



# SET YOUR EYES ON WHAT'S NEXT

**SECO2019**  
WHERE SIGHT MEETS VISION™  
FEB. 20-24 | NEW ORLEANS, LA

## **EXHIBITOR PROMOTIONAL CHECKLIST**

It's our mission to ensure that your participation at SECO 2019 provides the greatest possible exposure for you & your business. In order to help promote your presence at SECO to your network, we've created this timeline/checklist, as well as a series of free marketing tools which can be accessed at [attendseco.com/exhibitor-promotional-toolkit](http://attendseco.com/exhibitor-promotional-toolkit).

### **OCTOBER**

- Add the email signature found in the [toolkit](#) (& adding in your booth number) to your email signature.
- Include SECO 2019 logos & your booth number in advertisements & other promotional materials.
- Post your company's SECO 2019 registration code on the homepage of your website & invite current & prospective customers to meet with you at your booth.
- Join the SECO social media communities & post information on Facebook, Twitter, Instagram & YouTube. Use the tips & sample posts provided below.
- Get your brand in front of as many eyes as possible with the all new corporate support program which allows brand to customize [sponsorship opportunities](#) designed to maximize ROI. Sponsorship opportunities are available leading up to & during SECO 2019. To customize a sponsorship, contact Carol Young at [cyoung@secostaff.com](mailto:cyoung@secostaff.com).

### **NOVEMBER - DECEMBER**

- Make sure your company's SECO 2019 registration code is on the homepage of your website & invite current & prospective customers to meet with you at your booth.
- Send an invitation to your current & prospective customers announcing your participation at SECO 2019 & encouraging them to come & see you in New Orleans. Create your own or customize the email template below. Be sure to include your company's registration code.
- Send press releases highlighting what you'll showcase at SECO 2019 to industry publications. Include information on any new products you'll be unveiling at the conference.
- Post a release on the SECO website. To do so, simply email your materials to Kate Blom-Lowery at [kate@mdg.agency](mailto:kate@mdg.agency). News releases will be hosted on the SECO website & press kits will be available for the media onsite.
- Schedule a press conference at SECO 2019. To do so, please fill out the [press conference form](#).
- Share news stories or teasers about your presence at SECO 2019 on social media & in your marketing materials.

### **JANUARY - FEBRUARY**

- Continue to include social media in your SECO 2019 promotional plan. Post information on Facebook, Twitter, Instagram & YouTube. Be sure to tag SECO & use hashtag #SECO2019.
- Place the [SECO 2019 banner](#) on your website & link it to the registration page, [attendseco.com/register](http://attendseco.com/register). Different banner ad sizes are available for download at [attendseco.com/exhibitor-promotional-toolkit](http://attendseco.com/exhibitor-promotional-toolkit).

### **POST-SHOW**

- Send follow-up messages to the new leads & contacts you made during SECO 2019.
- Send product information to media representatives who attended SECO 2019 for inclusion in their post-show articles.



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## SOCIAL MEDIA

Social media provides your business a unique opportunity to reach customers. First, it's FREE. Second, you can explore casual/personalized approaches that are underutilized in traditional marketing, such as links to topical articles, videos of new products, short updates – so long as it ties back to your brand and your presence at SECO 2019, it's worth exploring.

**Here are some tips to get your social media profiles up-to-date and promote your booth at SECO:**

- 1) **Surprise your audience.** Tell your community something they don't know – or show them something they've never seen. Sharing teasers online will create interest, which you can then use as a springboard to talk about the new and exciting things you'll be unveiling/showcasing onsite at SECO 2019. **PRO TIP:** whenever possible, include a picture or a short video—this increases views & engagement.
- 2) **Free is good.** Giving customers something for free usually leads to them reciprocating later on, such as with new business. If you can raffle a highly desirable product from your booth, that would also entice more prospective customers to visit your booth.
- 3) **Use a variety of social networks.** Facebook, Twitter, and Instagram are great, but don't forget about LinkedIn. Find current and prospective customers that you want to meet at SECO 2019 and send them a personal in-mail message.
- 4) **What's happening.** Tell your audience about special events that will take place at your booth. Are you unveiling a new product? Do you have hands-on demonstrations scheduled? Will you have celebrity appearances, contests or raffles? Let your audience know why (and exact times) they need to visit your booth at SECO.
- 5) **Share the latest news.** Follow the SECO 2019 social media sites and share interesting content, articles and event updates to keep your audience up-to-date and engaged (use #SECO2019)

**Facebook:** @SECO.International, [www.facebook.com/SECO.International/](http://www.facebook.com/SECO.International/)

**Twitter:** @seco\_intl, [twitter.com/seco\\_intl?lang=en](https://twitter.com/seco_intl?lang=en)

**LinkedIn:** [www.linkedin.com/company/seco-international/](http://www.linkedin.com/company/seco-international/)

**Instagram:** @seco\_intl, [www.instagram.com/seco\\_intl/](http://www.instagram.com/seco_intl/)

**Need to shorten links?** Visit [bitly.com/](http://bitly.com/) to copy/paste the long URL into the space provided and see the metrics for each link.



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## **SAMPLE POSTS**

Use these sample posts to help promote your presence at SECO 2019. Be sure to customize the messaging with your company's information – and feel free to put your own creative spin on them!

### **Facebook**

*Note: In order to tag SECO 2019 (@SECO.International) in posts, you must follow our Facebook page:*  
[www.facebook.com/SECO.International/](http://www.facebook.com/SECO.International/)

- [COMPANY NAME] will be exhibiting at @SECO.International for #SECO2019 in New Orleans! Use code [COMPANY CODE] to register for FREE exhibit hall and see our latest [TECHNOLOGY, PRODUCT OR SERVICE] at Booth #[XX]. [Include SECO BANNER image, [found here](#)]
- Set your eyes on New Orleans for #SECO2019! [COMPANY NAME] will be at @SECO.International, the first major ophthalmic event of the year, showing the latest trends in [INSERT PRODUCT/MARKET]. Join us for free using code [COMPANY CODE]. [Include SECO BANNER image, [found here](#)]
- Are you attending #SECO2019, February 20-24, in New Orleans? Stop by our Booth #[XX] and see [INSERT PRODUCT/MARKET]. [Include SECO BANNER image, [found here](#)]

### **Twitter:**

- Visit our Booth #[XX] at #SECO2019 to see the latest in [INSERT PRODUCT/INDUSTRY] & get a chance to win [XX] @SECO\_intl. [Include SECO BANNER image, [found here](#)]
- Join us at #SECO2019 for FREE with code [COMPANY CODE] and see the latest in optometry. Visit us at Booth #[XX] @SECO\_intl. [Include SECO BANNER image, [found here](#)]
- Big things are happening at [COMPANY NAME]. Find out more at #SECO2019 by registering for a FREE Exhibit Hall Pass with code [COMPANY CODE] [Include SECO BANNER image, [found here](#)] @SECO\_intl
- Set your eyes on New Orleans for #SECO2019. We'll be showcasing [INSERT PRODUCT] at Booth #[XX]. Get a FREE exhibit hall pass by using code [COMPANY CODE] [Include SECO BANNER image, [found here](#)] @SECO\_intl
- Don't miss [COMPANY NAME] at #SECO2019 starting Feb. 20 in New Orleans. Get FREE exhibit hall admission by using code [COMPANY CODE] @SECO\_intl



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## LinkedIn:

Customize this template letter to each desired or prospective customer that you'd like to meet with at SECO 2019 and send it via LinkedIn in-mail. If your company has a company LinkedIn page, announce that you will be exhibiting and share your free exhibit hall guest pass code.

Hi [NAME],

My name is [INSERT NAME] and I'm the [POSITION/TITLE] at [COMPANY NAME]. As an eye care professional who wants to stay on the leading edge, I'd like to make sure you have SECO 2019 on your calendar.

[COMPANY NAME] will be exhibiting at Booth #[XX] and showcasing [PRODUCT/TECHNOLOGY].

[INCLUDE BRIEF BULLETS ON WHY THIS IS NEW/INTERESTING/DIFFERENT]

- Unique attribute 1
- Unique attribute 2
- Unique attribute 3

The event is held at the Ernest N. Morial Convention Center in New Orleans on February 20-24 and I'd like to invite you as my guest.

Visit [attendseco.com/register/](http://attendseco.com/register/) and use our code [COMPANY CODE] to attend Optometry's Marketplace™ at SECO for FREE!

Let's also set up a time to meet while we're at the show. I look forward to speaking to you!

Regards,

[NAME]

[COMPANY NAME]

[EMAIL]

[PHONE]



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## Sample Email Template:

Get in touch with your customers before SECO 2019! Here is sample email copy to customize and send to customers to promote your participation at SECO 2019.

### *Subject Line Options:*

- Join [COMPANY NAME] at SECO 2019
- We'll be at SECO 2019, will you?
- Come and See Us in New Orleans!
- See the Latest in Eye Care for Free

### *Copy:*

Hi [FIRST NAME],

[COMPANY NAME] will be exhibiting at Optometry's Marketplace™ at SECO 2019 and we'd like to invite you to join us in New Orleans, February 20-24. We'll be displaying our latest [INSERT INFO ABOUT THE PRODUCTS OR SERVICES YOU INTEND TO SHOW AT SECO 2019] at Booth #[XX].

Enjoy complimentary registration to Optometry's Marketplace™, where you'll have access to the latest technologies, trends, advancements in optometry, and even free continuing education credits.

### **Optometry's Marketplace™ also features:**

- **Practice of Tomorrow** – At this interactive exhibit, you'll gain insight into the newest technology and techniques that will help you effectively engage and interact with your patients.
- **Presentation Theaters** – Education takes center stage at these expert-led education sessions that allow optometry professionals to earn FREE continuing education credits.
- **Practice-IQ** – Dive into interesting topics like general economy, expanding patient spend, work-life balance, and more at this nontraditional learning area.
- **Eyeconomics Pavilion** – The place to learn about products and services that will bring in new revenue streams for your practice, including aesthetic eye care, facial treatments, ocular solutions for patients wanting to look and see their best and general health solutions.

To receive your complimentary registration, please visit [www.attendseco.com/register/](http://www.attendseco.com/register/) and use code [COMPANY CODE].

I hope to see you in New Orleans!

Sincerely,

[YOUR SIGNATURE]

[EMAIL, PHONE NUMBER, ADDITIONAL CONTACT INFORMATION]