

SEPTEMBER 16, 2017

PUBLISHED BY **VM**  
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## There's a Positive Buzz From the Show Floor as Expo Closes Out

LAS VEGAS—As the show heads into its third and final day, strong foot traffic, busy events and buying activity remind exhibitors and attendees alike why Vision Expo is the premier destination for shopping and networking in the eyecare industry.

“Social media buzz has reached an all-time high for Vision Expo surpassing 2 million impressions by mid-day Friday, and *Women's Wear Daily* adding to the social conversation with two back-to-back days of fashion panel live-streams. Attendees are sharing their excitement about the new collections and latest product launches across the Show Floor, and the connections they've made through the many new events and programs,” said Melissa Ashley, Reed Exhibitions senior vice president.

“Reports from exhibitors indicate that this year's Show has been their strongest in recent years, with many indicating record Show sales and buyers who are thrilled with the latest collections, she said.”

“Attendees have shown a huge amount of interest in the events that we've brought to the Show Floor, both new sessions and longtime favorites that we've brought back due to popular demand,” said Mitch Barkley, The Vision Council vice president of Trade Shows and Meetings. “Our partnership with



*Women's Wear Daily*, the popular boutique buyer event, along with pop-up talks and our events lineup in the #VisionExpo Content Studio, have been repeatedly named as top-hits among buyers and eyecare providers alike.”

Lastly, don't forget to visit the Vision Expo mobile app to cast your vote for your favorite exhibitor booth in the categories of 'most creative booth design' and 'best use of technology'. One voter each day will win a \$500 AmEx gift card. Standings will be periodically announced throughout the show, and the winners for each award will be announced on today at 4 pm via Vision Expo social media channels. ■

## Jobson and Essilor Present 'Defining the Future of Optometry' Symposium

LAS VEGAS—If months of research and data analysis directed at forecasting the future of optometry could be boiled down to a simple take-away phrase, that phrase would have to feature the word “optimism.” At least that's the way Richard Edlow, OD, a longtime “eyeconomist” and a featured presenter at Friday morning's keynote breakfast, sees the future for the optometry, especially the independent eyecare professionals (ECPs).



Mark Wright, OD was the keynote presenter.

“As optimistic as I was back in 1980 about our profession, I have never been so optimistic as to the

## In With the New: Expo West Amps It Up With Spotlight on Fashion and Innovation

LAS VEGAS—This year's Vision Expo West has been met with new features, products and experiences as fashion, education and technology converged to give attendees the ability to customize their show experience to create a one-of-a-kind atmosphere over the three-day event. The show brought access to over 5,000 trendsetting brands and designers as attendees gained insight on how to source and build their ideal inventory.

“It's exciting to see that we're not only engaging with attendees, but there's so many Facebook Live events happening from the show that are sharing the excitement and the latest frame and lens trends,” said Rose Harris, associate director of marketing, for Transitions. Harris participated in the “WWD Eye on



Style” Facebook Live event during Vision Expo West.

For the first time, Vision Expo partnered with *Women's Wear Daily* (WWD) to film Facebook Live sessions promoted to over 4 million WWD social media followers.

The Facebook Live sessions along with the show's Pop Up Talks took place in the Galleria's brand new

## Show Experience

### Think About Your Eyes Celebrates Gift of Sight With New Campaign

ALEXANDRIA, Va.—Think About Your Eyes' first commercials, developed in 2007, were designed to emulate public service announcements. Thanks to increased industry support for Think About Your Eyes, a new creative campaign launched in August, marking the first new creative since the campaign's initial debut.

"We saw an increasing need to reach consumers on an emotional level with our message about annual eye exams, and thus the opportunity to develop a new creative campaign to change their behavior around their vision health," said Jon Torrey, Think About Your Eyes' executive director.

To ensure the new campaign would have maximum impact with the target audience, the Think About Your Eyes team conducted two phases of market research. The first evaluated a wide variety of strategic approaches to help determine how best to motivate people to get a yearly exam from an eye doctor.

The second tested several creative approaches, developed in partnership with ghg | greyhealth group, that brought the winning strategy to life in different ways. This phase of research, which included more than 1,000 consumers, was specifically designed to measure the emotional impact of each potential campaign, as well as how strongly that emotional response was tied to behavior change.

Based on these criteria, a campaign called "Seeing is a Gift" emerged as the winner. It's a celebration of sight, and all that it brings to our lives, and our children's lives. It's also a reminder of how important it is to protect this most precious gift.

"Sight is something many people take for granted, but there is more to good vision than 20/20. Regular face-to-face eye examinations detect many eye and vision problems where there are no obvious signs or symptoms and serve as a primary health care access point for the



Scenes from the new ad campaign called "Seeing is a Gift," celebrates sight and reminds viewers to protect this most precious gift.

potential detection of over 275 systemic conditions with documented ocular involvement," said Rick Weisbarth, OD, FAAO and vice president of Professional Affairs for Alcon U.S. Vision Care. "As a company whose purpose is helping people see better, Alcon is thrilled to support the Think About Your Eyes awareness campaign and share the importance of yearly eye exams."

The commercials aired during a primetime broadcast on during NBC's America's Got Talent in August, select MLB games on ESPN and over 27 cable networks in primetime. The commercials also appeared in online video ads on popular news and

lifestyle websites.

In 2016, Think About Your Eyes' messaging led to an additional 1.15 million eye exams and an additional \$495 million in industry revenue. Think About Your Eyes is supported by International Vision Expo and 20 additional industry partners including Alcon, The Vision Council, American Optometric Association, All About Vision, Gunnar Optiks, Jobson Optical Group, National Vision, Inc. (NVI), SpecialEyes, SPY, Hilco Vision, Walman, Transitions, Shamir, Chemistrie Eyewear, Essilor, Luxottica Group, Eschenbach, Johnson & Johnson Vision, First Vision Media Group and **WestGroupe**. ■

# Show Shots

1. The team from The Eye Site in Artesia, New Mexico, were among those who previewed the new 2018 Silhouette sunwear collection at The Suites.
2. Customers stopped by The Suites to view the collections from Safilo.
3. Modo's Rebecca Giefer takes a minute to pose while in-between meetings.
4. Wiley X's Frank Rescigna showed his love for eyewear with a shirt decorated with eyeglasses.
5. Gunter Schneider (l) poses in front of Schneider GmbH & Co. KG's HSC Modulo XTS.
6. (L to R) Carl Zeiss Vision's Andrew Hyncik, Summer Bouchededid, and Jens Boy greet attendees in the Zeiss booth.
7. Ocuco's Robert Shanbaum is all smiles in the company's booth.
8. Michael and Beverly Suliteanu take a much needed break in the packed WestGroupe booth.



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