



# SECO 2019

## WHERE SIGHT MEETS VISION™

EDUCATION FEB. 20-24 | EXHIBITS FEB. 21-23

**NEW ORLEANS, LA**  
 ERNEST N. MORIAL CONVENTION CENTER  
[attendseco.com](http://attendseco.com) | #SECO2019

REACH NEW BUYERS

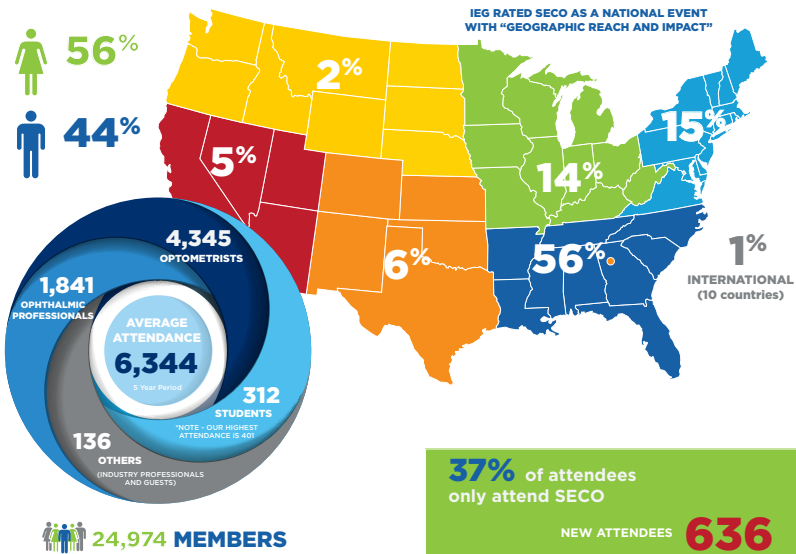
GAIN MORE EXPOSURE

INCREASE YOUR SALES

SECO attracts the largest audience of optometric professionals, making it the ideal place to showcase your newest products & services. Engage with **6,500+** prospective buyers from Optometry's Marketplace at SECO™, all in one place at one time.

### SECO ATTENDEE DEMOGRAPHICS

### BUYING POWER



**73%** of SECO attendees make buying decisions or recommend purchases for their businesses.

**55%** of attendees make purchases onsite or within 12 months of attending SECO.

**27%** of SECO attendees make purchases of more than \$100,000 annually.

**20%** of SECO attendees ONLY attend SECO for their yearly purchases.

## RESERVE YOUR SPACE

**Standard Space:** \$29 per square foot  
**Premium Space:** \$30 per square foot (**SOLD OUT**)  
**Corner Premium:** \$300/corner

#### Booth Includes:

- 8' high backwall drape and 3' high sidewall drape.
- Promotion of your company & brand to SECO attendees - digitally & print, pre-show & onsite.
- 10 complimentary exhibitor badges per 10x10 booth.
- Complimentary exhibit hall passes for your best customers.
- Dedicated exhibits team to ensure you receive the most out of your participation.

## NEW AT SECO

- New Destination, New Orleans - The Big Easy!
- Increased attendee engagement opportunities.
- Dedicated pavilions and specialty areas.
- More education opportunities on the show floor.
- Practice of Tomorrow interactive exhibit.
- Business Exchange - Private meeting space for you and your customers.
- New education opportunities on the show floor.
- Fresh sponsorship & promotional packages designed to provide maximum exposure.

### 100+ PROMOTIONAL OPPORTUNITIES!

Increase your visibility and brand! Include a high-impact sponsorship and promotional opportunity in your marketing plan and drive more traffic to your booth.

### PARTICIPATE IN SECO 2019

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