

## Vision Expo East to Debut New Elevated Experiences and Events in Orlando

Norwalk, CT (January 10, 2025) – Vision Expo East is set to transform and inspire the optical industry with a reimagined show floor and enhanced programming at its inaugural Orlando edition. Taking place February 19-22, 2025, at the Orange County Convention Center, the event will bring together more than 300 of the industry's most influential eyecare and eyewear brands showcasing cutting-edge products and services in a brand-new show floor layout, along with the event's extensive and accredited continuing education will deliver over 270 hours of educational programming beginning February 19, covering essential clinical, technical and business topics for all industry levels.

At the heart of the enhanced experience, the **Main Stage** will pulse with daily programming including thought leadership sessions, expert panels and an exciting keynote interview. The stage will also feature the **Flaunt the Frame** fashion shows presented by the Accessories Council, showcasing select frames from the expanded NOW Trends Showcase.

The exclusive new **Platinum Club** will welcome VIP practices, media and influencers, while the **OptiCon Hub**, presented by the United Opticians Association (UOA), to offer a dedicated space for opticians to connect and learn. The new **Resource Center** located near the Main Stage will bring together The Vision Council with industry associations and charitable partners, creating a central hub for community engagement.

Additional show highlights include:

- **Indie Lab Speakeasy**, a unique meeting space collective for leading independent laboratories, sponsored by Artisan Lab Network
- **NOW Trend Showcase**, centrally located in the show entrance featuring expanded categories and a fresh design
- **Zeiss German Beer Garden**, offering an eclectic environment and themed drinks
- **Conferee Café**, a new French inspired lounge with daily refreshments and barista
- **OTC Showcase**, featuring the industry's most sought-after over-the-counter products

**Enhanced dining and networking spaces** with the V Bar for daily happy hours, curated lounges, café and daily snack breaks for continuing education courses



The comprehensive event programming extends beyond show hours with exciting parties and networking opportunities off the show floor:

- **Opening Night Party** on Thursday, February 20, beginning at 9 p.m. taking over multiple bars within The Pointe area and entertainment from two DJs, live country music and outdoor concert by the Bad Habits.
- **Optical Women's Association Champagne Breakfast: Celebrating Women in Leadership** celebrating our 2025 OWA award recipients.
- **17th annual Vision Monday Summit** at the Dr. Phillips Center for the Performing Arts, dive deep into how collaboration drives us forward. Shuttle service available following the OWA breakfast.
- **Prevent Blindness Person of Vision Dinner**, celebrate Dr. Purcell and join us for a night to remember while supporting Prevent Blindness and its sight-saving programs on Wednesday at 6 p.m.
- **Tropical Cocktail Reception** on Friday, February 21 from 6:00 – 7:30 p.m., poolside at the Rosen Centre offering live entertainment in a tropical oasis setting.

[View the full schedule of events](#)

"We have exciting new ways for the optical industry to connect and celebrate at Vision Expo East 2025 in Orlando," said Mitch Barkley, Vice President of Trade Shows at The Vision Council. "The enhanced show floor and expanded programming reflect our commitment to delivering an exceptional experience for all attendees."

Vision Expo East 2025 will provide complimentary shuttle service to host hotels and event venues. Registered participants can also save 50% on Brightline rail travel between Miami and Orlando (with multiple South Florida stops) for February 18-23, 2025, visit [here](#) to learn more.

To make the most of planning for Vision Expo East, attendees can register and explore exhibitors, events, course lists and more by visiting [east.visionexpo.com](http://east.visionexpo.com).

[Click HERE](#) for the press release.