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## My Vision Show Announces Rewind, Opens Doors to All Exhibitors

My Vision Show, a leader in virtual and interactive events, has announced the very first My Vision Show Rewind. In the spirit of inclusivity and based on popular demand, My Vision Show will now be open to all brands within the eyecare world. The decision comes as My Vision Show is poised for the “My Vision Show Rewind” on November 19-21, 2021 which will highlight the independent brands, and a select few content creators, who participated in the show throughout the year. Global Vision Fair 3D, the first 3D interactive platform will also announce its dates during My Vision Show Rewind and will provide a sneak preview to all visitors.

My Vision Show has been gaining national attention from the eyewear community, optometric communities, and the trade show industry at large for hosting an unparalleled virtual, and hybrid, experience. While, in the past, My Vision Show was only open to the independent segment of the industry, the show’s founder, Charlene Nichols, and the team have agreed that it is time to be more inclusive by inviting everyone to participate. The decision comes after many requests from past attendees to include various beloved brands that do not fall into the independent category.

“Although our attendees are primarily from the independent segment, their voices have been clear that a diverse mix of brands is required to run a functional business and we recognize the need for all brands to be present so these business owners can make informed decisions based on their practice needs,” says Nichols. This will, for the first time, allow brands from all sectors of the industry to participate in the show starting 2022.

While the show is committed to being inclusive of all brands, My Vision Show will remain steadfast in its mission to focus on solutions geared towards independent eyecare businesses. Independent brands who currently partner with My Vision Show have also voiced their support for the change citing a larger potential audience and the ability to showcase alongside larger brands as a bonus to their participation.


The My Vision Show Rewind is scheduled to take place on November 19-21, 2021, and will include brands that have been showcased throughout the year and will feature content from the year’s top ten speakers. The top speakers will be decided via a public poll that will be available on My Vision Show’s social media channels. The Rewind will be free for attendees and will include raffles, scavenger hunts, and prizes to celebrate another year of My Vision Show.

The My Vision Show Rewind is open to all brands and attendees and will provide an opportunity for future strategic partnerships in 2022. All brands who wish to exhibit at My Vision Show in 2022, will be able to register at the Rewind at a special rate. The Rewind will also serve as a first look at My Vision Show’s strategic partnership with a world-renowned educational leader in ophthalmic education, details to be revealed shortly, and offer a sneak peek of Global Vision Fair, the first-ever 3D virtual meeting platform in the eyecare industry.

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