

30 YEARS OF IMPROVING VISION AND VISIBILITY

Over the last 30 years, The Vision Council has invested International Vision Expo revenue into successful consumer awareness initiatives, most notably Think About Your Eyes, to help educate Americans about the importance of comprehensive yearly eye exams. Additional consumer campaigns include Eyecessorize, promoting trends in fashion eyewear, digital eye strain and UV protection.

DIGITAL EYE STRAIN



The Vision Council was the eyecare industry's strongest advocate for bringing consensus to the phrase "digital eye strain" as an accepted term.

1.7+ Billion
consumer impressions for
Lens Trends & Technology for
DIGITAL EYE STRAIN.

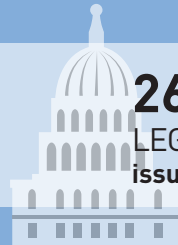


EYE EXAMS

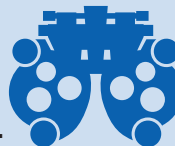


As a long-standing supporter of the **Think About Your Eyes** awareness campaign, The Vision Council's efforts have contributed to an increase of more than 1 million new eye exams. Last year, the program yielded nearly 1.3 billion consumer impressions.

26,835 hours spent on
LEGISLATIVE/REGULATORY
issues related to vision care.



1.1+ Million
projected additional
INCREMENTAL EXAMS
driven by TAYE advertising.



FASHION EYEWEAR

The Vision Council's Eyecessorize fashion eyewear campaign is the go-to source for the latest trends in frames.



9.3+ Billion
Eyecessorize-generated
consumer impressions for
EYEWEAR FASHION.



2.3+ Billion
consumer impressions for
UV PROTECTION.



THREE DECADES OF EYE-OPENING IMPACT



1986

The first International Vision Expo & Conference is held in New York City.

1989

The first West Coast merged show is held in the fall.

2007

International Vision Expo creates its Attendee Advisory Board and Conference Advisory Board.

2013



Think About Your Eyes launches as a national consumer education initiative to encourage people to receive regular eye exams. International Vision Expo signs on as a proud supporter of the program.

2015



International Vision Expo launches its Young Professionals Advisory Group dedicated to programming and content for the next generation of eyecare and eyewear influencers.