



Andrew M. Cuomo, Governor

FOR IMMEDIATE RELEASE

**THE JAVITS CENTER WELCOMES THE INTERNATIONAL VISION EXPO  
AND CONFERENCE TO MANHATTAN'S WEST SIDE**

*More than 20,000 Eyecare Professionals and Visitors Expected to Attend*

*More than 5,000 of the World's Leading Vision Brands on Display at the Javits Center*

NEW YORK (April 15, 2016) – The Javits Center is proud to welcome the International Vision Expo and Conference, a world-leading ophthalmic event celebrating its 30<sup>th</sup> anniversary this year. From Friday, April 15 to Sunday, April 17, the trade show, which is co-owned by Reed Exhibitions and The Vision Council, is considered the world's most inclusive ophthalmic event, providing comprehensive education covering the full spectrum of medical, diagnostic, lab and practice management skills and the latest trends in eyewear fashion. More than 15,000 eyecare professionals are expected to attend the industry-only tradeshow, which will showcase visionary designs, leading products and technology, as well as the latest medical advances and business solutions within the eyecare industry. This month, the Javits Center is also celebrating its 30<sup>th</sup> anniversary – following three decades of hosting the world's most iconic brands that have spurred economic activity and job creation across the New York region.

“We are proud to host the International Vision Expo and Conference, which unveils the latest industry trends in one of the country's hottest industries,” said Alan Steel, President and CEO of the New York Convention Center Operating Corporation, which operates the Javits Center. “Spectacular events like Vision Expo attract tens of thousands of visitors from around the world who support New York's businesses and fuel the Empire State's economic engines. With our upcoming expansion project, we expect to host even more events that represent the heart of the exposition industry in the United States.”

“We are grateful to all of our attendees and exhibitors for supporting this show and helping to strengthen and advance our industry,” said Tom Loughran, group vice president, Reed Exhibitions. “The activity on the show floor, the caliber of the education sessions, and the excitement on the streets of Manhattan underscore the relevance of Vision Expo and the value of coming together as one unified industry.”

At the Javits Center, the International Vision Expo East show floor spans three levels and includes more than 5,000 brands from 650 exhibitors around the world. The exhibitors represent eyewear, sunwear and accessories; lenses; contact lenses; finishing, surfacing

and processing technology; low vision; medical and diagnostic products and equipment; business solutions; laboratories; managed vision care and non-traditional vision technologies. The International Vision Expo also offers new programs to address the future state of eyecare and how professionals can position themselves for success. Out of more than 320 hours of expert-driven education, the 2016 curriculum presents multiple courses, which focus on the way eyecare practice and technology are poised to revolutionize the profession and industry. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products.

“Attendees and exhibitors alike feel good about being part of an event that serves and supports the entire optical community, said Ashley Mills, Vice President Tradeshows & Meetings, The Vision Council. “As a result of International Vision Expo, The Vision Council invests in successful consumer awareness initiatives, most notably the Think About Your Eyes Campaign, to help educate all Americans about the importance of comprehensive yearly eye exams.”

In January, Governor Andrew M. Cuomo announced a \$1 billion expansion project for the Javits Center, which will include five times more meeting room space, the largest ballroom in the Northeast and an on-site truck marshaling facility that will relocate 20,000 trucks off local streets each year. This expansion will enable the Javits Center to host more dynamic events, improve its operational efficiency and generate nearly \$400 million in additional annual economic activity. Construction is set to begin later this year.

### International Vision Expo & Conference

International Vision Expos, the worldwide conference and exhibition 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 gives back to the entire ophthalmic community. Vision Expo East Ranks 74th on the 2014 *Trade Show Executive* magazine's list of the Gold 100 Largest Trade Show List. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. Each year, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships. International Vision Expo & Conference is a proud supporter of Think About Your Eyes, a national public awareness campaign, presented by The Vision Council and the American Optometric Association, designed to educate the public on the benefits of vision health and promote the importance of getting an annual comprehensive eye exam. Keep this vital campaign going! Sign up at [ThinkAboutYourEyes.com/Enroll](http://ThinkAboutYourEyes.com/Enroll).

### Javits Center

Known as the “Marketplace for the World,” the Javits Center was originally designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York’s

primary venue for large conventions, trade shows and special events and serves as home to many of the world's top 250 trade shows, hosting millions of visitors a year. Located on 11th Avenue between West 34th and West 40th sts. in Manhattan, the Javits Center generates up to \$1.8 billion in economic activity and supports more than 17,000 jobs a year. The New York icon has 840,000 square feet of flexible exhibition space, 102 meeting rooms and four banquet halls, as well as a range of technology services, including state-of-the-art WiFi capabilities. For more information, visit [www.javitscenter.com](http://www.javitscenter.com).

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