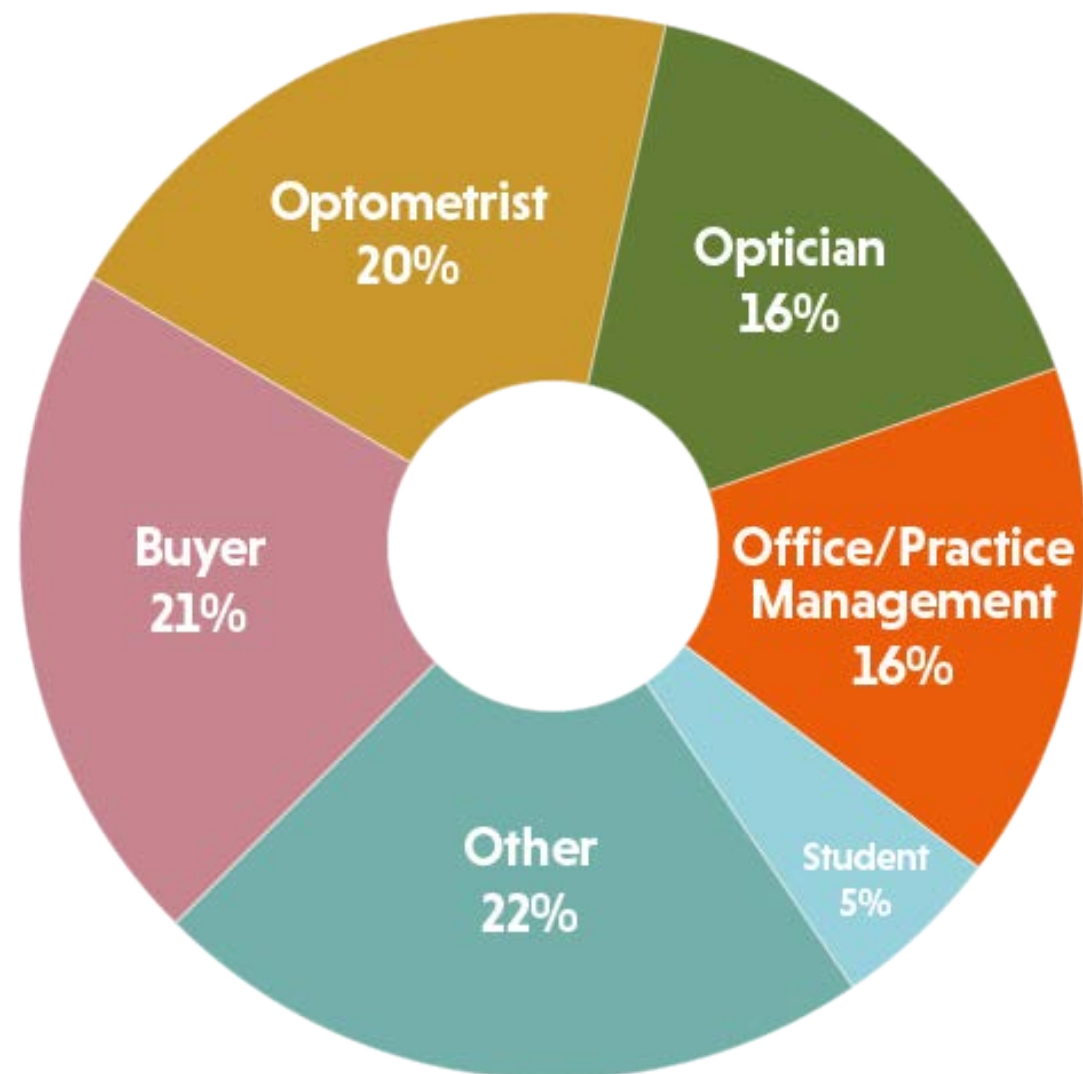


The above represents a sample of past attendees from retailers and alliances.

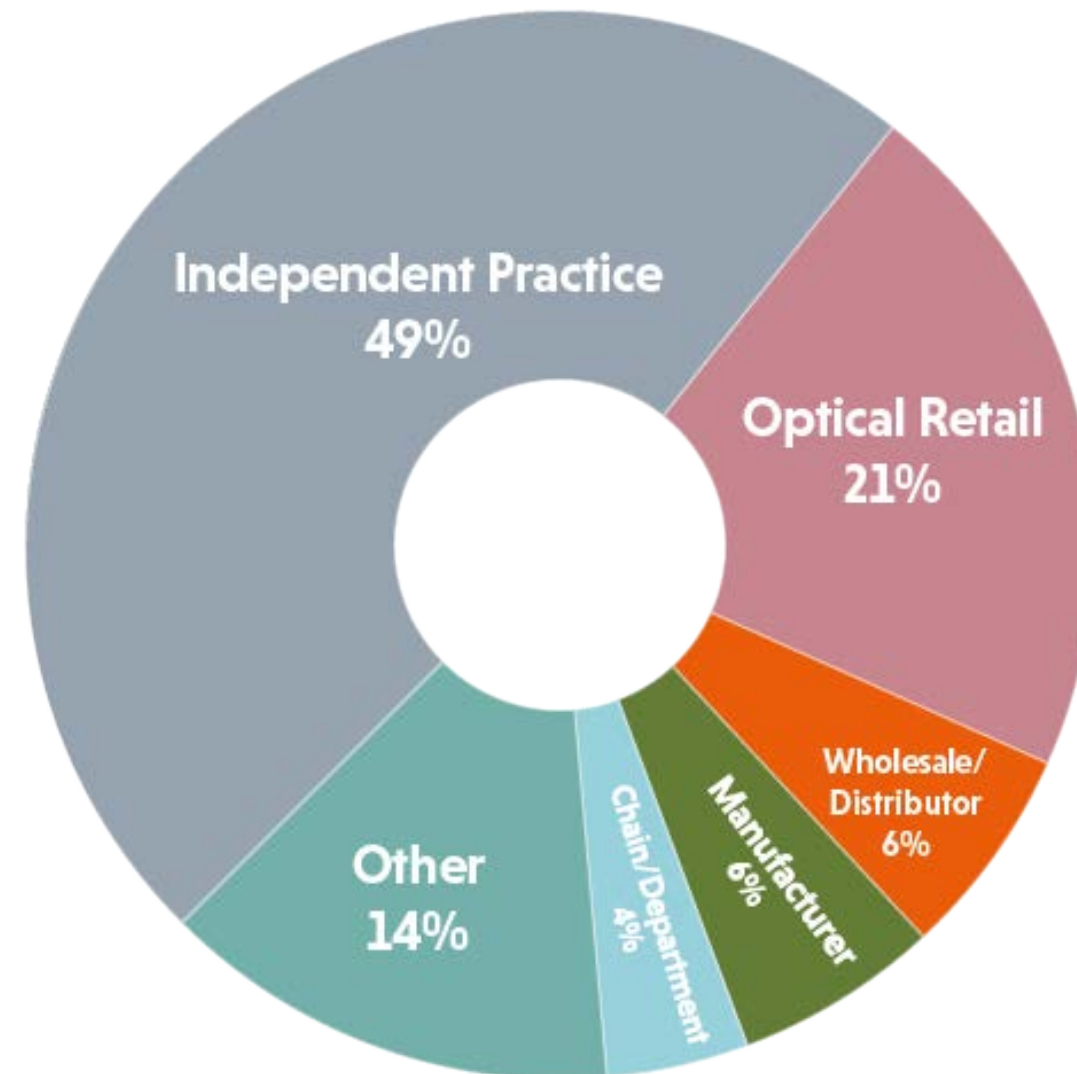
# MEET THE ATTENDEES

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

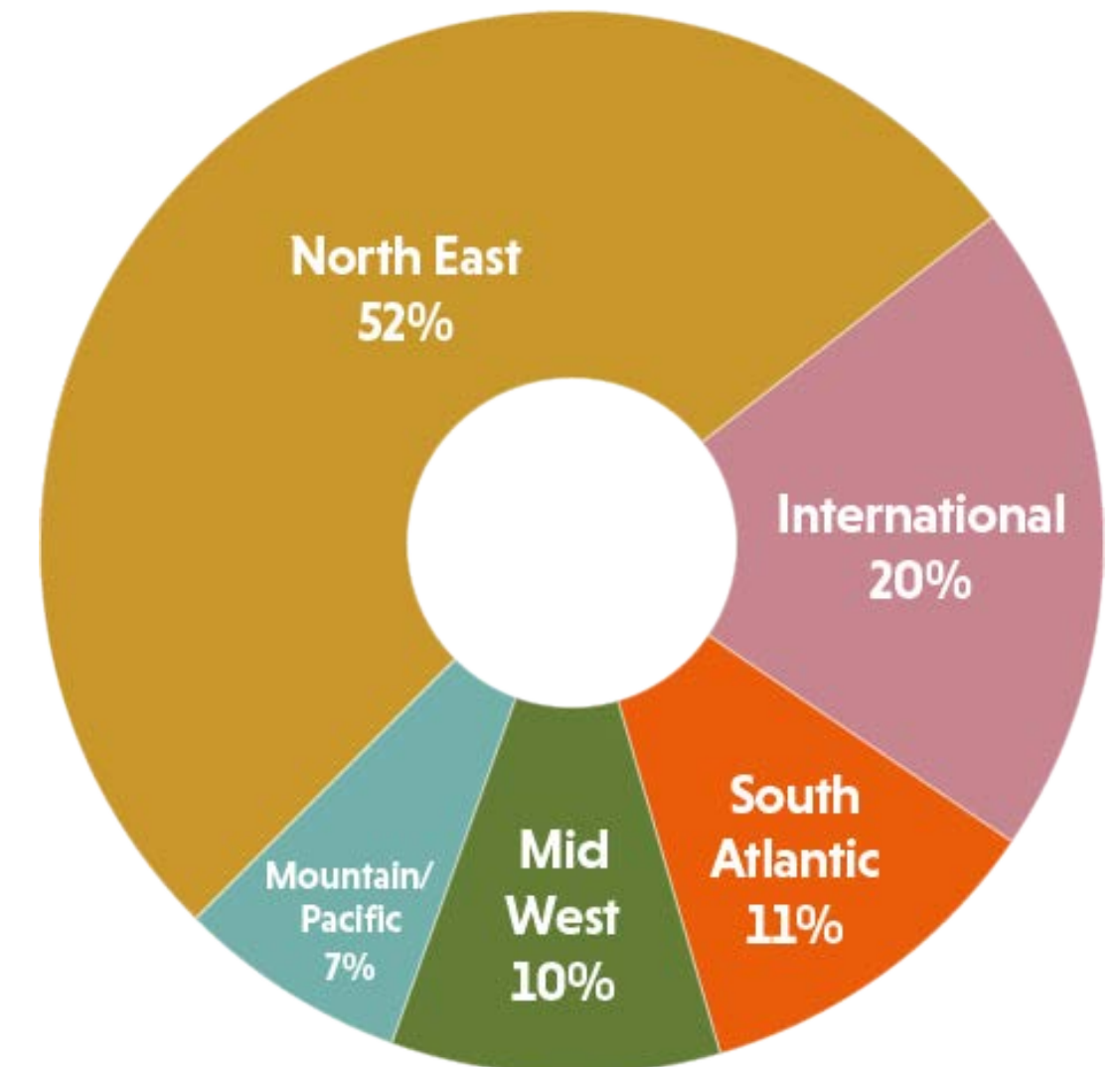
## Job Title



## Business Type



## Geography



# MEET OPTIMUM - OUR VIP BUYERS

**3,000+**

OPTimum Members

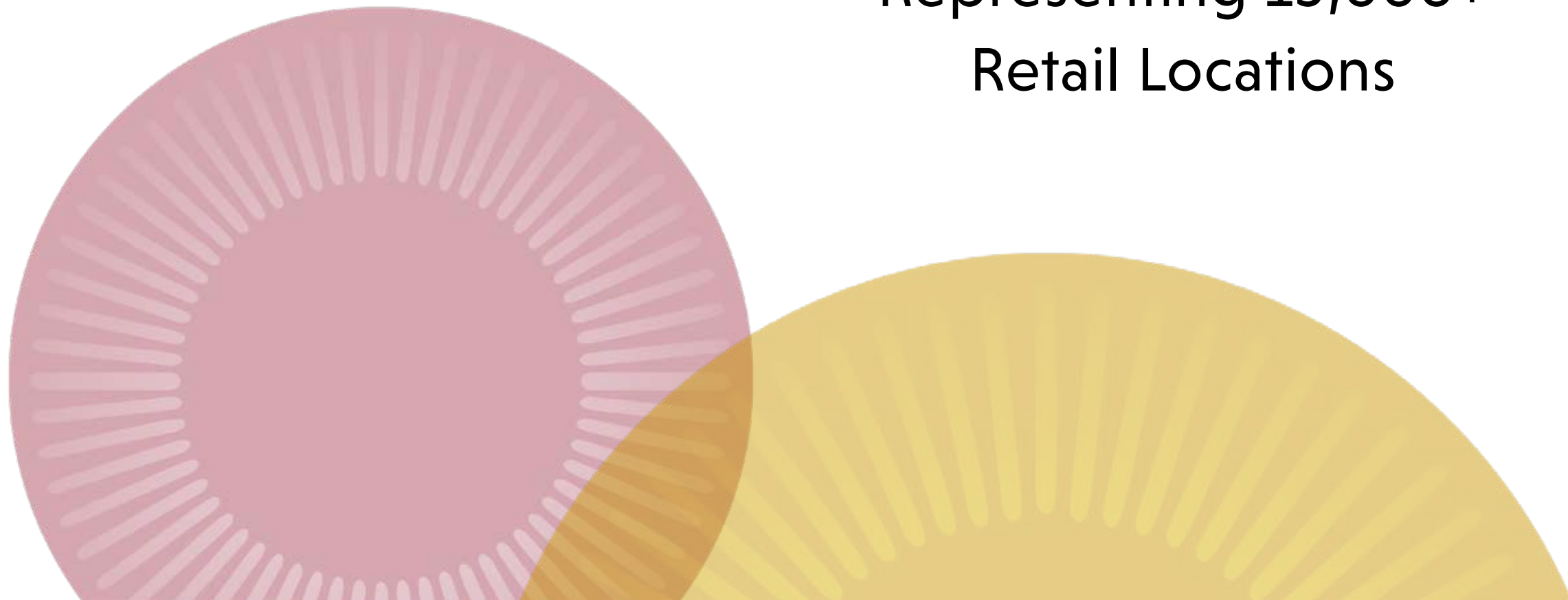


**15,000+**

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.

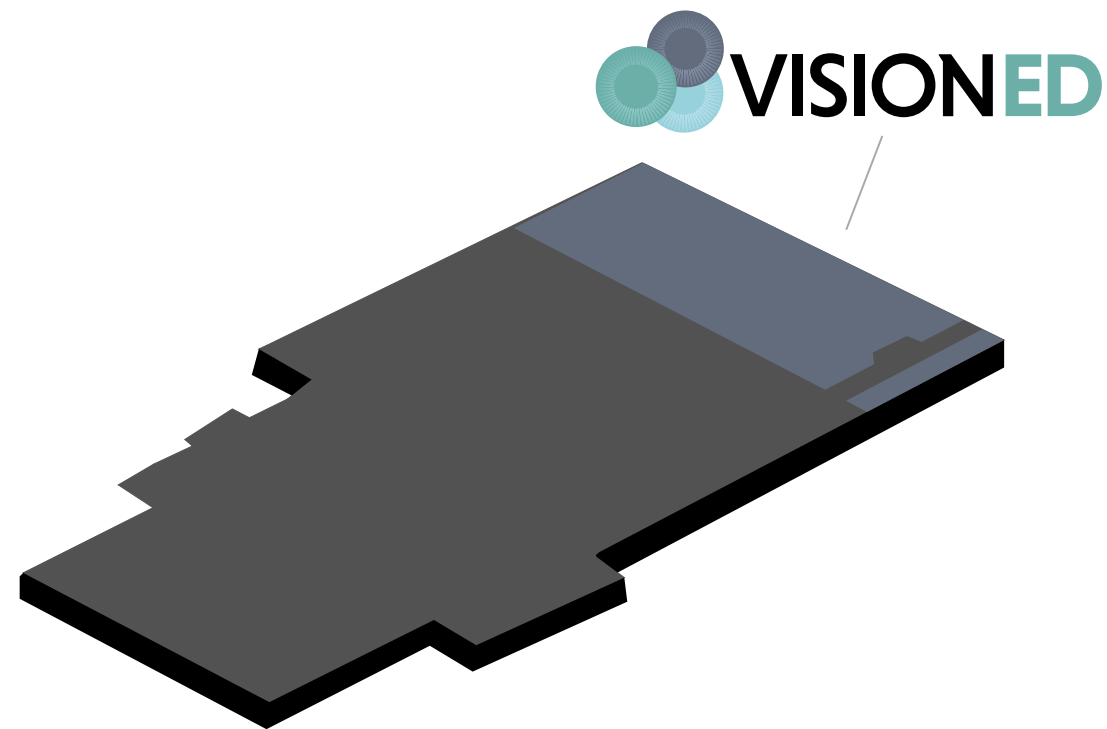
OPTimum member companies represent nearly **50%** of the total U.S. vision care market.



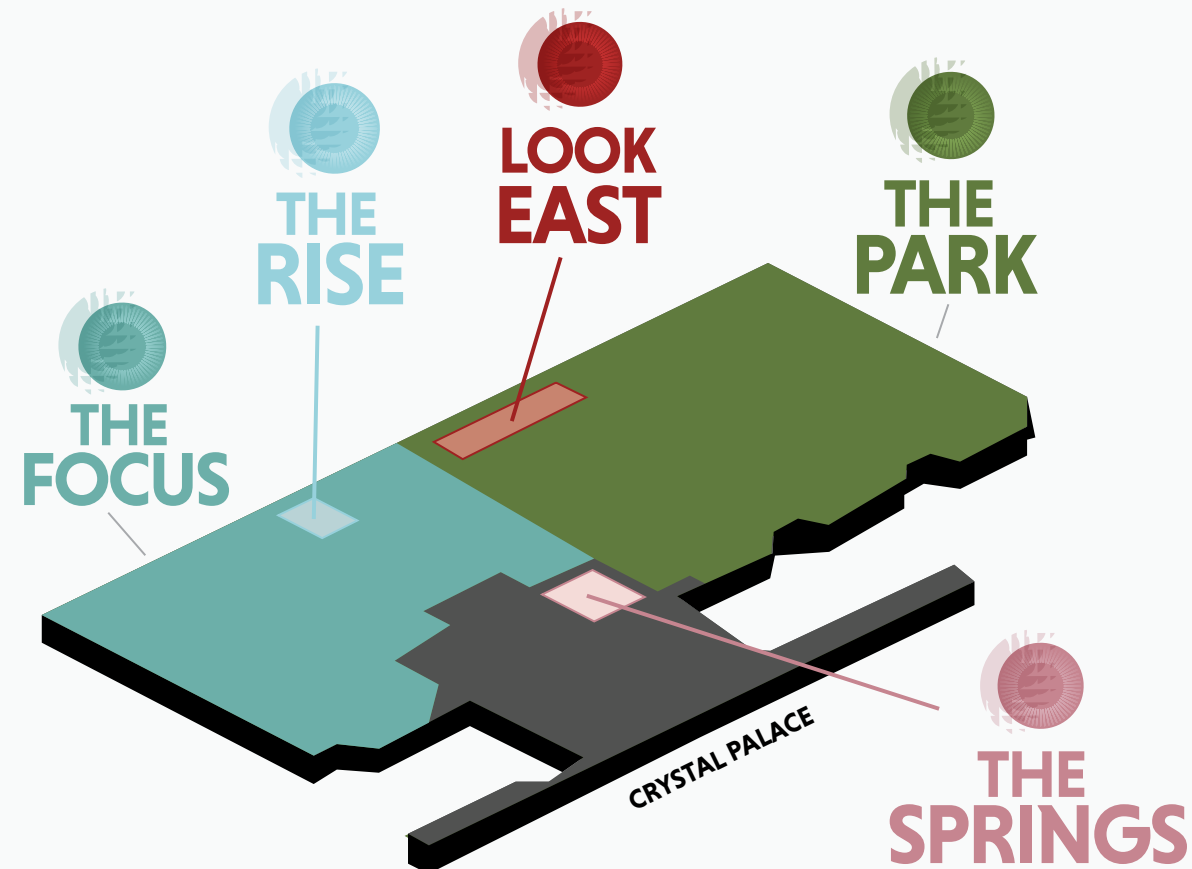
# WELCOME TO THE NEIGHBORHOOD

Exhibit at Vision Expo East 2021 and see the unveiling of our fully reimagined expo experience. At the heart of Vision Expo, our neighborhoods bring together the best companies in each industry vendor category.

## LEVEL ONE



## LEVEL THREE



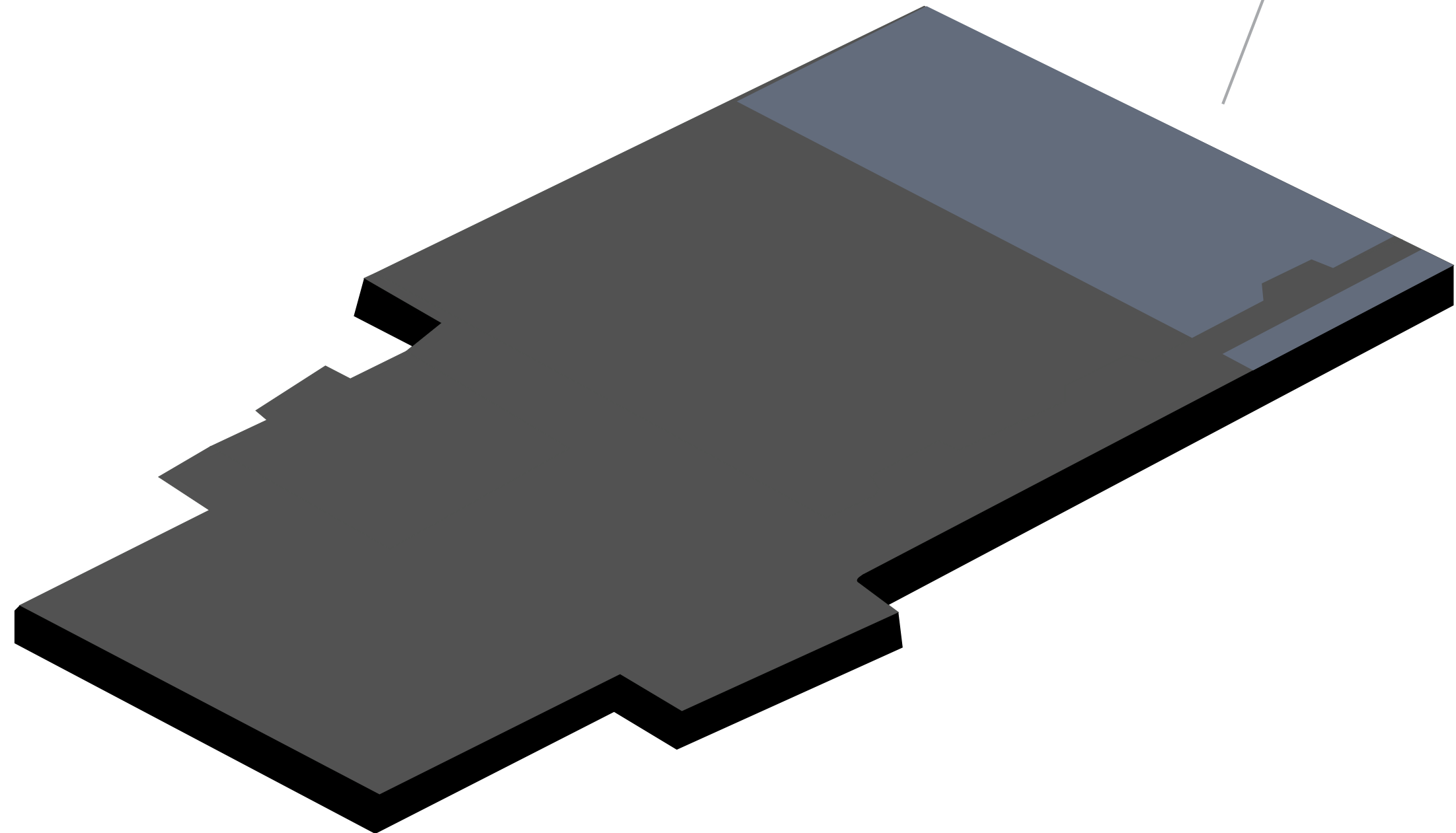
## LEVEL FOUR



# LEVEL ONE

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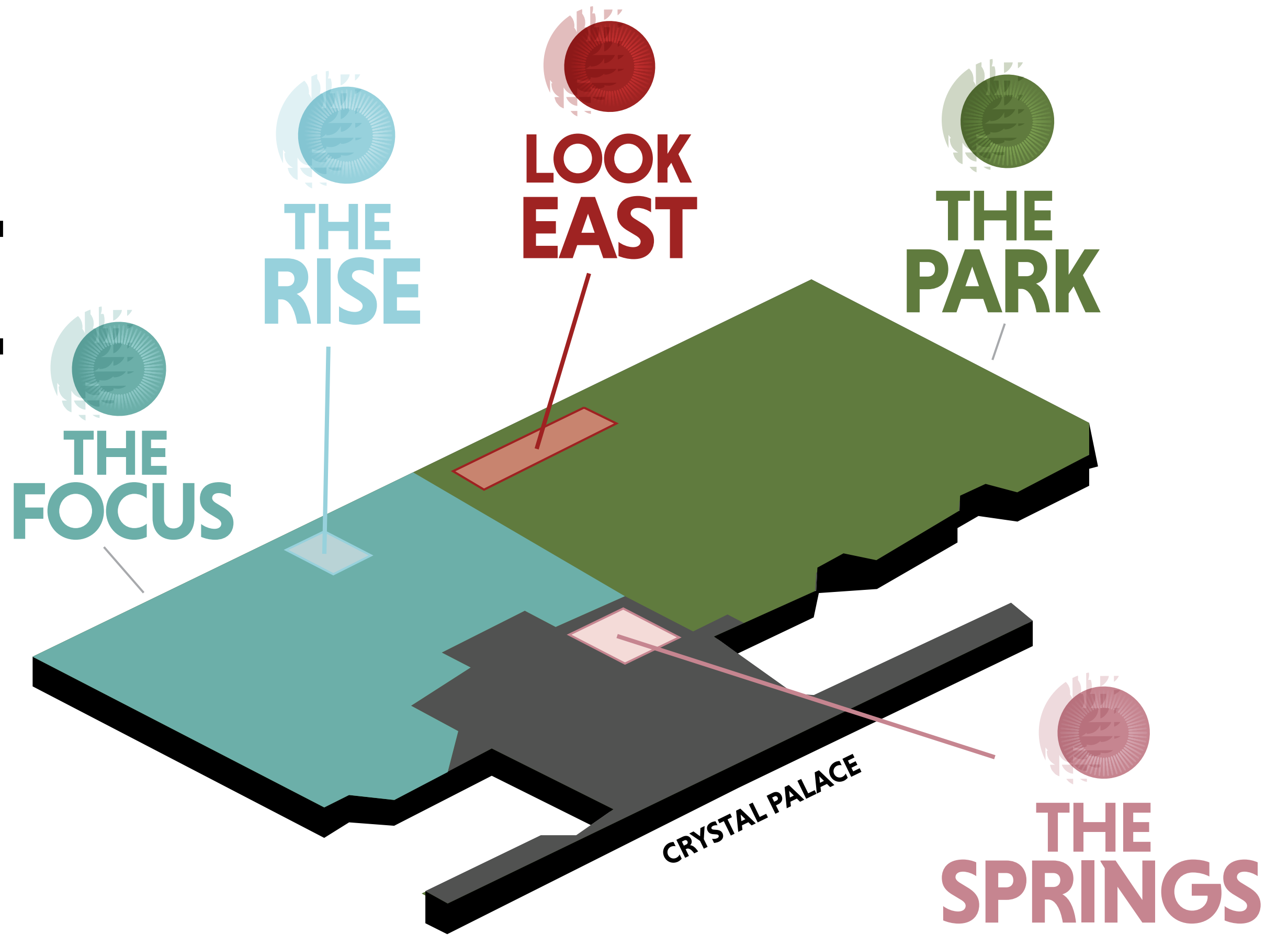
At VisionEd—our education area dedicated to seminars, workshops and presentations—attendees hone their craft in courses led by renowned experts in clinical research, business, fashion and marketing.





# LEVEL THREE

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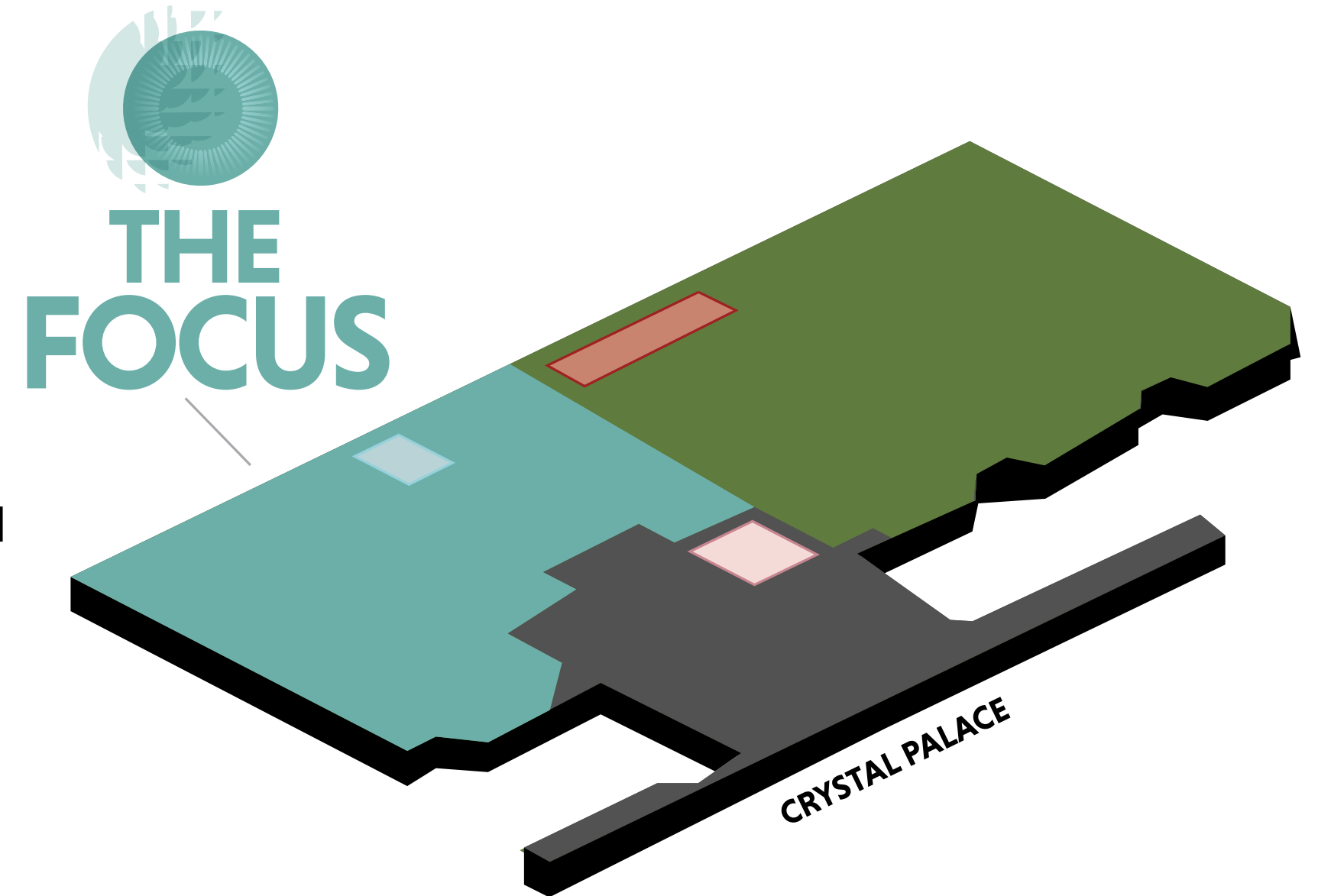


# THE FOCUS

The true Vision Expo journey begins at The Focus. This new neighborhood represents the foundation of eyecare and offers the keys to masterfully servicing your 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. Think "before-the-frame" and discover the most advanced technologies in our reimagined neighborhood dedicated to groundbreaking vision care.

## EXHIBITING COMPANIES INCLUDE:

Alcon  
Allergan  
Bausch + Lomb  
Johnson & Johnson  
Novartis  
Regeneron  
Topcon  
Zeiss

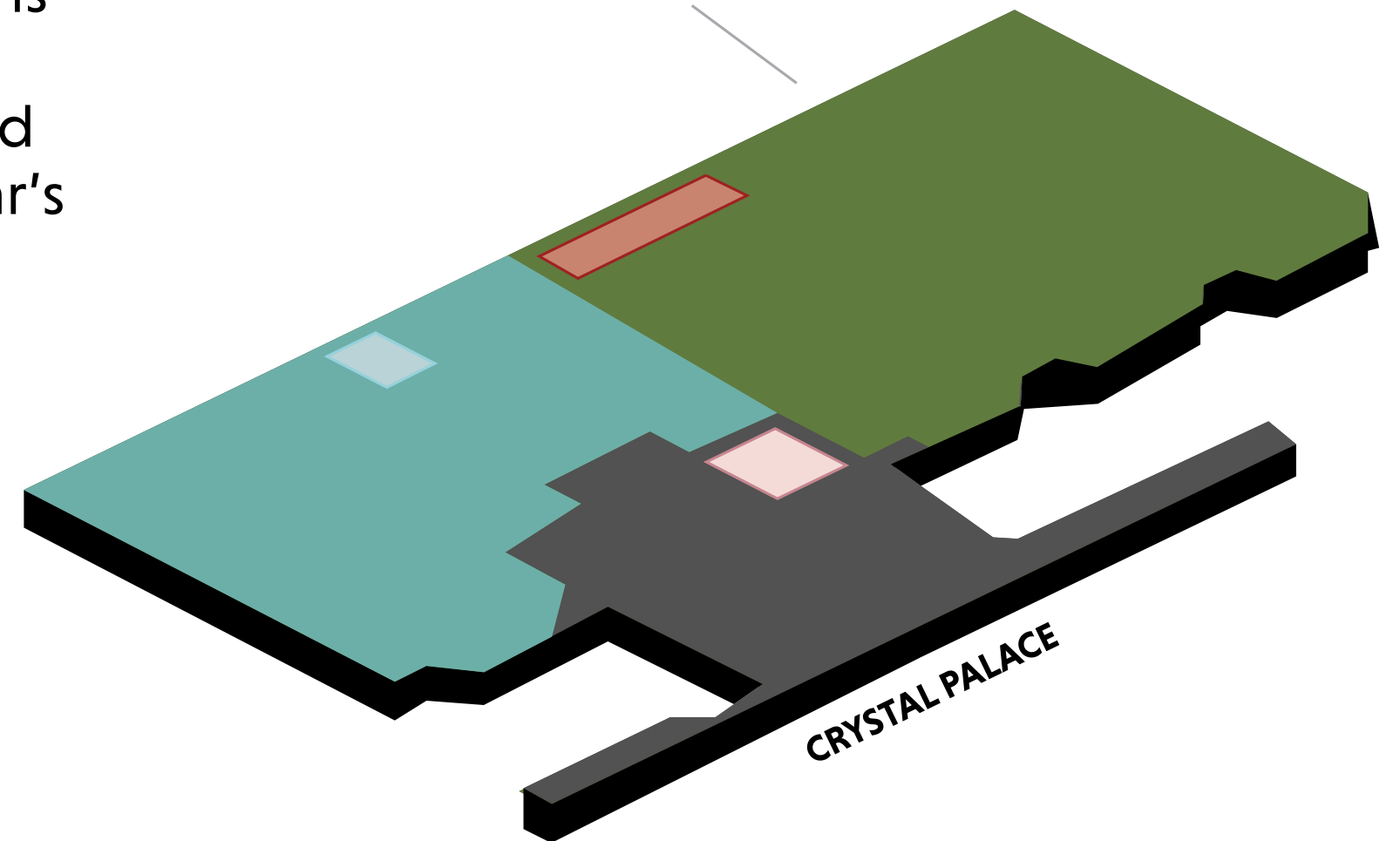


# THE PARK

Industry icons, ubiquitous brands and prestigious collections unveil their latest styles and offerings in inspired large-scale displays that celebrate the worlds of superior style and exemplary service. Explore a vibrant assortment by eyewear's most prominent players in our show's anchor pavilion. Welcome to the heart of Vision Expo.

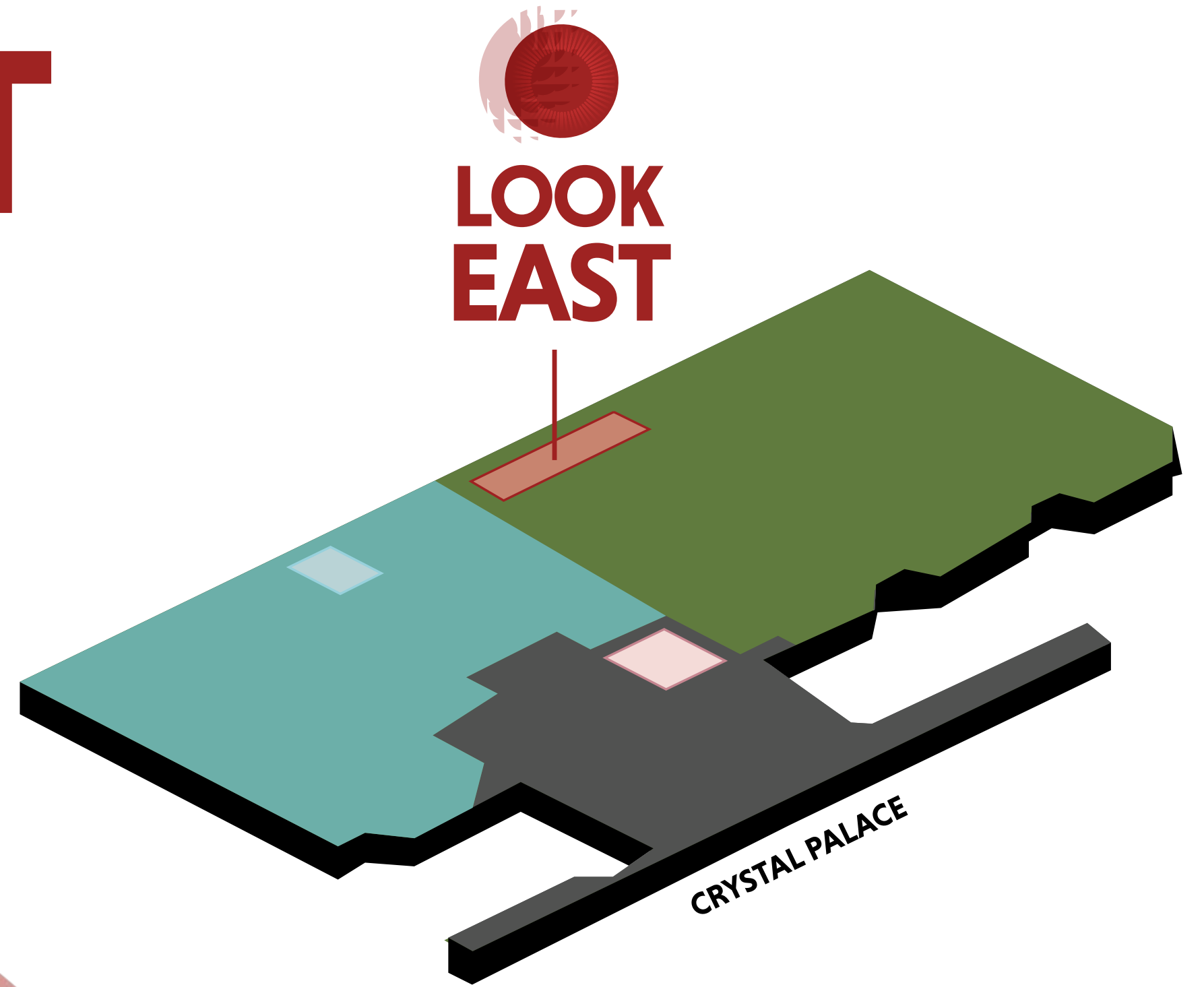
## EXHIBITING COMPANIES INCLUDE:

Charmant  
Essilor  
Eyewear Designs  
Eye Q Eyewear  
Luxottica  
Marchon  
Safilo  
Tura



# LOOK EAST

Featuring the most innovative suppliers out of Asia, this curated sourcing neighborhood is a vibrant marketplace for eyecare professionals and retailers seeking a vast array of frames, eyewear components and stylish accessories. Explore offerings from China, South Korea, and beyond in this new and energetic showcase on Level 3.



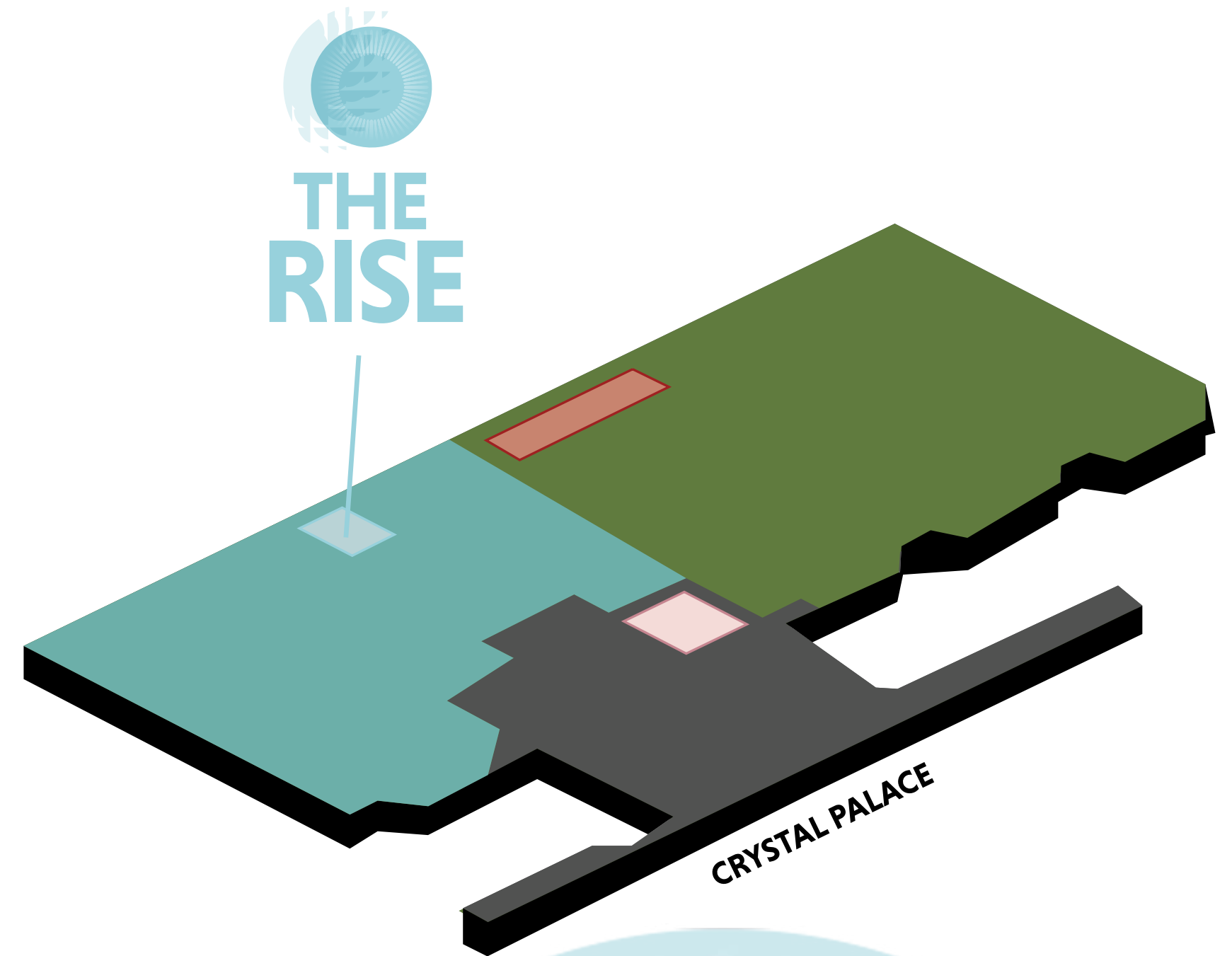


# THE RISE

Welcome to the future of eyecare. Born of the moment and designed for the future, this discovery zone for emerging scientific and medical products and technologies unites advances in the burgeoning fields of Ocular Aesthetics, Telehealth, and Personal Protective Equipment (PPE) in a curated and cutting-edge neighborhood designed to usher visitors into the next generation of eyecare practice.

## **EXHIBITOR CATEGORIES INCLUDE:**

- Ocular Aesthetics
- Personal Protective Equipment (PPE)
- Telehealth





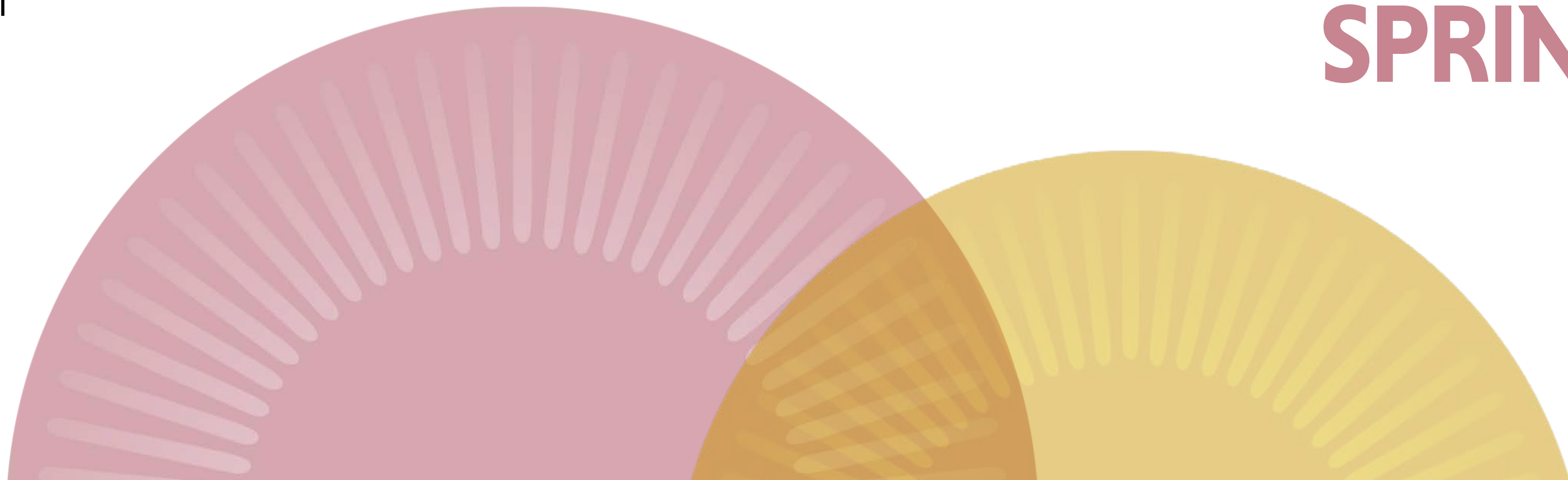
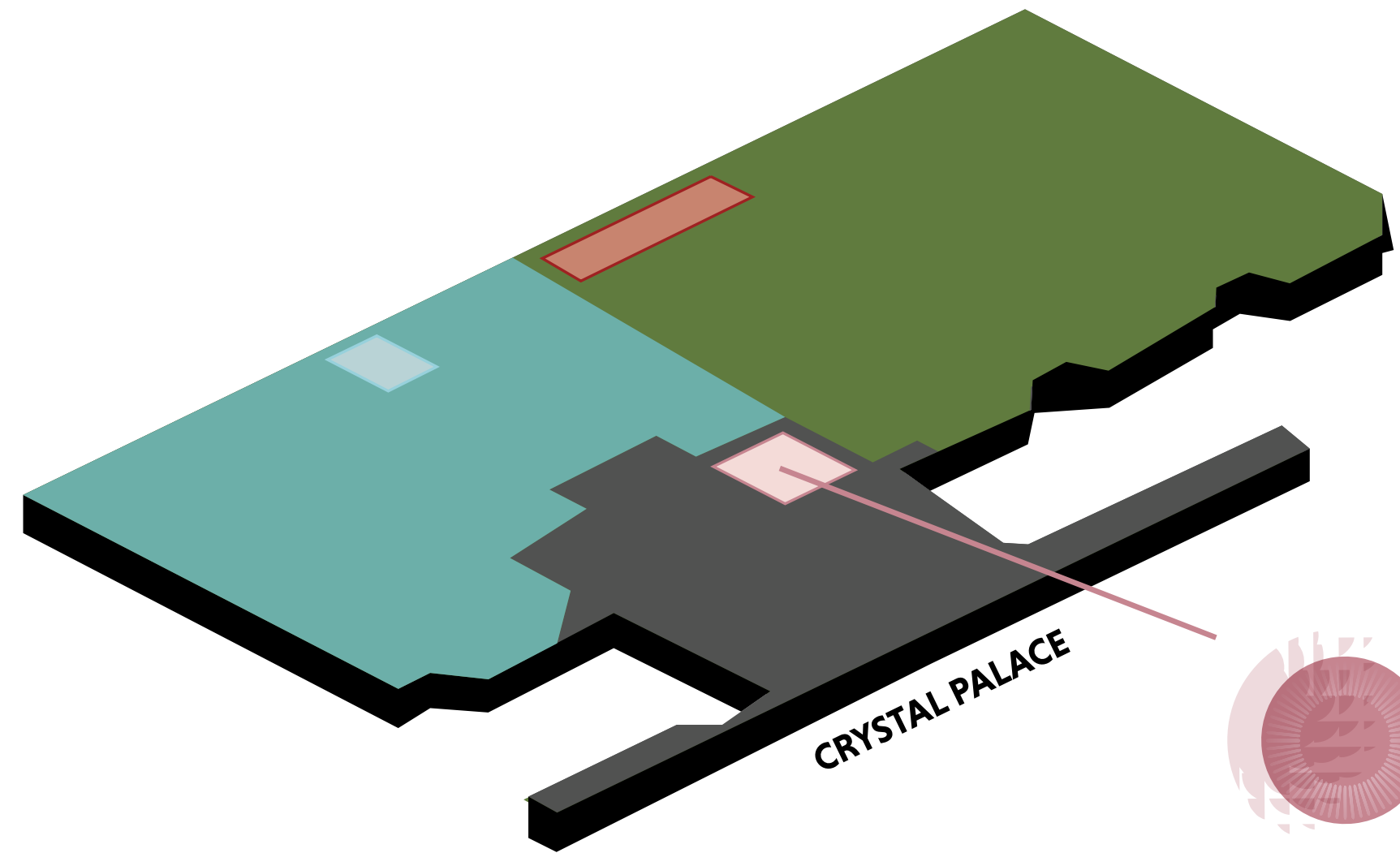
# THE SPRINGS

A true discovery zone, this is Vision Expo's incubator for emerging talent in eyewear design. Dive into collections by these international ones-to-watch and be privy to a first glimpse of experimental artistry from this next generation of industry-vetted rising stars.

## WINNERS OF 2019 EDCFDA TALENT SEARCH:

SpiltMilk

Tyche + Iset



# LEVEL FOUR

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**THE  
UNION**



**THE  
RIVER**





# THE UNION

The ultimate shopping experience for those seeking the newest in independent design, this energetic showcase enjoys an exclusive position adjacent to The River on Level 4. Visit the fashion epicenter of Vision Expo for new collection launches, pop-culture inspired collaborations and "talk-of-the-show" trends.

## **EXHIBITING COMPANIES INCLUDE:**

Etnia Barcelona

Lafont

Lindberg

Modo







# THE RIVER

Driven by design, this is the realm of the daring. As an exhibitor in The River, you are a part of this leap forward. Showcase collections that continue to shape the future of eyewear in a thrilling fashion, art and culture-inspired universe, set at the very top of the Vision Expo experience.

The River boldly plants a flag for what an exhibition can be - a celebration of an industry steeped in innovation, discovery, and deep relationships that will ensure its prosperous future.

## **EXHIBITING COMPANIES INCLUDE:**

Gold & Wood

Kuboraum

LA PETITE LUNETTE ROUGE

Rigards



# HOW YOU CAN PARTICIPATE

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## 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 River (formerly The Underground)
- The Union (formerly The Galleria)
- The Focus (formerly Medical, Lenses + Processing, Low Vision)
- The Park (formerly Eyewear & Accessories)
- Look East
- The Rise
- The Springs

## 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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**VISIONEXPO.COM**