



Optometry's Marketplace at SECO™:
March 1 – 3, 2012

Continuing Education:
February 29 – March 4, 2012

**Georgia World Congress Center
Building A**
Atlanta, Georgia, USA
www.seco2012.com

2012
SECO INTERNATIONAL
The Education Destination®

**EXHIBITOR
PROSPECTUS**

SECO

 **OPTOMETRY'S
MARKETPLACE**
SECO INTERNATIONAL 2012

OPTOMETRY'STM MARKETPLACE

SECO INTERNATIONAL 2012

On February 29 – March 4, 2012, the optometry profession will gather in Atlanta for its most important and compelling event of the year, SECO 2012. The primary source of continuing education for optometrists and allied ophthalmic professionals for more than 90 years, SECO attracts nearly 8,000 professionals from all across the U.S. and internationally.

The heartbeat of SECO activity is Optometry's MarketplaceTM – 70,000 square feet of exhibit space occupied by nearly 300 of the industry's leading suppliers. Ophthalmic professionals come to SECO for world-class education, but also to find in Optometry's MarketplaceTM the products and services they will purchase to improve their practices and grow their businesses. Nearly eighty percent of the attending professionals either make buying decisions or at least buying recommendations for their practices; over half of attendees leave SECO having purchased products and services from exhibitors or will do so within a year.

SECO 2012 offers periods of "unopposed hours" each day to allow time that is not opposed by educational sessions to ensure attendees have the time they need to peruse exhibits and meet with exhibitors. And SECO 2012 ensures exhibitors access to those eye care professionals through attendee communications and marketing materials, many exciting promotional programs, and popular networking opportunities in the exhibit hall and at nightly social events.

There is no optometric meeting that compares to SECO and no better marketing opportunity than in Optometry's MarketplaceTM.

8,000 attendees – 300 exhibitors
70,000 sq. ft. of booth space; 170,000 sq. ft. exhibit hall

16% attended in 2011 for the first time.

78% of attendees make final decisions / influence purchases for their practices.

52% made a purchase onsite or plan to within 12 months of attending.

40% rated Optometry's MarketplaceTM a motivating factor in deciding to attend SECO.

24% of attending optometrists attend no other show.

55% of attending allied ophthalmic professionals attend no other optometric show.



90 years: SECO has been the optometry industry education leader.



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Why Exhibit at SECO 2012

Optometry's Marketplace™ offers powerful opportunities to grow your business.

Generate Leads

80% of SECO attendees make buying decisions or recommend purchases for their businesses. More than 70% of SECO exhibitors contract business from the show, on the show floor or within 90 days following the show.

Increase Brand Awareness

More than 70% of participating exhibitors consider SECO the leading industry meeting at which to exhibit.

Build Relationships

SECO's loyal attendees return year after year. 22% choose SECO as the only optometry show they attend.

Get Maximum Exposure

SECO 2012 has a broad-based program for exhibitors that ensures multiple opportunities to market to and network with attending professionals:

- Special Optometry's Marketplace™ programs – Thursday's Wine & Cheese Reception, free lunch, chances to win great prizes, and special features like the Advanced Media Learning Center – attract attendees to the exhibit hall and keep them there longer.
- Social events every evening of SECO are among scores of opportunities for exhibitors to meet and build relationships with prospective customers.
- Promotional and advertising opportunities for Optometry's Marketplace™ exhibitors include a variety of creative media in the headquarter and host hotels, a host of exhibit hall opportunities from tote bags to product demonstrations, reception and party sponsorships, and SECO's popular banner program.



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WHO Exhibits at SECO

Optometry's Marketplace™ includes a broad spectrum of technology, product-focused and fashion-forward exhibits featuring the products and services eye care professionals need to thrive in their practices and increase revenue. The mix of products and services in Optometry's Marketplace™ continues to grow more diverse each year with more types of innovative ideas from industry leaders, new companies as well as established suppliers.

WHO Attends SECO

Among the 8,000 eye care professionals from across the U.S. and internationally who attend SECO annually:

Optometrists

Students

Allied Ophthalmic Professionals

Opticians

Paraoptometrics

Technicians

Contact lens fitters

Ophthalmic dispensers

Administrative staff

What Exhibitors Are Saying About SECO

- 70%** consider SECO a "must exhibit" event.
- 77%** would recommend SECO to other industry suppliers.
- 66%** generate leads with prospective clients from throughout the U.S. and the world, in addition to the southeast region.
- 90%** are satisfied with SECO's Promotional Program.

Reserve Your SECO 2012 Exhibit Space Now. Here's How:

1. Select three booth spaces from the current SECO 2012 floor plan. List them according to your preference as choice 1, 2 and 3.
2. Complete the Application to Contract for Exhibit Space and submit it to the SECO International office via fax or email along with your three booth space choices. Upon receipt of the Application and booth space choices, and based on availability, SECO will put a booth on hold for you for 10 business days. SECO will send you an invoice for your booth space deposit via email as confirmation of the 10-day hold.
3. Mail the original Application to Contract for Exhibit Space to the SECO International office with your deposit within the 10-day temporary hold period.
4. Submit the balance of your payment to the SECO International office by October 14, 2011.

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Exhibit Space Rental Fees:

\$27 per square foot

\$250 additional charge for island booths

Exhibit Hall Hours

Thursday, March 1

1:00PM – 6:00PM

Unopposed Hours:

1:00 – 2:00PM & 4:00 – 6:00PM (OD)

1:00 – 3:00PM & 4:45 – 6:00PM (AOP)

Friday, March 2

10:00AM – 5:00PM

Unopposed Hours:

12:00 – 2:00PM & 4:00 – 5:00PM (OD)

12:00 – 2:00PM (AOP)

Saturday, March 3

9:00AM – 4:00PM

Unopposed Hours:

12:00 – 2:00PM & 3:00 – 4:00PM (OD)

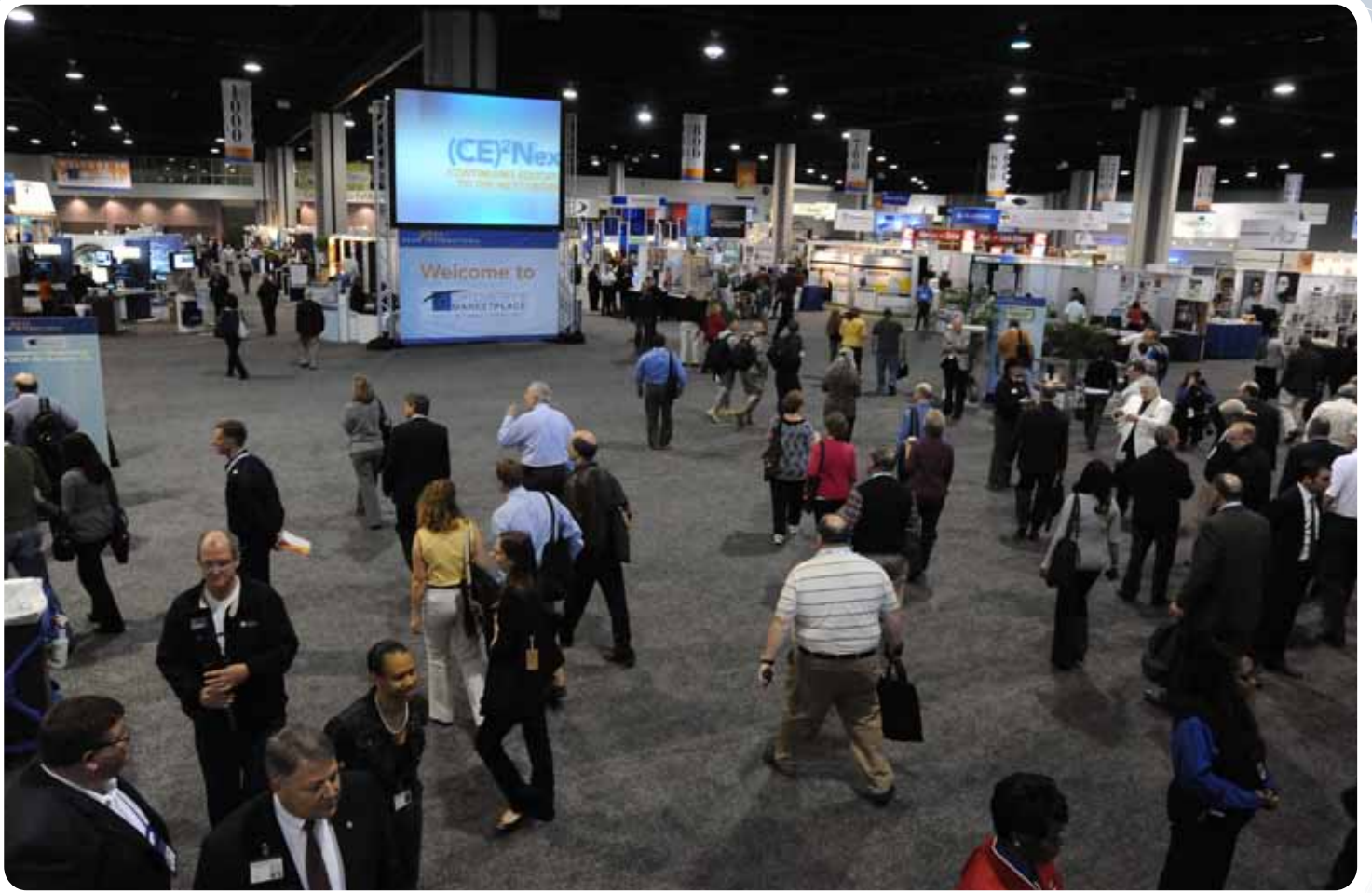
9:00 – 10:00AM, 12:00 – 1:00PM & 3:00 – 4:00PM (AOP)

Exhibit Space Includes

- Pipe and Drape (3' side rails and an 8' back rail)*
- Company identification sign at booth
- Company listing in SECO 2012 promotional pieces: Virtual Exhibit Hall, Official Registration Brochure**, On-Site Program**, Trade Show Map & Guide**, SECO Daily** and Exhibitor Locators**
- Pre-registered attendee list
- Unlimited badges for exhibiting staff
- Invitation to select booth space for SECO 2013 prior to open selection
- Complimentary meeting space in the Exhibitor Lounge

* Carpet, furniture and utilities are not included and are the responsibility of the exhibitor.

** Company listings subject to print deadlines.



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