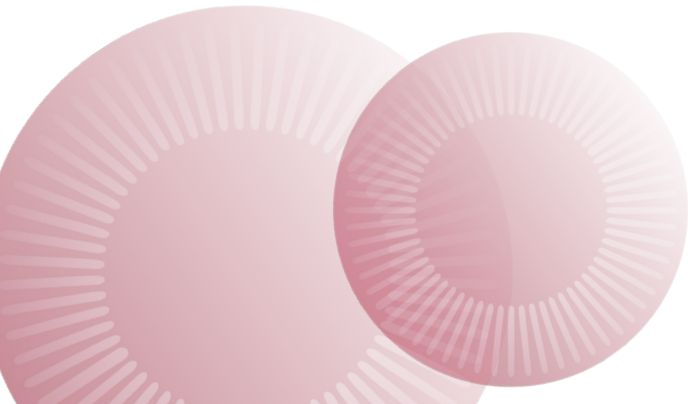
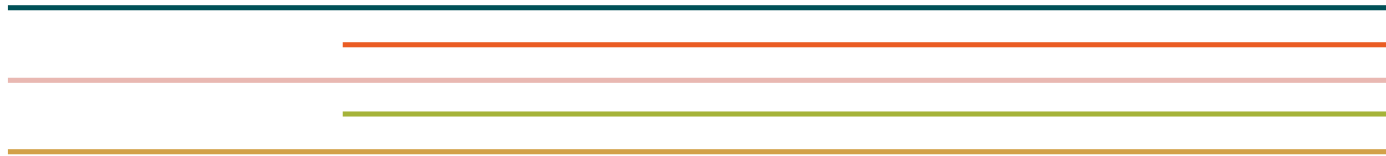


THE SPRINGS

VISION EXPO 2023 | NYC
EDUCATION: MARCH 16-19
EXHIBIT HALL: MARCH 17-19
JAVITS CENTER | NYC

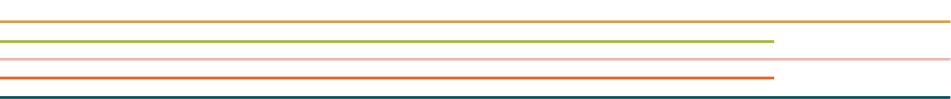


ABOUT THE SPRINGS

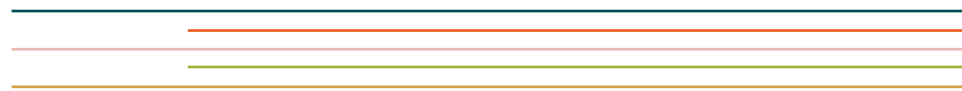
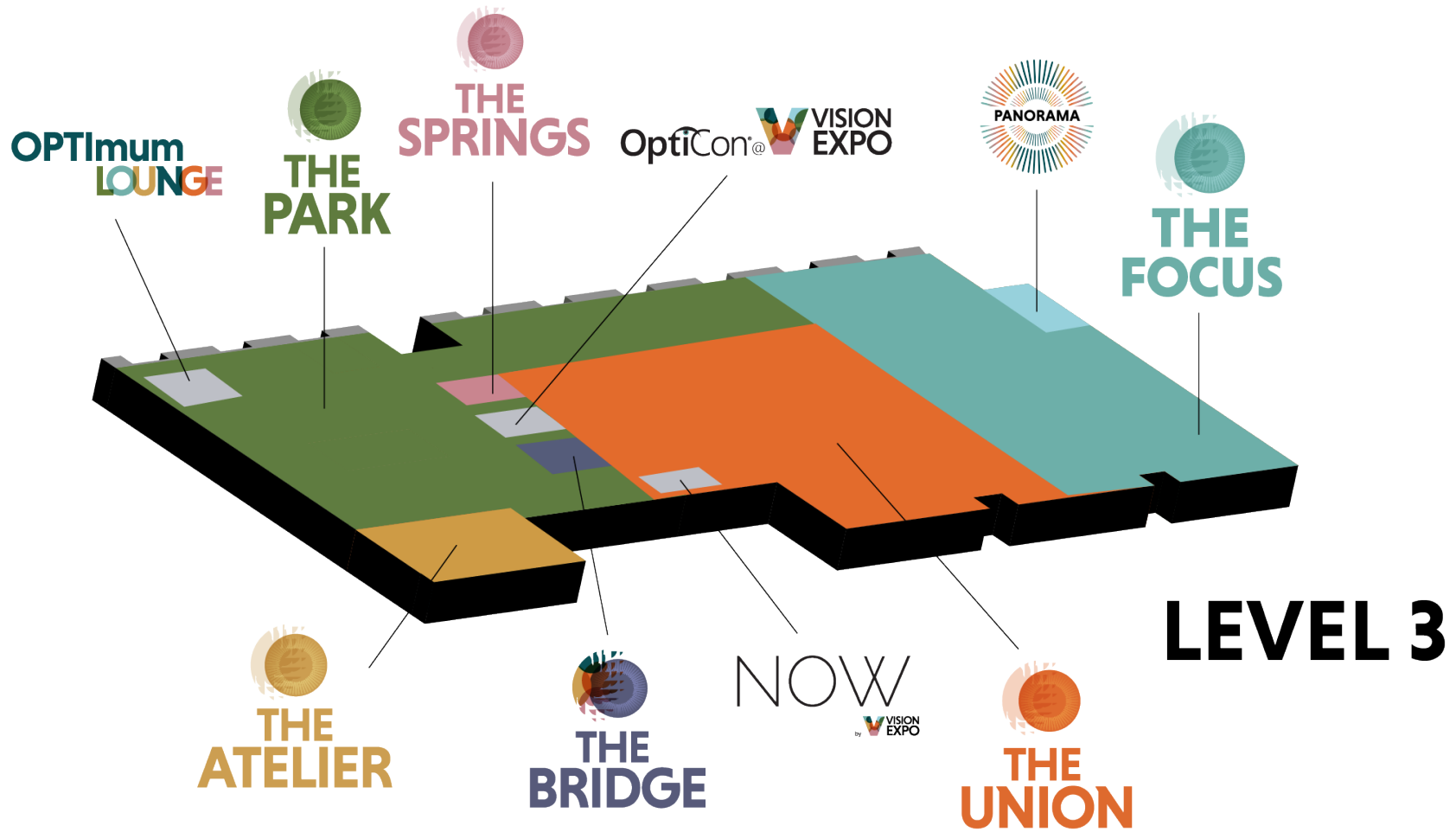
A true discovery zone, this is Vision Expo's incubator for emerging young talent in eyewear design who have been in business for less than 5 years. Promoting hand-selected collections by domestic and international ones-to-watch who offer a glimpse of the latest artistry from around the world.

Friday, March, 17 - Sunday, March 19, 2023

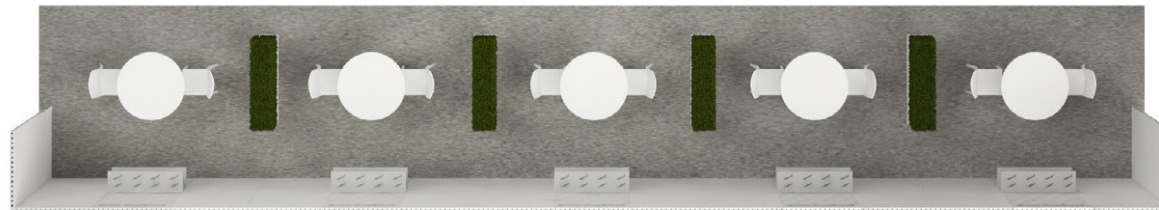
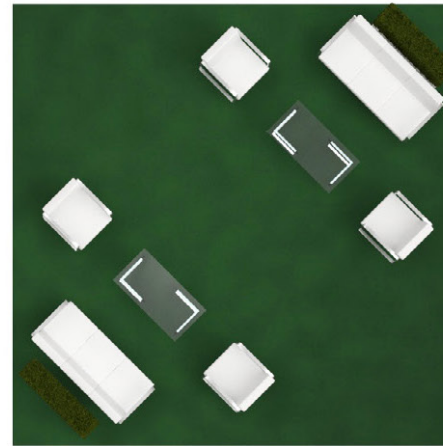
Javits Center | New York City



VISION EXPO NEIGHBORHOODS



THE SPRINGS LAYOUT



THE SPRINGS BOOTH PACKAGE

Committed to leading the vision industry into its next decade, Vision Expo is paving the way with our new home for the newest and most innovative emerging designers in the business. A beautiful laboratory for you to begin to sculpt your future in the vision industry.

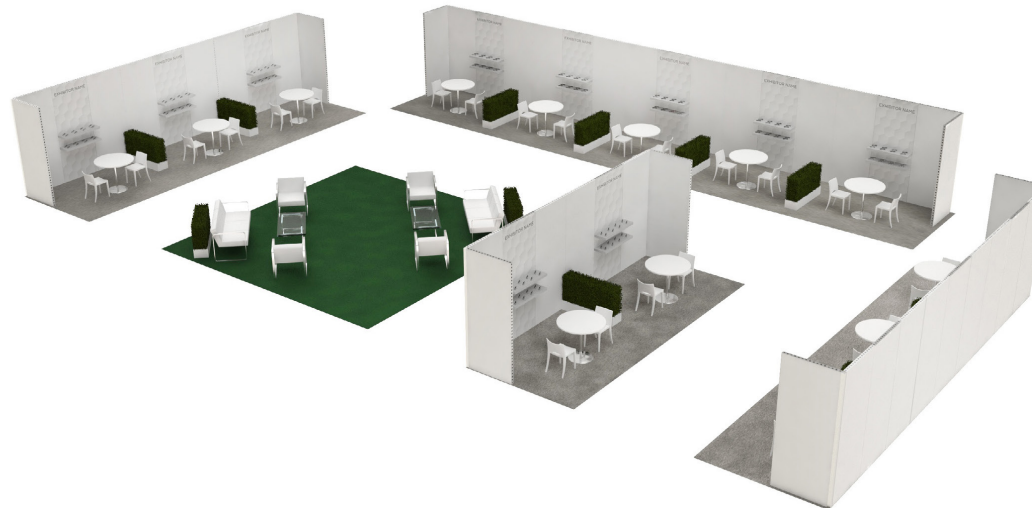
What's Included:

- (1) Graphic Center Panel
- (2) White Flanking Panels
- (2) Shelves
- (1) Table
- (2) Chairs
- (1) Hedge
- (1) Brand Decal



Plus:

- One year Vision Council (TVC) membership (\$1,000 value); which includes access to Vmail subscription, market data and regulatory expertise.
- Companies domiciled outside the USA will need a registered FDA agent. TVC will provide that



ABOUT THE VISION COUNCIL

The Vision Council promotes growth in the vision care industry and positions its members for success through education, advocacy, research, consumer outreach, strategic relationship building and industry forums. All new exhibitors in The Springs receive a complimentary introductory membership with The Vision Council, valid through the end of the calendar year following their first Springs exhibit.

With over 100 combined years of experience in the vision community, The Vision Council's team of experts is well positioned to provide the following services to its members:

- The Vision Council inSights Research Program offers members **complimentary, detailed research reports**, as well as access to Custom inSights to help solve business challenges, analyze market opportunities, and provide strategic recommendations to companies and brands of all sizes.
- The Vision Council's dedicated government and regulatory (GR) Affairs team is committed to **protecting members' businesses as well as improving Americans' access to vision care products and services**. From tariffs and trade to newly introduced legislation, members can submit a request for a consultation with the GR team.

For more information please contact:

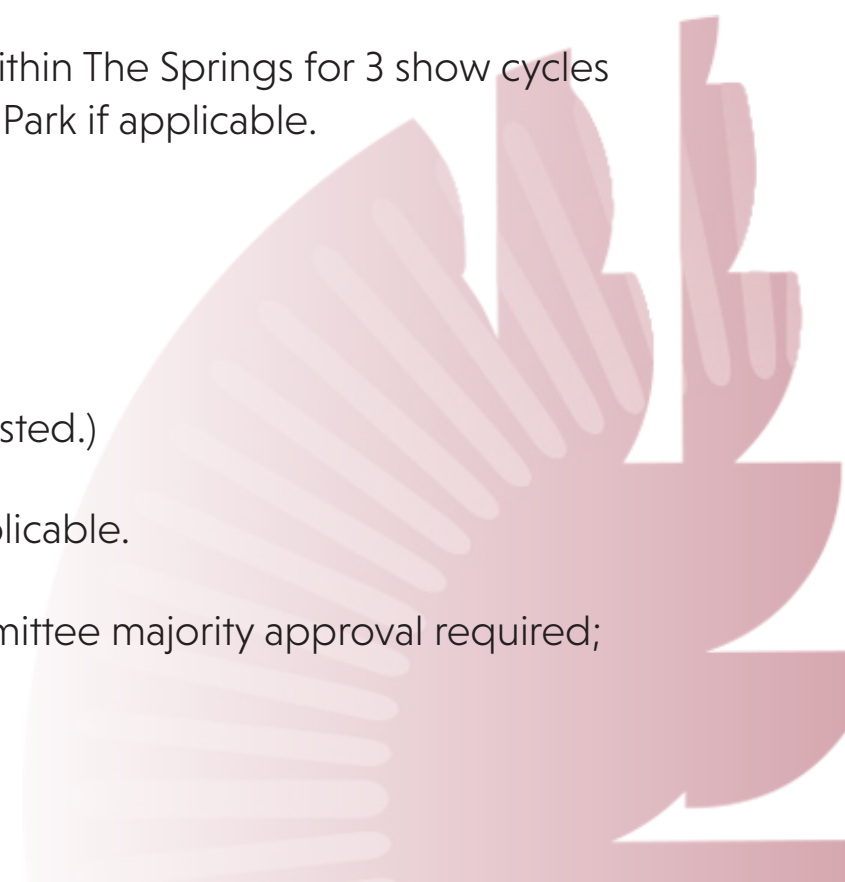
Mike Vitale
mvitale@thevisioncouncil.org
682-300-9458



THE SPRINGS QUALIFICATIONS

- Under 5 years in business.
- Very limited early distribution in terms of volume and channels.
- Collections should be created/produced/inspired by a designer – a person behind the brand.
- Ideally, designers should produce limited editions/small production collections.
- Collections should have unique styling in terms of design aesthetic and craftsmanship.
- Accepted companies into The Springs may only exhibit within The Springs for 3 show cycles before graduating to either The Union; The Atelier or The Park if applicable.

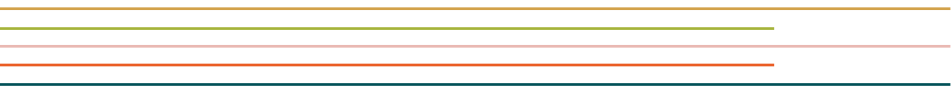
APPLYING

- Application required.
 - Photos of your product required. (Samples may be requested.)
 - Samples of marketing, branding and/or advertising if applicable.
 - Open to companies not already within Vision Expo. Committee majority approval required; letters of reference from current Retailers may be helpful.
- 

THE SPRINGS BOOTH PRICING

SQUARE FEET	PRICE
80	\$5,729

*Booth fee includes: booth set up, breakdown, listed furnishings, website listing, lead retrieval and all Springs amenities.



THE SPRINGS



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CONTACT

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