



International Vision Expo East and West, the worldwide conferences and exhibitions for eyecare and eyewear, are trade-only events that draw more than 30,000 eyecare professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo is dedicated to giving back to the entire ophthalmic community. Proceeds from the conferences are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2012, The Vision Council reached millions of consumers with its messages through marketing materials, social media efforts, public relations outreach and strategic partnerships.

Held in New York City in the spring (Vision Expo East) and Las Vegas in the fall (Vision Expo West), the shows are recognized for highlighting the most eyecare products in one place. Nearly 600 exhibitors, representing more than 5,000 brands, come together for three high-energy days to showcase the latest in frames and accessories, lenses, finishing, surfacing and processing technology, low vision and medical and diagnostic products and equipment from around the world.

In addition to featuring advances in technology and the largest collection of international eyewear and accessories from the world's leading manufacturers, International Vision Expo East and West also educate more optometrists and opticians than any other conference. Combined, they feature more than 675 hours of Continuing Education each year, for every role and experience level, focused on core competencies — diagnosis, treatment and management of disease, clinical application of products, and healthy business solutions.

Five years ago, International Vision Expo expanded its efforts and developed an optometry student program to provide the next generation of eyecare professionals with access to technologies, products and education to help them succeed in the future. With the help of feedback from students, schools and industry partners, the program has grown to welcome more than 700 optometry students each year. Students have access to travel grants and transportation assistance, free exhibit hall registration, complimentary education, free lunches and multiple networking opportunities both with fellow students and with practicing ODs.

International Vision Expo is excited to be working closer with the schools to meet needs outside of its

conferences and to expand into programs that will support young ODs and alumni. For more information about International Vision Expo, including its student program and Young Professionals Club, visit www.visionexpowest.com. Questions can be directed to Kristen Reynolds at KReynolds@thevisioncouncil.org.

**Information for this Industry Spotlight was supplied by International Vision Expo and not independently verified by Eye on Education.*