

Expo Attendees Are Back And So Is the Show's Energy



NEW YORK— Nearly three years to the day of when lockdowns began during the COVID-19 pandemic, the Javits Center opened its doors on Friday to thousands of vendors, buyers, eyecare professionals and industry

leaders. "This is the first year where it feels like the energy is back" said Stevie Mitchell of VSP Vision located in Rancho Cordova, California.

This year saw a sharp increase in the number of exhibiting vendors as the optical industry returned to New York City. More than 425 exhibitors filled the show floor, while dozens of unique educational programs were held in other areas of the Javits Center.

As always, OptiCon was the place to take in thought-provoking panel discussions, education and celebrations geared to opticians,

Continued on page 70

Question of the Day

What motivated you to come to Expo and what are your priorities?



Robert Dalton Opticians Association of Canada Winnipeg Manitoba

"We come to this trade show to see opticians, members, industry partners and make new connections. We are interested in new business models and discovering new ways to create collaborative practices."

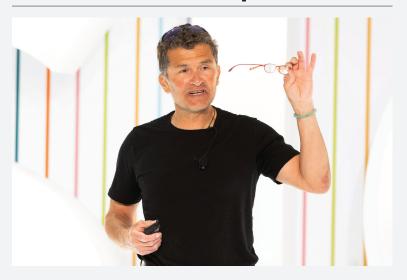
Continued on page 8

SHOW DAILY

PUBLISHED BY MI IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO



Let's Raise Our 'Glasses' to a Successful Vision Expo East 2023



NEW YORK—As Vision Expo
East 2023 wraps up today, the
organizers of Vision Expo, The
Vision Council and RX, said they
"would like to thank all supporters, attendees and exhibitors for
their enthusiasm, hard work and
commitment—together we've
had an incredibly successful
show in New York City."

"We were thrilled to see so many exhibitors doing business, learning, forging new relationships and connecting with longtime peers at Vision Expo East," Ashley Mills, CEO of The Vision Council, co-organizer of Vision Expo, said.

"We are so appreciative to the vision community for making this event possible. The success of this Show directly impacts The Vision Council's ability to fulfill its mission of growing the industry through education, advocacy, research, and consumer education.

Thank you for a fabulous weekend and we look forward to hosting you in Las Vegas for Vision Expo West," Mills said.

Continued on page 8

Single Vision just got upgraded.

ZEISS ClearView Lenses

