



The Vision Council is a non-profit trade association that serves member companies in diverse segments of the optical industry. Membership is available to any firm or corporation whose primary business is the manufacturing or distribution of optical products or services.



MEMBER BENEFITS

As the vision care leader in enabling better vision for better lives, The Vision Council promotes growth in the vision care industry through **education, advocacy, research, consumer outreach, strategic relationship building** and **industry forums**.

The Vision Council positions members for success by **providing analysis on timely optical market trends and offering access to custom research** from the most comprehensive optical and trade research program in the United States. Additionally, The Vision Council advocates on Capitol Hill, within federal agencies, and in many state capitals on issues impacting the field of vision care products and provides members with **access to The Vision Council's regulatory and federal affairs teams** to assist in company-specific issues.

The Vision Council also creates opportunities for **strategic relationship-building** through access to exclusive member programming at **industry forums** like **Vision Expo**, the trade-only conference and exhibition held twice a year that serves as a marketplace for the vision community to discover trends and conduct business, and the **Executive Summit**, an annual, executive-level networking and leadership development event.

Furthermore, The Vision Council **supports consumer outreach** through a partnership with national public awareness campaign **Think About Your Eyes**.

TOOLS FOR SUCCESS

Optical Market Research Data and Trends



From consumer opinions to international trade figures, The Vision Council's research programs offer a unique view of the optical industry. The research program's breadth of products and custom research capabilities distinguish The Vision Council as the leader in optical market research, insights, and analysis.



Members of The Vision Council have access to free quarterly and annual reports including:

VisionWatch Market Analysis Reports

The market measurement for the optical products and services markets, this quarterly report provides insight into the optical market through current and historical trends, retailer shares, information on customer traits and demographic breakdowns. In addition to the VisionWatch U.S. reports, The Vision Council also provides members with international insights through the VisionWatch Canada Report.

VisionWatch reports include:

- VisionWatch Market Analysis Report
- VisionWatch Report Card
- VisionWatch Vision Care Market Quarterly Overview
- VisionWatch Canada Market Overview

Consumer Barometer

As part of the larger VisionWatch consumer research project, the Consumer Barometer is a quarterly report focused on consumer sentiment and behavior toward wearing and buying eyewear, as well as receiving eye exams. In each edition of the report, data is provided for the most recent 12 month ending period with comparisons to the previous two years.

Comprehensive Product Market Reports

The Vision Council offers a deeper look into key optical product segments through comprehensive product market reports, produced on a quarterly basis and available at a discounted price for members. These paid reports offer additional details on product trends, market share, competitive landscape, channel dynamics, and consumer attitudes and behaviors on the following list of optical products and services:

- Contact Lenses Standard Report
- Frames Standard Report
- Lenses Standard Report
- Managed Vision Care and Behavior Report
- Readers Standard Report
- Refractive Surgery Standard Report
- Sunglasses Standard Report

Special Interest Reports

The Vision Council understands that the optical industry is constantly changing and evolving in response to new products, services, technologies, channels and consumer trends. To help members and partners manage their businesses amidst these dynamics, The Vision Council conducts research and prepares special interest reports on relevant and timely topics. Pricing varies on each report and many are available free to members. Examples of special interest reports include:

- COVID-19 Research Reports
- Consumer Technology Study
- Economic Situation Report
- Internet Influence Report

Custom Research

The Vision Council research team offers customized research at an affordable price. To learn how custom research can help drive your business forward, contact Nathan Troxell at ntroxell@thevisioncouncil.org.

GOVERNMENT AND REGULATORY AFFAIRS



The Vision Council's Government & Regulatory Affairs Committee and team of seasoned advocacy professionals in Washington, D.C. are a leading voice on Capitol Hill, within key Federal Agencies, and in many state capitals on important issues impacting the field of vision care products. These government affairs professionals work closely with federal and state policymakers to promote healthy vision, strengthen consumer access to vision care services and products, and keep members up-to-date on legislation and state or federal regulations.

STANDARDS

The leading voice in developing and refining ophthalmic standards, The Vision Council works with domestic U.S. and international agencies to produce and contribute to multiple standards and communications that assist the industry in serving the public, including frame manufacturing standards and regulations; standards for sunglasses and readers; standards for lenses; and standards for communication. Through The Vision Council's contribution to these standards, member company interests are managed at many different levels and with various technical groups.

The Vision Council serves as the Secretariat to ANSI ASC Z80 and is the US TAG Sub-Leader to ISO TC172/SC7. Michael Vitale, The Vision Council's Senior Technical Director and Lab, Lens, and Lens Processing & Technology Division Liaison, also serves as an expert to ASTM F08-57 standards for sports related eyewear.





MEETINGS AND EVENTS

The Vision Council offers its members unparalleled access to prominent industry events throughout the year, including Vision Expo, a trade-only conference and exhibition held twice a year – Vision Expo East in New York City and Vision Expo West in Las Vegas – that serves as the ultimate gathering place for the vision community to connect and conduct business. Additionally, The Vision Council facilitates important industry events including members-only Division and Committee meetings, professional forums, and a yearly Executive Summit.

Vision Expo



Co-owned by The Vision Council, Vision Expo East and Vision Expo West are worldwide conferences for eyecare and eyewear that draw more than 30,000 eyecare providers each year. Vision Expo offers hundreds of hours of education and expansive exhibit space showcasing eyewear, accessories and medical equipment. More optical professionals make their buying decisions at Vision Expo than any other industry event in North America. Members of The Vision Council receive discounted rates per net square foot, upwards of 10 percent, for exhibiting at any Vision Expo. Revenue from Vision Expo supports The Vision Council's mission to promote growth in the vision industry.

Division and Committee Meetings

Division, committee and task force meetings take place several times a year and provide opportunities for members to network with individuals who share similar business needs and perspectives. These groups meet regularly to discuss issues that are important to unique segments of the industry, share best practices, learn about relevant industry updates from vision care community leaders and increase their networks. Division-specific meetings are held in conjunction with Vision Expo East and Vision Expo West as well as The Vision Council's annual Executive Summit.

Executive Summit

The annual Executive Summit brings together industry leaders for several days of executive-level networking and leadership development. Designed to illuminate the dynamic changes ahead for the vision community from a balanced global perspective and provide curated and tangible approaches to tackling these challenges, the Executive Summit includes a robust schedule of interactive panels and presentations by industry experts, as well as dedicated networking sessions. The event also serves as the backdrop for The Vision Council's annual Business Meeting, during which the organization recognizes the contributions of Board and Committee volunteers, welcomes the newly elected members of the Board of Directors, and receives an update on top initiatives from the Chairman of the Board.

CONSUMER OUTREACH



The Vision Council supports consumer education around eyewear and eyecare through a partnership with Think About Your Eyes, a national public awareness campaign presented in partnership with the American Optometric Association that is designed to educate the public on the benefits of vision health and promote the importance of annual comprehensive eye exams.

MEMBERSHIP DIVISIONS

The Vision Council maintains several operating divisions to address common interests among members. Members may choose one "home" division and are welcome to participate in other divisions' activities. Operating divisions of The Vision Council provide guidance, education programs, marketing materials, research and advocacy outreach to address common interests among members.



The E&A Division focuses on promoting eyewear as a fashion accessory, manufacturing standards and regulations, and industry benchmarking.



The Lab Division provides information, publications, education, and programs to help members operate and improve their business and lab operations.



The Lens Division creates standards and regulations, reviews lens-specific manufacturing issues and educates eyecare providers and consumers about lens technologies.



The LPT Division monitors and establishes industry standards and creates industry-accepted compliance procedures.



The Low Vision Division works to raise awareness of low vision rehabilitation among eyecare providers, visually impaired consumers and their caregivers.



The ORD focuses on the unique business needs of optical retailers, provides government and regulatory guidance, and delivers consumer insights and specialized market data to help members improve their businesses.



The SRD promotes the fashion and function of sunwear and readers and provides guidance on standards and regulations.



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