



**FOR IMMEDIATE RELEASE:**

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**SECO Moves 2019 Conference to New Orleans**

New venue offers opportunity to expand offerings at event

**ATLANTA, GA — September 15, 2017** — SECO International is pleased to announce that SECO, the world's leading annual conference providing the optometry industry outstanding educational opportunities since 1924, will be moving the 2019 event to New Orleans, returning to Atlanta in 2020. This move marks the first time SECO has held a meeting outside of Atlanta since 1957. SECO 2019 will take place February 20–24 at the New Orleans Ernest Morial Convention Center.

"We're excited to bring SECO to a new city and believe the move will energize the conference on all fronts, giving us the creative luxury to reimagine the event strategy to ensure the show is meeting the business and education objectives of our industry," said Lynn Hammonds, O.D., President of SECO International, LLC. "New Orleans has a recently remodeled, world-class convention center located right on the Mississippi River that will be a terrific host location for SECO 2019."

As a result of the move, SECO is looking to recraft the show strategy to ensure that all aspects of the event—education, exhibits and events—are in line with best practices, creating an experience that will guarantee both attendees and exhibitors an opportunity to build new relationships while strengthening existing ones. Attendees will not only benefit from show enhancements, but will also enjoy competitive hotel selections and rates, free shuttles from area hotels, and affordable travel to this centrally located state. For SECO exhibitors, this move to New Orleans' premier convention center means lower costs and a prime location for exhibiting.

"New Orleans is thrilled to welcome the SECO community in 2019," said Stephen Perry, President and CEO of the New Orleans Convention & Visitors Bureau. "Our world-class city, award-winning meeting facilities and rich cultural heritage make New Orleans the ideal setting for eye care professionals from around the world to come together, learn, network and do business. The entire New Orleans hospitality industry is ready to roll out the red carpet for SECO International."

New Orleans is known for its vibrant nightlife, rich culture and food scene. Showgoers can explore Bourbon Street's live music clubs and famed French Quarter. SECO attendees can also explore famous cemeteries, visit the Backstreet Cultural Museum, or visit the National World War II Museum.

For the first opportunity to plan a stay in New Orleans for SECO 2019, save the date and attend SECO 2018 in Atlanta, February 28–March 4, where attendees will be able to locate and book accommodations for the 2019 conference. Join us at SECO 2018 to see ideas at work and see technology in progress.

The SECO team is available to answer any questions and provide support during this transition. For exhibiting inquiries, suppliers are encouraged to contact Carol Young, Senior Director of Business Development, at [cyoung@secostaff.com](mailto:cyoung@secostaff.com). Attendees can contact Elizabeth Taylor DeMayo, Executive Director, at [executivedirector@secostaff.com](mailto:executivedirector@secostaff.com), or 770-451-8206. To assist with the transition, please visit the list of frequently asked questions at [secointernational.com/nola-faq](http://secointernational.com/nola-faq).

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### **About SECO International**

The annual SECO meeting is produced by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. A nonprofit association founded in 1923, SECO boasts an approximate global membership of 25,000. The annual SECO Congress regularly attracts more than 6,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

For more information: [www.attendseco.com](http://www.attendseco.com), [www.secointernational.com](http://www.secointernational.com).