



SECO
INTERNATIONAL



SECO **2022**

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS



MARCH 9-13 | NEW ORLEANS

PROMOTIONAL SUPPORT PROGRAM

[ATTENDSECO.COM](https://attendseco.com) | [SECOINTERNATIONAL.COM](https://secointernational.com) | [SECOUNIVERSITY.COM](https://secouniversity.com)

WHO IS SECO?



SECO International, headquartered in Atlanta, Georgia, is a not-for-profit association founded in 1923 and counts as its members, practitioners in the 13 southeastern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Virginia, and West Virginia. In addition to the thirteen-member states, SECO associated members include nationally and internationally organizations such as the Armed Forces Optometric Society (AFOS), Association of Optometrists (UK), Federacion Colombiana de Optometras (FEDOPTO), South African Optometric Association (SAOA), Trinidad & Tobago Optometrists Association, and Colegio de Optometristas de Costa Rica.

SECO International is widely acknowledged as the largest optometric educational provider in the profession. SECO International provides year-round online learning through SECO University and 400+ hours of education and learning labs at SECO's annual meeting. SECO's annual meetings attract 6,000 attendees on average national and international eye care professionals, industry professionals, and Allied Healthcare Professionals such as:

- Optometrists
- Optometric Residents
- Optometry Students
- Opticians
- Opticianry Students
- Ophthalmologists
- Ophthalmic Medical Personnel
- Optometric Technicians
- Paraoptometrics
- Practice/Business Managers



SECO provides the optometric profession year-round education and resources as part of the organization's mission to advance eye care world-wide through education, professional networking and strategic partnerships. Through a culmination of SECO University - the profession's best online education, SECO's annual meeting where more than 6,000 professionals gather for education & networking, SECO's Optometry's Marketplace including the industry's top 250 companies representing over 900 brands, the work of over 70 volunteers throughout the year, and the resource support of our industry partners and professionals, SECO, each and every day, delivers the best in class education and resources to the profession.



Drawing on more than a decade of providing online CE to the optometric community, SECO University gives the eye care professionals the opportunity to learn online with convenience of time & location while delivering the highest quality content presented by the dynamic presenters in the optometric profession. SECO University's robust library of education includes (90) hours of COPE accredited CE for Optometrist (66 more coming online summer of 2020), (224) CE Hours for Optometrist non COPE, (1700+) hours of Audio Learning Courses, (270) Courses for Opticians, Technicians, and Paraoptometrics. Currently SECO University has over 6,000 annual member subscribers, plus on-demand course users and LIVE webinar participants.



Many of the profession's optometrists and Allied Healthcare Professionals turn to SECO when they want to get a clear picture of what's coming in eyecare. As the leading source of optometric education and CE credits, SECO offers a 5 day face to face experiential learning opportunity, and industry exhibits focused on emerging eyecare trends, technologies, and research, as well as hands-on training designed for all specialties. Attendees combine the knowledge they learned in the educational sessions and make informed purchasing decisions in face-to-face discussions, demonstrations, and special presentations right on the show floor. The first major eyecare event of the year is the profession's first opportunity to see, touch, and experience the exciting innovations that are shaping the future of the profession.

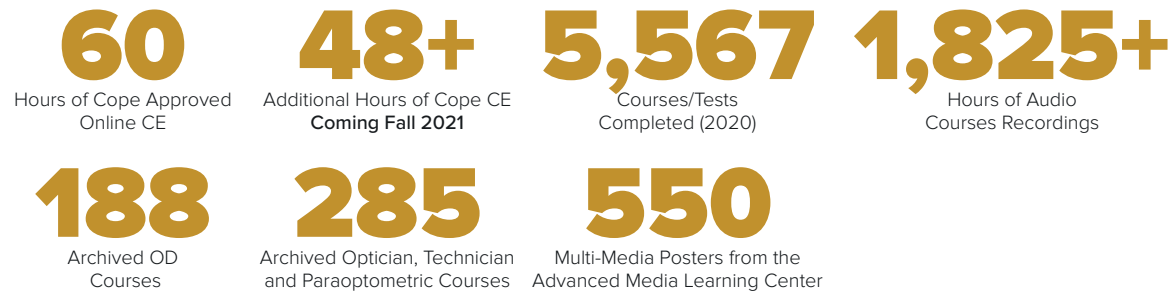


SECO

UNIVERSITY

OPTOMETRY'S BEST ONLINE EDUCATION

EDUCATION BY THE NUMBERS



802 Opticians participated in webinar learning this past year

SECO LIVE WEBINARS



SECO UNIVERSITY WEBSITE

91,732

Unique Visitors in 2020

342,058

Page Views in 2020

ANNUAL SUBSCRIPTIONS

(As of Early 2020)

OD Subscribers
AHP Subscribers

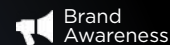
35,208

1,418

PARTNERING ORGANIZATIONS



SECO UNIVERSITY GRANTS



Brand Awareness



Presentation



Year Round



Booth Traffic



Interactive Experience



New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



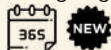
PRIMARY SECO UNIVERSITY PROGRAM GRANTOR

The Primary University Grantor offers support for all functions and education of SECO University. Every educational promotion, registration, course introduction, and listing on SECO University will include: "SECO University Education is made possible in part by the generous unrestricted grant from Primary Grantor"

Fee: \$50,000 | Inventory: 1

Duration: 12 months

Listing of grant support will be text only.



3RD PARTY ENDURING COURSE GRANTOR

If a grantor wishes to add a specific CE course to the SECO University library, the SECO University staff will work with the grantor to add the course to the library and notify members additional courses added and available. Courses that are already COPE accredited by grantor, a presentation (slide deck) with disclosure must be submitted to SECO.

Courses will be added to the current SECO U activity that expires in 2024.

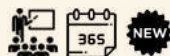
Fees: \$1,750 per course per year (no pro-ration) or

\$2,750 per course per year (no pro-ration) if SECO submits for COPE accreditation
\$10,000 production fee for non-COPE approved

Inventory: 50

Duration:

Listing of grant support will be text only.



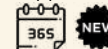
ENDURING COURSE GRANTOR

Grant(s) for SECO University Enduring Courses in the SECO University online library. The course will have an opening slide in the presentation: "This course is made possible in part by the generous unrestricted grant from Course Grantor."

Fee: \$2,500 per year | Inventory: 50

Duration: 12 months

Artwork Specs: Logo (EPS or AI format) Listing of grant support will be text only.

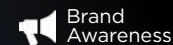


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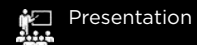
ARTWORK SUBMISSIONS

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SECO UNIVERSITY PROMOTIONAL



Brand Awareness



Presentation



Year Round



Booth Traffic



Interactive Experience



New for 2022

ARTWORK SUBMISSIONS

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SECO UNIVERSITY PRESENTING SUPPORTER

Exclusive recognition as the Presenting Supporter of SECO University, SECO's highly sought after year-round virtual education platform. Place your logo in conjunction with the SECO University logo as the title sponsor each time SECO University is promoted. Receive recognition to thousands of eye care professionals year-round while they continue their educational experience on SECO University. Receive (10) memberships to SECO University to share with industry professionals, a \$2,990 value! (1) Free E Blast promoting support of SECO University, a \$2500 value.

Fee: \$50,000/year | Inventory: 1

Duration:

Inclusions: Logo recognition and a banner ad on most pages throughout the SECO U website (not including on accredited education course pages or the NAO section due to accreditation restrictions).

Artwork Specs: Logo (EPS or AI format), banner: 1920x360. Format Vector; if creating artwork in photoshop, submit layered CMYK files. Resolution 300 at actual size. Supply all fonts and images used.



SECO UNIVERSITY TITLE SUPPORTER

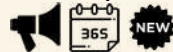
Place your logo in conjunction with the SECO University logo as the title sponsor anytime SECO University is promoted. Receive recognition to thousands of eye care professionals year-round while they continue their educational experience on SECO University.

Fee: \$15,000/year | Inventory: 1

Duration:

Inclusions: Logo recognition

Artwork Specs: Logo (EPS or AI format)



SECO UNIVERSITY SUPPORTER

Place your logo prominently on the top of the homepage of the SECO University site for thousands of eye care professionals to see year-round while they continue their educational experience on SECO University.

Fee: \$1,500/month

Inventory: 12 months

(\$15,000 buyout of series, 12 months)

Duration: 12 month partnership

Inclusions: Logo recognition

Artwork Specs: Logo (EPS or AI format)



WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

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SECO UNIVERSITY PROMOTIONAL

Brand Awareness

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SECO UNIVERSITY LIVE CE SATURDAY OD WEBINAR

SECO LIVE CE Saturday webinars present 4-6 COPE accredited educational course hours and 2 promotional 30-minute symposia presentations to hundreds of eye care professionals attending at no charge to them.

Title Sponsor: \$35,000

- Two 30-minute symposia presentations
- Title recognition: company name (in text) noted as Title Supporter
- Logo recognition: lobby slides, eblasts, social media posts
- Attendee Engagement: post course evaluation/survey questions
- Attendee Analytics

Sponsor: \$17,500

- One 30-minute symposia presentations
- Logo recognition: lobby slides, eblasts, social media posts
- Attendee Analytics

Inventory:

October 23, 2021 (4 CE hours) **SOLD OUT**

November 13, 2021 (4 CE hours) **SOLD OUT**

December 4, 2021 (6 CE hours) **SOLD OUT**

Free registration for all attendees.

Inclusions: Presentation opportunity

Deliverables: Logo (EPS or AI format), Symposia Lecturer, Symposia Presentation

Deliverables Deadline: 45 days prior to the webinar date



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ARTWORK SUBMISSIONS


Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO INTERNATIONAL | Promotional Support Program | 7

SECO UNIVERSITY PROMOTIONAL

 Brand Awareness

 Presentation

 Year Round

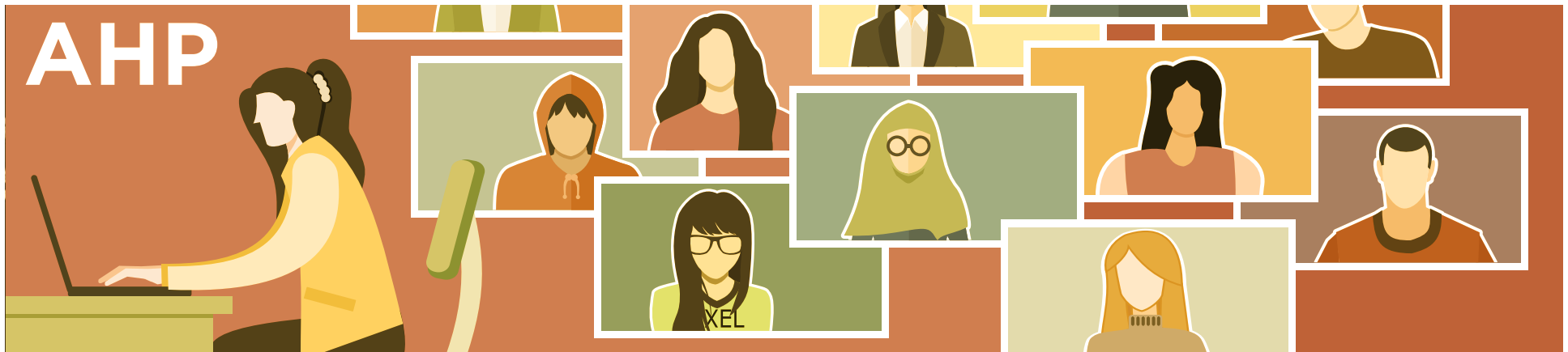
 Booth Traffic

 Interactive Experience

 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



SECO UNIVERSITY LIVE CE AHP WEBINAR

SECO LIVE CE webinars present 6 accredited educational course hours and 2 promotional 30-minute symposia presentations in partnership with The National Academy of Opticianry to hundreds of eye care professionals attending at no charge to them.

Title Sponsor: \$15,000

- Two 30-minute symposia presentations
- Title recognition: company name (in text) noted as Title Supporter
- Logo recognition: lobby slides, eblasts, social media posts
- Attendee Engagement: post course evaluation/survey questions
- Attendee Analytics

Sponsor: \$7,500

- One 30-minute symposia presentations
- Logo recognition: lobby slides, eblasts, social media posts
- Attendee Analytics

Inventory:

August 24, 2021 **SOLD OUT**

October 9, 2021 **SOLD OUT**

November 9, 2021 **SOLD OUT**

December 18, 2021 **SOLD OUT**

Free registration for all attendees.

Inclusions: Presentation opportunity

Deliverables: Logo (EPS or AI format), Symposia Lecturer, Symposia Presentation

Deliverables Deadline: 45 days prior to the webinar date



WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

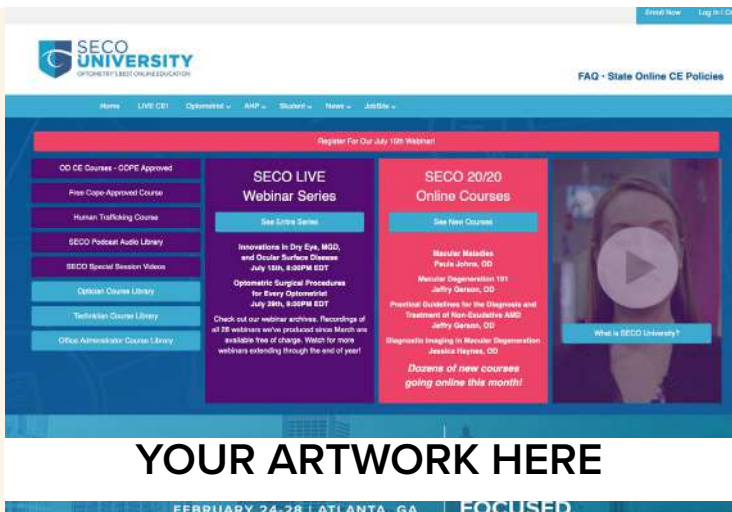
Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO INTERNATIONAL | Promotional Support Program | 8

SECO UNIVERSITY PROMOTIONAL

- Brand Awareness
- Presentation
- Year Round
- Booth Traffic
- Interactive Experience
- New for 2022

ARTWORK SUBMISSIONS Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



SECO UNIVERSITY ROTATING WEBSITE BANNER AD

Reach interested eye care professionals on the SECO U homepage with an advertisement designed to promote your brand year-round and drive traffic to your website. Rate is per month.

Fee: \$500/month
Inventory: 4 per month (48 per year)
Duration: 30 days

Inclusions: Branding opportunity, web link
Artwork Specs: 728 x 90, 80k max GIF/JPEG/PNG at 72 DPI
Deadline: 30 days prior to 1st day of the month of posting



SECO UNIVERSITY WEBSITE POP UP VIDEO

The sponsor's 12-second pop up video will run automatically in a rotation of every 12th visitor to the SECO University website, secouniversity.com

Fee: \$1,200 per month | Inventory: 12
Duration: 1 month recognition
Inclusions: Promotional video advertisement, Web link

Artwork Specs: Logo (EPS or AI format), MP4, 120x60, link embedded into the graphic file



SECO YEAR-ROUND OPPORTUNITIES

SECO YEAR-ROUND OPPORTUNITIES

Brand Awareness

Presentation

Year Round

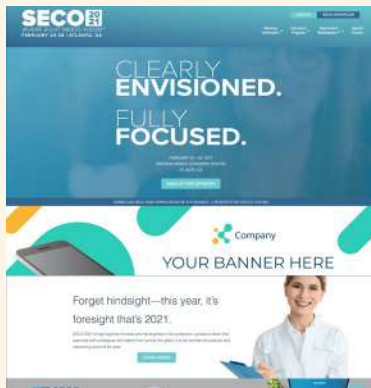
Booth Traffic

Interactive Experience

New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



WEBSITE HOME PAGE POP UP ADVERTISEMENT

Reach interested eye care professionals and SECO attendees on the SECO 2022 homepage with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

Fee: \$5,000 | Inventory: 4

Inclusions: branding opportunity

Artwork Specs: 160Wx600H, 1MB max GIF/JPEG/PNG at 72 DPI

Duration: October 1st, 2021 through March 31st, 2022

Deliverable Deadline: 14 days prior to deployment



WEBSITE REGISTRATION BANNER

Reach interested eye care professionals and SECO attendees on the SECO 2022 registration page with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

Fee: \$5,000 | Inventory: 1

Inclusions: branding opportunity

Artwork Specs:

728Wx90H, 1MB max GIF/JPEG/PNG at 72 DPI

1MB max GIF/JPEG/PNG at 72 DPI

Duration: October 1st, 2021 through March 31st, 2022

Deliverable Deadline: 14 days prior to deployment



WEBSITE HOME PAGE HEADER BANNER

Reach interested eye care professionals and SECO attendees on the SECO 2022 homepage with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

Fee: \$3,000 | Inventory: 2

Inclusions: branding opportunity

Artwork Specs: 728Wx90H, 1MB max GIF/JPEG/PNG at 72 DPI

Duration: October 1st, 2021 through March 31st, 2022

Deliverable Deadline: 14 days prior to deployment



SECO 2022

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO YEAR-ROUND OPPORTUNITIES

Brand Awareness

Presentation

Year Round

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Interactive Experience

New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



E-BLAST PREMIUM

Execute engaging email marketing campaigns and reach a verified email list of over 55,000 eye care professionals (SECO database) in the 12 weeks leading up to SECO 2022. Distribute your branded e-blast prior to the event to drive interest in your product/service and to drive additional traffic to your exhibit hall booth.

Fee: \$6,500 | Inventory: 12

Inclusions: Branding opportunity, Website Link, Reporting

Deliverable: E-mail sponsor to provide SECO with HTML formatted code for standard e-marketing platform and images hosted by the sponsor firm.

- SECO will host images for a fee of \$250 per HTML eblast
- KPI's for open/click through rate are available 30 days post deployment for an additional \$250 each.
- Each e-blast will receive one test e-mail sent to the contact on record. Each update and additional test will result in an additional \$250 each.
- Additional request for list services, opting in/out options, and list suppression will be quoted based on scope of work.
- HTML file of e-mail, subject line, preheader text, test recipients

Deliverable Deadline: 14 days prior to deployment



E-BLAST STANDARD

Execute engaging email marketing campaigns and reach a verified email list of over 55,000 eye care professionals (SECO Database) year round (excluding the 12 weeks prior to SECO 2022).

Fee: \$3,000 | Inventory: 24

Inclusions: Branding opportunity, Website Link, Reporting

Deliverable: E-mail sponsor to provide SECO with HTML formatted code for standard e-marketing platform and images hosted by the sponsor firm.

- SECO will host images for a fee of \$250 per HTML eblast
- KPI's for open/click through rate are available 30 days post deployment for an additional \$250 each.
- Each e-blast will receive one test e-mail sent to the contact on record. Each update and additional test will result in an additional \$250 each.
- Additional request for list services, opting in/out options, and list suppression will be quoted based on scope of work.
- HTML file of e-mail, subject line, preheader text, test recipients

Deliverable Deadline: 14 days prior to deployment



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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO INTERNATIONAL | Promotional Support Program | 12

SECO YEAR-ROUND OPPORTUNITIES

Brand Awareness

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New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

RETARGETING, DIGITAL ADVERTISING TO SECO WEBSITE USERS

Retargeting allows you to place your brand (advertisement) in front of your potential customers after they have visited one of three SECO websites — persuading them to learn or consider your offer when they need it. Retargeting campaigns allow you to target specific visitors with specific ads with the goal of convincing them to convert for your offer. You will reach a pre-qualified audience of unique users who have and will visit one of SECO's websites. The SECO digital community represents 25,000+ unique users collected from (3) web domains- SECOInternational.com, SECOUniversity.com, and attendSECO.com.

Fee: \$1250 per 100k Impressions, 200k minimum purchase, \$150 ad set-up fee per ad set and or campaign

Inventory: Unlimited

Inclusions: Branding opportunity, Web Link

Artwork Specs:

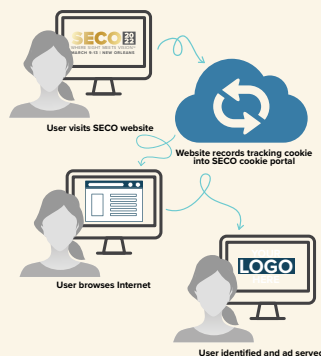
Desktop Display Ad: 728Wx90H, 300Wx600H, 300Wx250H, 160WxH600, 120Wx600H
150KB, GIF, JPEG, PNG, SWF, FLV formats, 1 PX border, 15 sec or 3 loops
Creative must be clearly separated from the site content either by a clear border or a nonwhite background color.

Mobile Ad: 320Wx50H phone, 300Wx250H tablet

150KB, GIF, JPEG, PNG formats, 1 PX border

MRAID 1.0 and 2.0 compliant. FLASH is not accepted. A mobile enabled URL is recommended.

Deliverable Deadline: 4 weeks prior to deployment



SECO 2022

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VOLUNTEER MID-SUMMER BOARD MEETING

Reach the SECO leadership with a presentation and networking opportunities at the mid-summer meeting for the Board of Trustees

Fee: \$10,000 | Inventory: 1

Inclusions: Networking, Presentation



SECO 2022

WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

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SECO INTERNATIONAL | Promotional Support Program | 13

SECO YEAR-ROUND OPPORTUNITIES

Brand Awareness

Presentation

Year Round

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Interactive Experience

New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



SOCIAL MEDIA POSTINGS

Include product and booth promotions on SECO's official social media outlets (Instagram, facebook, twitter) throughout the event.

Fee: \$2,500 | Inventory: 15

Inclusions: Web link, Branding opportunity (provided image), Text promotion

Artwork Specs: 280 character word post and 1200x630px JPG or PNG

Artwork Deadline: 2 weeks prior to post



DIRECT MAIL POSTCARD CO-OP

Promote your brand to a designated target audience (from 5,000 to 75,000 eye care professionals) on an official SECO (6"x9") promotional mailer. Sponsors to provide artwork for the front side of postcard, SECO provided artwork for back side.

Fee: \$1,200 | Inventory: 2

Inclusions: branding opportunity

Artwork Specs: 6"x9" with 1/8" bleeds at 300dpi.

PDF with outlined fonts and embedded images, Flatted TIFF or JPG

Artwork Deadline: 21 days prior to deployment



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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO ANNUAL CONGRESS OPPORTUNITIES

SECO 2022 EXHIBITS

AUDIENCE

The largest optometric educational event in the US. This meeting is promoted to the membership of 13 member states and 6 affiliate member organizations, reaching over 28,000 eye care professionals.

Optometrists	Ophthalmologists
Optometric Residents	Ophthalmic Medical Personnel
Optometry Students	Optometric Technicians
Opticians	Paraoptometrics
Opticianry Students	Practice/Business Managers

EDUCATION

SECO offers more than 400 hours of optometric continual education & 50+ contact hours for optometrists, ophthalmic technicians, opticians, ophthalmologists, paraoptometrics and practice administrators.

DIVERSE EXHIBIT HALL

Optometry's Marketplace™ presents 230+ exhibiting companies & over 900 brands. Discover the professions newest innovations.

RESERVE YOUR SPACE

Standard space: \$30 per square foot
Premium space: \$31 per square foot
\$300 per corner

Booth includes:

- 8' high backwall drape & 3' sidewall drape
- listing in the Optometry's Marketplace™ directory, online and in print
- Over 100 promotional opportunities

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Reach SECO's 28,000+ ophthalmic professional membership throughout the year and the attendees of the Annual Congress with a promotional program that is right for you!

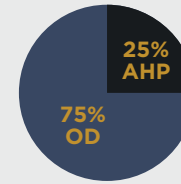
SECO 2022 LOCATION & EXHIBIT HALL HOURS

ERNEST N. MORIAL CONVENTION CENTER, NEW ORLEANS, LA

Friday, March 11: 9:30AM-5:00PM

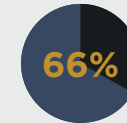
Saturday, March: 9:30AM-4:00PM

AUDIENCE

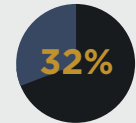


75% of SECO attendees are optometrists

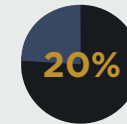
25% of SECO attendees are ophthalmic technicians, opticians, and practice administrators



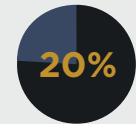
of SECO attendees make buying decisions or recommend purchases for their businesses



of attendees either own or manage their practice



of buyers report that SECO is the only optometry show they attend




of exhibitors are serious about buying and close deals totaling \$25,000 or more at SECO


SEE Buyers at SECO First— As the first event of the year, SECO is the ideal place to launch your newest products. Buyers are eager to see the latest frames, lenses, medical supplies, management solutions, and more.

EXHIBIT TOP PRODUCTS, SERVICES, AND CATEGORIES

Contact Lens • Frames • Lenses & Coatings
Laboratories & Laboratory Supplies
Equipment - Dispensing / Examination
Pharmaceuticals • Fixtures - Dispensing / Office
Practice Management Services, Software, & Solutions


SECO 2022 SIGNAGE

 Brand Awareness

 Presentation

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 Interactive Experience

 New for 2022

ARTWORK SUBMISSIONS

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BANNER PROGRAM ERNEST N. MORIAL CONVENTION CENTER

Reach attendees with your brand message throughout the event in the most predominant areas of the Ernest N. Morial Convention Center throughout at SECO 2022 as attendees access various areas of the event. Production and rigging costs are included within each space fee.

Inclusions: Advertisement, Production and Installation

Fee: Varies by location & size

Artwork: Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

Please leave 1" around the edge with no text or logo to prevent artwork being cut off or hidden by metal frame or SEG edge.

For additional detail on artwork submissions, see pages 50-52.

Artwork Deadline: 1/31/2022



Location	Fee	Banner Size (wxh)
ENMCC LOBBY A 1	SOLD OUT	60'x9'
ENMCC LOBBY A 2	SOLD OUT	90'x14'
ENMCC LOBBY A 3	SOLD OUT	58'x5'
ENMCC LOBBY A 4	SOLD OUT	58'x9'
ENMCC LOBBY A 5	SOLD OUT	14'x14'
ENMCC LOBBY A 6	SOLD OUT	125'x9'
ENMCC LOBBY A 7	SOLD OUT	56'x14'
ENMCC LOBBY A PHA-1	SOLD OUT	6'x8'
ENMCC LOBBY A PHA-2	SOLD OUT	6'x8'
ENMCC LOBBY A PHA-3	SOLD OUT	6'x8'
ENMCC LOBBY A PHA-4	SOLD OUT	6'x8'
ENMCC LOBBY A PHA-5	SOLD OUT	6'x8'
ENMCC LOBBY B PHA-6	SOLD OUT	6'x8'
ENMCC LOBBY B PHA-7	SOLD OUT	6'x8'
ENMCC LOBBY B PHA-8	SOLD OUT	6'x8'
ENMCC LOBBY B 10	SOLD OUT	52'x8'
ENMCC LOBBY B 18	\$15,000	64'x19'
ENMCC LOBBY B 19	SOLD OUT	43'x9'

FOR MORE INFORMATION ON THE BANNER PROGRAM, [CLICK HERE.](#)



WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 SIGNAGE

Brand Awareness

Presentation

Year Round

Booth Traffic

Interactive Experience

NEW
New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



KIOSK PANELS

Make a statement with a free-standing, 4-sided billboard structure placed in the main entrance lobby area of the event to be seen by attendees each day in between courses on to and from the exhibit hall.

Per Panel: \$2,500 | Inventory: Unlimited

Artwork Specs: 38" x 115", Please leave 1" around the edge with no text or logo to prevent artwork being cut off or hidden by metal frame or SEG edge.

Inclusions: Branding opportunity

Artwork Deadline: 1/31/2022



FLOOR MARKERS

Direct buyers to your booth and to your brand on floor markers placed between course rooms or booths within Optometry's Marketplace.

Common Area Fee Per Floor Markers:

(3) 2'x2': \$1,000 2'x2': \$500
3'x3': \$850 4'x4': \$1,000

Inventory: Unlimited

Exhibit Hall Entrance Floor Markers:

28x44" (advertisement area 22x28")

Fee: \$1,500

Inventory: 6

Inclusions: Branding opportunity

Artwork Deadline: 1/31/2022



WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 SIGNAGE

Brand Awareness

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



LIGHT BOX MARQUIS PANEL 10'X8'

Catch the eye of each attendee as the approach level 3 course rooms or as they enter Optometry's Marketplace on dynamic back-lit panels that grab the attention of passers-by.

Locations:

Level 1 Lobby Inventory: 6
Exhibit Hall Entrance Area Inventory: 4

Fee: \$5,500

Inclusions: Branding opportunity

Artwork Specs: 10' x 8', PDF format. Please leave 1" around the edge with no text or logo to prevent artwork being cut off or hidden by metal frame or SEG edge.

Artwork Deadline: 1/31/2022



LIGHT BOX MARQUIS PANEL 20'X8'

Catch the eye of each attendee as the approach level 3 course rooms or Optometry's Marketplace on dynamic back-lit panels that grab the attention of passers-by.

Locations:

Level 1 Lobby Inventory: 1
Exhibit Hall Entrance Area Inventory: 4

Fee: \$7,500

Inclusions: Branding opportunity

Artwork Specs: 20' x 8', PDF format. Please leave 1" around the edge with no text or logo to prevent artwork being cut off or hidden by metal frame or SEG edge.

Artwork Deadline: 1/31/2022



WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 SIGNAGE

Brand Awareness

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New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



GREAT HALL LOBBY ESCALATOR CLING & LOBBY B2 ESCALATOR CLING (2 CLINGS AT EACH LOCATION)

Direct buyers to your booth and to your brand on the escalators to and from the Great Hall lobby and the B2 lobby.

Fee: \$3,500

Inventory: 2 clings per escalator bank

Inclusions: Branding opportunity

Artwork Specs: 8" x 70' 11" (2)

Artwork Deadline: 1/31/2022



GREAT HALL LOBBY ESCALATOR MAT & LOBBY B2 ESCALATOR MAT (1 MAT AT EACH LOCATION)

Direct buyers to your booth and to your brand on floor markers placed around the escalators of the Great Hall lobby and the B2 lobby.

Fee: \$3,500

Inventory: 2 (1 mat per escalator)

Inclusions: Branding opportunity

Artwork Specs: 11' x 4'

Artwork Deadline: 1/31/2022




SECO 2022


WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO EXHIBIT HALL TRAFFIC DRIVERS

 Brand Awareness

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO 2022

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EXHIBIT HALL LOUNGE SPONSOR

Sponsor the designated hot spot in Optometry's Marketplace where attendees will go each day to grab a drink and network with colleagues. Attendees will be required to come by your booth to collect free drink tickets to use in the lounge. Capture their attention to gain new leads!

Fee: \$2,500

Inventory: Unlimited

Inclusions: Networking, Branding, Traffic Driving

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/5/2022



SECO 2022

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

EXHIBIT HALL GIVEAWAY SPONSOR

As attendees clamor to the exhibit hall to collect the fun daily giveaways they will be driven to your booth to scan a QR code to win. Capture their attention to gain new leads!

Fee: \$2,500

Inventory: Unlimited

Inclusions: Networking, Branding, Traffic Driving

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/5/2022



SECO 2022

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

EXHIBIT HALL LOUNGE GIVEAWAY SPONSOR

Satisfy the hunger of eye care professionals visiting Optometry's Marketplace for a treat by sponsoring a daily snack giveaway! The item will be distributed in or near your booth to bring hungry attendees right to your booth!

Fee: \$10,000-\$20,000 depending upon item

Inventory: Unlimited

Inclusions: Networking, Branding, Traffic Driving

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/5/2022



SECO 2022

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 DIGITAL SIGNAGE

Brand Awareness

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New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



DIGITAL TOUCH SCREEN INTERACTIVE KIOSK

The touchscreen kiosk is a multi-purpose touchscreen interactive kiosk that doubles as content display and an interactive lead capture machine featuring trivia, event data, check-in apps, and other ways to collect attendee data, increase awareness and maximize interactivity.

Inventory: 10

Kiosk Sole Sponsor: \$10,000

Feature multiple brands or create tons of impressions in one shot as a sole supporter of an entire kiosk featuring multiple branding ads within the "resting" slideshow, links to provided URL's, branded selfie station with email capture, customized interactive games with attendee engagement and data collection opportunities.

Kiosk Ad Sponsor: \$1,500

Catch the eye of passersby and expand your impressions by featuring your advertisement among the digital ad slideshows that is presented in between attendee utilization.

Kiosk Gaming Sponsor: \$3,500

Educate the optometric community on your product/service in a fun and interactive way by featuring your customized information within one of many gaming features, including trivia, Wheel of Fortune, etc.

Kiosk Selfie Sponsor: \$3,500

Capture attendee data, expand your social media impressions, and help attendees click a quick pic to commemorate their experience at SECO 2022 by sponsoring the selfie interaction portion of the kiosk.

Inclusions: Branding opportunity, Booth traffic driver, Interactive Experience

Artwork Specs: Logo (EPS or AI format), vertical screen resolution 1080x1920, height from base to top is 70", height from bottom of base to screen is 28", width of base under screen is 28"

Artwork Deadline: 2/15/2022



DIGITAL WALL

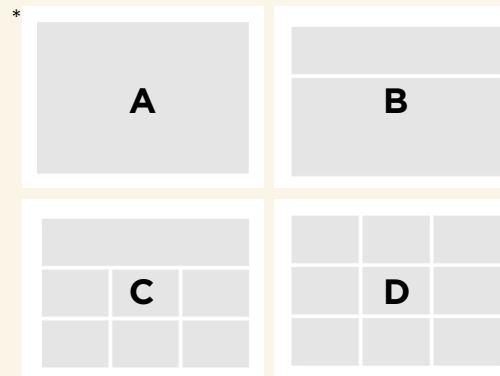
These digital video walls are 3x3 46" screens that will allow sponsors to catch the eye of SECO attendees as they move about the ENMCC each day at SECO.

Fee: \$2,500 | Inventory: 10 ads per screen (*Multiple layout options available)

Inclusions: Branding opportunity artwork

Specs: Branding, Video (5 Seconds) or Logo (EPS or AI format); 5760 x 3240 with a ratio of 16:9

Artwork Deadline: 2/15/2022




SECO 2022


WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 DIGITAL

 Brand Awareness

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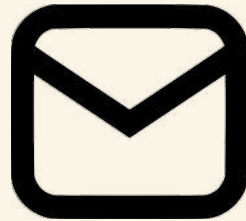
 Booth Traffic

 Interactive Experience

 NEW
New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



DAILY ATTENDEE E-MAIL WITH BANNER ADVERTISEMENT

Reach every SECO 2022 participant in the official daily email distributed to registered attendees. Each email will include important event information along with a banner advertisement and a link to your website.

Fee: \$1,750 | Inventory: 4 (1 per day)

Inclusions: Branding opportunity, Website Link

Artwork Specs: 600Wx 100H, JPG Format

Artwork Deadline: 1/31/2022



SOLD OUT



EVENT WI-FI SPONSOR

Catch the eye of each SECO attendee each time they log on to access the event wi-fi. Your branded splash page will appear upon attendees logging in with a branded sponsor password.

Fee: \$10,000 | Inventory: 1

Inclusions: Branding opportunity

Artwork Specs: Logo in EPS or AI format

Artwork Deadline: 1/31/2022



SOLD OUT



WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 DIGITAL

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NEW
New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



RETARGETING AUDIENCE REACH DECEMBER 1 - MARCH 15

Increase the exposure of your brand by marketing your products and services to the SECO community. The SECO digital community represents 20,000+ unique users collected from (3) web domains- SECOInternational.com, SECOUniversity.com, and attendSECO.com. SECO utilizes the data for retargeting through programmatic digital marketing. Increase the exposure of your brand by marketing your products and services to the SECO community. Guarantee of 500,000 impressions.

Fee: \$7,500 | Inventory: unlimited

Inclusions: Branding opportunity, Website Link

Artwork Specs: hyperlink; pngs: 728x90, 300x600, 300x250, 160x600, 120x600, 320x50

Deliverable Deadline: 3 weeks prior to execution



RETARGETING AUDIENCE REACH OCTOBER 1 - DECEMBER 31

Increase the exposure of your brand by marketing your products and services to the SECO community. The SECO digital community represents 20,000+ unique users collected from (3) web domains- SECOInternational.com, SECOUniversity.com, and attendSECO.com. SECO utilizes the data for retargeting through programmatic digital marketing. Increase the exposure of your brand by marketing your products and services to the SECO community. Guarantee of 300,000 impressions.

Fee: \$4,500 | Inventory: unlimited

Inclusions: Branding opportunity, Website Link

Artwork Specs: hyperlink; pngs: 728x90, 300x600, 300x250, 160x600, 120x600, 320x50

Deliverable Deadline: 3 weeks prior to execution




SECO 2022


WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.


SECO 2022 DIGITAL

 Brand Awareness

 Presentation

 Year Round

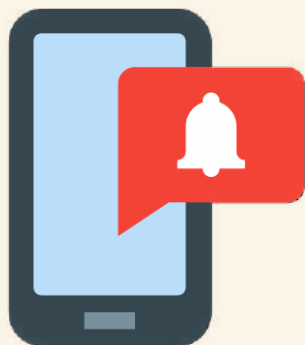
 Booth Traffic

 Interactive Experience

 NEW
New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



MOBILE APP PUSH NOTIFICATION

Reach SECO attendees each day via the popular SECO app. Send your branding message or invitation to visit your booth directly to their phone.

Fee: \$2,000 | Inventory: 4

Inclusions: (1) per day for 4 days (Wed-Sat available)

Artwork Specs: Preheader (25-characters max) | Body Text (250-characters max)

Artwork Deadline: 2 weeks out



MOBILE APP TITLE SPONSOR

Sponsoring the SECO mobile application offers your brand an integrated presence that can serve as a key part of your mobile marketing strategy. Reach attendees with targeted messaging, branding impressions and links to your website as they navigate SECO 2022 prior, during and after the event.

Fee: \$15,000 | Inventory: 1

Inclusions: Logo recognition: My Schedule Logo Watermark (1),

App Promotion on Website and Daily Emails (1)

Messaging: Push Notifications: 15 messages

Branding opportunity: Launch Screen Splash Page, Landing Pages (2), Pop-up Banner Ads (2),

Video Link (2), Enhanced Company Description

Artwork Specs: Logo (EPS or AI format)

Push Notifications: 3 per day Wed-Sun (20 characters per notification)

Portrait Splash Screen 2048w x2732h, 1080w x1920h, 1242w x2688h

Landscape Splash Page 2732w x 2048h, 1920w x 1080h, 2688w x 1242h

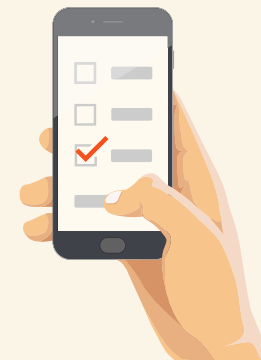
Banner Ads 1080w x 152h, 1920w x 225h, 2048w x 180h, 1920w x 152h

Landing Page (Full Screen Sponsor Ad)

2048w x 1536h, 1536w x 2048h, 1920w x 1080h

1080w x 1920h Enhanced Company Description: 50-word max

Artwork Deadline: 1/31/2022



POST-SHOW ATTENDEE SURVEY & CUSTOM QUESTION

Capture data from the official post-event attendee survey, designed to gauge behavior and interest of eye care professionals in relation to education, exhibit, networking/social programming and general industry trends.

Fee: \$1,000 | Inventory: 1

Inclusions: Questions should be relevant to the optometric market, but not specific to any one brand, product line or service offering will be included within the survey. The question is subject to review by SECO International, LLC to ensure quality and equity among supporters (mention of competing brands will not be permitted).

Artwork Specs: 50-word maximum. Format can be multiple choice (check 1 or all), true/false or matrix rating scale (maximum 4 lines to rate)

Artwork Deadline: 2/15/2022



SECO 2022

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 DIGITAL

Brand Awareness

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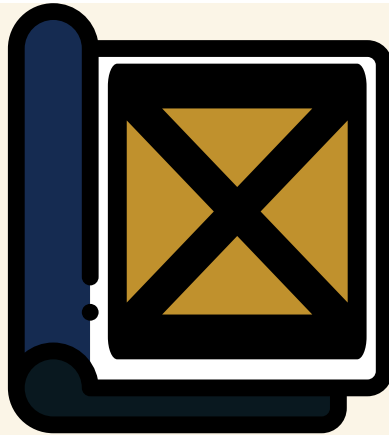
Booth Traffic

Interactive Experience

New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



REGISTRATION BROCHURE FULL PAGE

Include your full page advertisement within the digital brochure promoting every aspect of SECO 2022. Reach every event attendee and beyond with your messaging throughout the year.

Fee: \$5,000 | Inventory: 5

Inclusions: Branding Opportunity

Artwork Specs: PDF or JPG (300dpi) 11w"x8.5h" with a .125" bleed

Artwork Deadline: 9/25/20



REGISTRATION BROCHURE HALF PAGE

Include your half page advertisement within the digital brochure promoting every aspect of SECO 2022. Reach every event attendee and beyond with your messaging throughout the year.

Fee: \$3,000 | Inventory: 4

Inclusions: Branding Opportunity

Artwork Specs: PDF or JPG (300dpi) Half Page 5.2w"x8h" with a .125" bleed

Artwork Deadline: 9/25/20



SECO 2022

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 PRINT

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New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO 2022
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BRAND AMBASSADOR PROMOTIONS DISTRIBUTION

Generate greater exposure, excitement and awareness for your product by distributing promotional items within the restricted area just inside of the exhibit hall entry doors during exhibit hall hours each day. Sponsor to provide hand outs and brand ambassador for distribution.

Fee: \$7,500 | Inventory: 5

Inclusions: Literature distribution

Literature Deadline: 3/9/2022



PRINT STATION SPONSOR

Feature your logo at the SECO 2022 event registration desks' printing station, where each attendee collects their educational schedule. In addition to recognition on the structure seen by thousands of passers-by each day, your brand will be featured on a banner advertisement on the printed schedules and on the print station screen.

Fee: \$2,500 | Inventory: 1

Inclusions: Logo recognition, Branding opportunity

Artwork Specs: Logo EPS or AI format Ad: 66 3/4"Wx35 1/8"H

Artwork Deadline: Logo 10/1/2021; Ad: 1/05/2021



SECO 2022
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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 HOTEL

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New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



HOTEL KEY CARDS HQ HILTON

Reach SECO attendees multiple times each day by displaying your message on each guest's hotel room key card. Hotel key cards are available at the two main affiliated hotels.

Fee: \$12,000 | Inventory: 1

Inclusions: branding opportunity

Artwork Specs: 3.375" x 2.125"

Bleed 3.625" x 2.375" / Live 3.125" x 1.25"

Hilton logo must be included on back of card.

Logo specs: .7573"W x .6259"H

Format Vector; if creating artwork in photoshop, submit layered CMYK files. Resolution 300 at actual size. Supply all fonts and images used. Type should be at least 6 pt, reversed type should be at least 8pt. Non-bleed images should not be closer than 1/8" to card edge. Please note that RFID keycards do not require adirectional arrow.

Artwork Deadline: 2/2/22



SOLD OUT



HOTEL KEY CARDS MARRIOTT

Reach SECO attendees multiple times each day by displaying your message on each guest's hotel room key card. Hotel key cards are available at the two main affiliated hotels.

Fee: \$12,000 | Inventory: 1

Inclusions: branding opportunity

Artwork Specs: 3.375" x 2.125"

Bleed 3.625" x 2.375" / Live 3.125" x 1.875"

Format Vector; if creating artwork in photoshop, submit layered CMYK files. Resolution 300 at actual size. Supply all fonts and images used. Type should be at least 6 pt, reversed type should be at least 8pt. Non-bleed images should not be closer than 1/8" to card edge. Please note that RFID keycards do not require adirectional arrow.

Artwork Deadline: 2/2/22



HOTEL KEY CARDS SHERATON

Reach SECO attendees multiple times each day by displaying your message on each guest's hotel room key card. Hotel key cards are available at the two main affiliated hotels.

Fee: \$12,000 | Inventory: 1

Inclusions: branding opportunity

Artwork Specs: 3.375" x 2.125"

Bleed 3.625" x 2.375" / Live 3.125" x 1.875"

Format Vector; if creating artwork in photoshop, submit layered CMYK files. Resolution 300 at actual size. Supply all fonts and images used. Type should be at least 6 pt, reversed type should be at least 8pt. Non-bleed images should not be closer than 1/8" to card edge. Please note that RFID keycards do not require a directional arrow.

Artwork Deadline: 2/2/22




SECO 2022


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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 HOTEL

 Brand Awareness

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 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



HOTEL DOOR DROP HILTON (HQ HOTEL)

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed outside of their guestroom door.

Wednesday \$2,750

Thursday \$3,500

Friday \$3,500

Saturday \$2,500

Inventory: Unlimited

Inclusions: Branding Opportunity, Traffic Driving

Printed Item: 8"x11.5" maximum

Deadline shipped to hotel between:

2/20/2022 - 2/23/2022



HOTEL DOOR DROP NEW ORLEANS SHERATON HOTEL

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed outside of their guestroom door.

Wednesday \$1,750

Thursday \$2,000

Friday \$2,000

Saturday \$1,500

Inventory: Unlimited

Inclusions: Branding Opportunity, Traffic Driving

Printed Item: 8"x11.5" maximum

Deadline shipped to hotel between:

2/20/2022 - 2/23/2022



HOTEL DOOR DROP NEW ORLEANS MARRIOTT HOTEL

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed outside of their guestroom door.

Wednesday \$2,500

Thursday \$3,000

Friday \$3,000

Saturday \$2,000

Inventory: Unlimited

Inclusions: Branding Opportunity, Traffic Driving

Printed Item: 8"x11.5" maximum

Deadline shipped to hotel between:

2/20/2022 - 2/23/2022



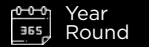
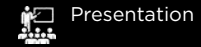
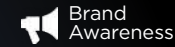
SECO 2022

WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 HOTEL



ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



HOTEL MIRROR CLINGS HILTON (HQ HOTEL)

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed on their bathroom mirror.

Thursday \$7,000

Friday \$7,000

Saturday \$4,000

Inventory: 1 Per Day Per Hotel

Inclusions: Branding Opportunity, [Traffic Driving](#)

Printed Item: 8"x11.5" maximum

Deadline shipped to hotel between:

2/20/2022 - 2/23/2022



HOTEL MIRROR CLINGS NEW ORLEANS MARRIOTT

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed on their bathroom mirror.

Thursday \$3,000

Friday \$3,000

Saturday \$1,750

Inventory: 1 Per Day Per Hotel

Inclusions: Branding Opportunity, [Traffic Driving](#)

Printed Item: 8"x11.5" maximum

Deadline shipped to hotel between:

2/20/2022 - 2/23/2022





WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 HQ HOTEL

 Brand Awareness

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 Interactive Experience

 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



MAIN ENTRANCE FLOOR CLING HILTON (HQ HOTEL)

Reach SECO 2022 attendees at the Headquarter hotel with branding images in all high traffic areas of the event.

Fee: \$3,250

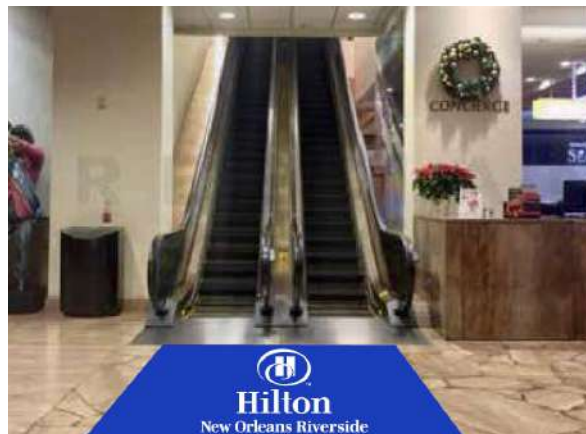
Inventory: 1

Inclusions: Production and Installation

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

Artwork Deadline: 1/31/22

NOTE: Darker colors required to prevent dirt showing. The hotel will remove the item if the cling shows dirt over time.



CONEIRGE DESK FLOOR CLING HILTON (HQ HOTEL)

Reach SECO 2022 attendees at the Headquarter hotel with branding images in all high traffic areas of the event.

Fee: \$3,250

Inventory: 1

Inclusions: Production and Installation

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

Artwork Deadline: 1/31/22

NOTE: Darker colors required to prevent dirt showing. The hotel will remove the item if the cling shows dirt over time.



HOTEL MIRROR CLINGS NEW ORLEANS MARRIOTT

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed on their bathroom mirror.

Fee: \$4,250

Inventory: 1

Inclusions: Production and Installation

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

Artwork Deadline: 1/31/22



SECO 2022

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 HQ HOTEL

Brand Awareness

Presentation

Year Round

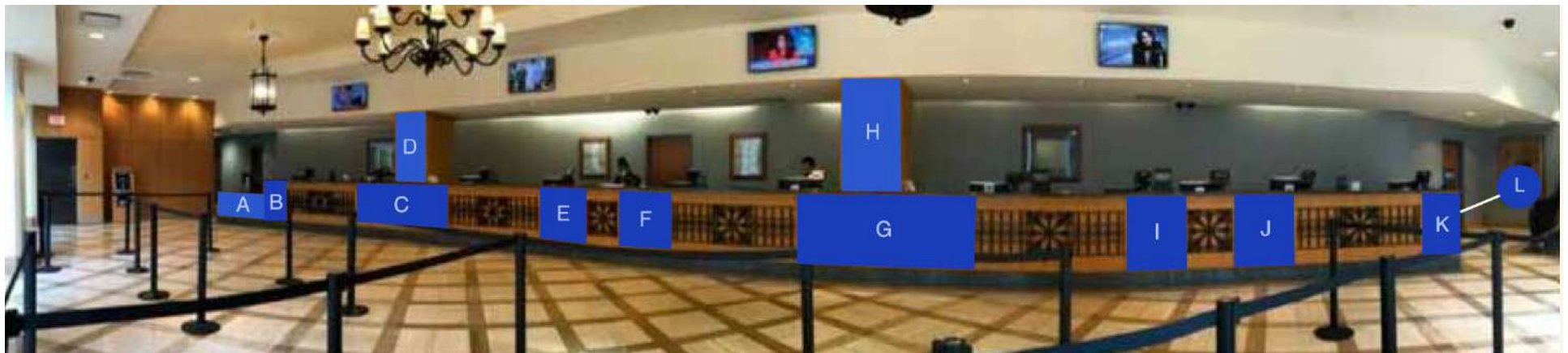
Booth Traffic

Interactive Experience

New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



CHECK-IN / FRONT DESK FRONT CLINGS HILTON (HQ HOTEL)

Reach SECO 2022 attendees at the Headquarter hotel with branding images in all high traffic areas of the event.

Fees:

Package E, F, I, J Fee: \$12,000

Package C, G Fee: \$7,000

Package D, H Fee: \$7,000

Inventory: 1 of each package

Inclusions: Production and Installation

Specs: Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in PC format. Must be sent as a single layer CMYK file. For additional detail on artwork submissions, see pages 50-52.

Artwork Deadline: 1/31/22




SECO 2022


WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.


SECO 2022 HQ HOTEL

 Brand Awareness

 Presentation

 Year Round

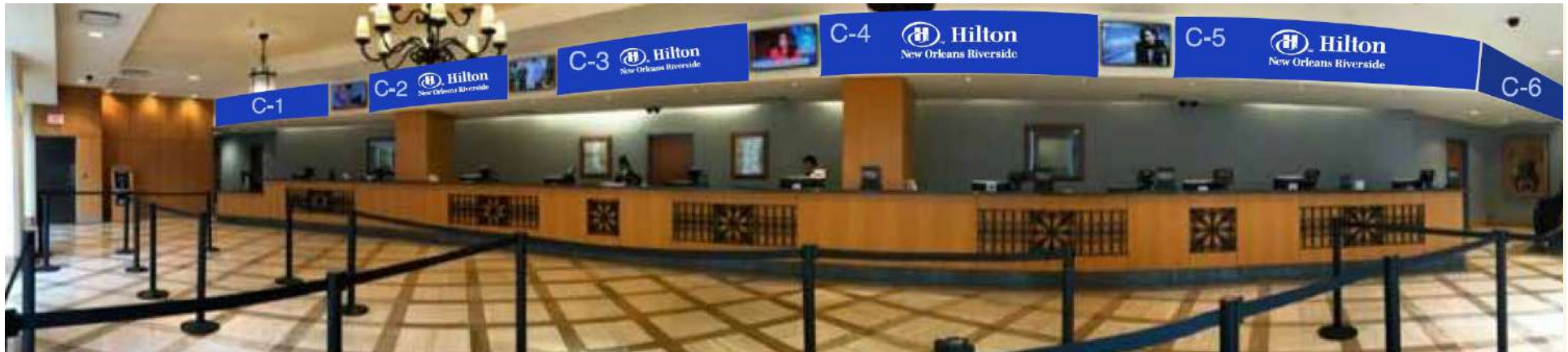
 Booth Traffic

 Interactive Experience

 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



CHECK-IN / FRONT DESK OVERHEAD CLINGS HILTON (HQ HOTEL)

Reach SECO 2022 attendees at the Headquarter hotel with branding images in all high traffic areas of the event.

Fee: Package C-1, 2, 3, 4, 5, 6 - \$10,000

Inventory: 1 package

Inclusions: Production and Installation

Specs: Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in PC format. Must be sent as a single layer CMYK file. For additional detail on artwork submissions, see pages 50-52.

Artwork Deadline: 1/31/22




SECO **2022**


WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file. For additional detail on artwork submissions, see pages 50-52.

SECO 2022 EVENTS

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 NEW
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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



SATURDAY NIGHT PARTY BEVERAGE SPONSOR

Treat party goers to drinks at the popular Saturday Night Party, the culminating celebration of SECO and fun for the entire family. This event is the largest gathering of attendees in one location, at one time, outside of the exhibit hall and the beverage sponsorship will allow the opportunity to receive recognition in multiple areas of the event.

Fee: \$20,000 | Inventory: 1

Inclusions: Logo recognition

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/31/2022



SATURDAY NIGHT PARTY TITLE SPONSORS (JOINT)

The Saturday Night Party is the culminating celebration of SECO and fun for the entire family. This event is the largest gathering of attendees in one location, at one time, outside of the exhibit hall and sponsorship will allow the opportunity to align your branding with the signature event. Interact with attendees and present your message to party goers!

Fee: \$35,000 | Inventory: 2

Inclusions: Logo recognition, Presentation

Artwork Specs: Logo (EPS or AI format)

Commitment Deadline: 3/1/2022




SECO **2022**


WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS


ARTWORK SUBMISSIONS

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SECO 2022 EVENTS

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 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



SATURDAY NIGHT PARTY VIP PRE-EVENT SPONSOR

Host a private VIP reception for your featured guest list at the Saturday Night Party! Reach your prospective clients or show your appreciation for your top accounts at this private event including a private space, an open bar and food service for up to 75 people.

Fee: \$20,000 | Inventory: 4

Inclusions: Logo recognition (at VIP event), Networking

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/3/2022



PROMOTIONAL DINNER

Reach SECO attendees at a promotional dinner at a nearby featured location where eye care professionals can enjoy a great meal and learn more about your brand. This event will be posted as an official SECO event and attendees will be register through the SECO Congress registration portal.

Fee: \$16,500 | Inventory: 4

Inclusions: Interactive opportunity

Artwork Specs: Logo (EPS or AI format)

Commitment Deadline: 3/1/2022



SECO 2022

WHERE SIGHT MEETS VISION™
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VOLUNTEER ORIENTATION & RECEPTION AT SECO 2020

Reach the SECO leadership with a 10-minute presentation at the official SECO Volunteer Orientation followed by the SECO Volunteer Reception to network with the entire SECO volunteer structure.

Fee: \$25,000 | Inventory: 1

Inclusions: Networking, Presentation



SECO 2022

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO 2022 EVENTS

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Interactive Experience

NEW
New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



STUDENT PARTY

Show your support for the future of optometry during a party dedicated to optometric students and recent graduates. Sponsors can make a formal presentation and network with students throughout the event.

Date: Friday, March 11, 2022

Time: 9-11:30PM

Location: TBD

Fee: \$25,000 | Inventory: 1

Inclusions: Logo recognition, Presentation, Literature distribution, Networking, Event admission

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/31/2022

Literature distribution: on-site at event Friday, February 26, 2022, 9PM-11:30PM



ALLIED HEALTHCARE PROFESSIONALS PARTY

Reach the Allied Healthcare Professionals with the only event in optometry that celebrates their contributions to the optometric profession. These valued members of the eye care community can meet up with friends and colleagues to network and dance the night away at this memorable event.

Date: Friday, March 11, 2022

Time: 6-8PM

Location: TBD

Fee: \$25,000 | Inventory: 1

Inclusions: Logo recognition, Presentation (5-minute), Literature distribution, Networking, Event admission

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline: 1/31/2022



SOLD OUT



WELCOME RECEPTION SPONSOR

Welcome SECO attendees to the 2022 Congress while we celebrate the kick-off of another exciting SECO event! This event will gather attendees in one location to mix and mingle and allow you the opportunity to align your brand with this signature event. Interact with attendees and present your message to party goers!

Date: Thursday, March 10, 2022

Time: 5:00-6:30 PM

Location: The Magnolia Porch at the ENMCC

Fee: \$35,000 | Inventory: 1

Inclusions: branding opportunity

Artwork Specs:

Artwork Deadline: 1/31/2022

Deliverable Deadline: Logo 10/01/2021



SECO 2022

WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

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SECO 2022 SYMPOSIUMS

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Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



OD SYMPOSIA - WEDNESDAY LUNCH

Present product information to up to 300 OD's in a 30-minute non-accredited educational format (1 of 2 presentations within a one-hour symposia session) within the SECO 2022 Symposium Series where attendees will enjoy a free lunch. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided by SECO International, LLC. This opportunity is only available for overall minimum spends of \$100k

Date: Wednesday, March 9
Time: 1:00PM-2:00PM
Location: ENMCC

Fee: \$25,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive
Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal
Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SOLD OUT



OD & AHP JOINT SYMPOSIA WEDNESDAY DINNER

Present product information to up to 300 OD's and AHP's in a 30-minute non-accredited educational format (1 of 2 presentations within a one-hour symposia session) within the SECO 2022 Symposium Series where attendees will enjoy a free lunch. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided by SECO International, LLC.

Date: Wednesday, March 9
Time: 5:15PM-6:15PM
Location: ENMCC

Fee: \$35,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive
Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal
Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SOLD OUT

SECO 2022 SYMPOSIUMS

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NEW
New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



OD SYMPOSIA - THURSDAY LUNCH

Present product information to up to 550 OD's in a 30-minute non-accredited educational format (1 of 2 presentations within a one-hour symposia session) within the SECO 2021 Symposium Series where attendees will enjoy a free lunch. Additionally, this Symposia will be live streamed to reach the virtual attendee base for additional exposure. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided to in-person attendees by SECO International, LLC.

This opportunity is only available for overall minimum spends of \$100k

Date: Thursday, March 10
Time: 12:30PM-1:20PM
Location: The Great Hall

Fee: \$125,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive

Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal

Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



ONLY 1 LEFT!

OD SYMPOSIA - FRIDAY LUNCH

Present product information to up to 550 OD's in a 30-minute non-accredited educational format (1 of 2 presentations within a one-hour symposia session) within the SECO 2021 Symposium Series where attendees will enjoy a free lunch. Additionally, this Symposia will be live streamed to reach the virtual attendee base for additional exposure. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided to in-person attendees by SECO International, LLC.

This opportunity is only available for overall minimum spends of \$100k

Date: Friday, March 11
Time: 12:00PM-1:00PM
Location: The Great Hall

Fee: \$125,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive

Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal

Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SOLD OUT

SECO 2022


WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS


Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

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SECO 2022 SYMPOSIUMS

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



OD SYMPOSIA - SATURDAY LUNCH

Present product information to up to 350 OD's in a 30-minute non-accredited educational format (1 of 2 presentations within a one-hour symposia session) within the SECO 2021 Symposium Series where attendees will enjoy a free lunch. Additionally, this Symposia will be live streamed to reach the virtual attendee base for additional exposure. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided to in-person attendees by SECO International, LLC.

This opportunity is only available for overall minimum spends of \$100k

Date: Saturday, March 12
Time: 12:00PM-1:00PM
Location: TBD

Fee: \$90,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive

Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal

Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SOLD OUT

STUDENT SYMPOSIA - SATURDAY LUNCH

Present product information for students and residents in a 15-minute non-accredited educational format (1 of 4 presentations within a one-hour symposia session) and interact at your tabletop exhibit during a 15-minute networking reception within the SECO 2022 Symposium Series where attendees will enjoy a free lunch. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided by SECO International, LLC.

Date: Saturday, February 26
Time: 12:00-1:15PM
Location: ENMCC

Fee: \$16,500 | Inventory: 1

Inclusions: Presentation, Literature distribution, Networking

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive

Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal

Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SECO 2022

WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

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SECO 2022 SYMPOSIUMS

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



AHP SYMPOSIA - THURSDAY LUNCH

Present product information to up to 200 Allied Healthcare Professional's in a 25-minute non-accredited educational format (1 of 2 within the one-hour session) within the SECO 2022 Symposium Series where attendees will enjoy a free lunch. The Symposia presentation will be held without opposition of AHP continuing education courses. Food & beverage will be provided by SECO International, LLC.

Date: Thursday, March 10
Time: 11:30AM-12:30PM
Location: ENMCC

Fee: \$17,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive

Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal

Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SOLD OUT



AHP SYMPOSIA - FRIDAY LUNCH

Present product information to up to 200 Allied Healthcare Professional's in a 25-minute non-accredited educational format (1 of 2 within the one-hour session) within the SECO 2022 Symposium Series where attendees will enjoy a free lunch. The Symposia presentation will be held without opposition of AHP continuing education courses. Food & beverage will be provided by SECO International, LLC.

Date: Friday, March 11
Time: 11:00AM-12:00PM
Location: ENMCC

Fee: \$17,000 | Inventory: 2

Inclusions: 30-minute presentation, logo recognition, rehearsal, basic audio visual, slide deck approval, participation list, literature distribution, speaker registration, mention within the series promotion including Symposia meter board advertisement, symposia e-blast, symposia registration brochure advertisement, symposia program advertisement, symposia series social media postings

Artwork Specs: Logo (EPS or AI format), Presentation Title & Lecturer(s), AV Needs (laptop, screen, confidence monitor provided), Slide Deck (for approval), Final Presentation on jump drive

Artwork Deadline: Logo: Title/Lecturer: AV Needs: Slide Deck: Final Presentation: at rehearsal

Deliverable Deadlines: Logo: 8/2/2021; Title/Lecturer: 10/1/2021; AV Needs: 12/17/2021; Slide Deck: 2/25/2022; Final Presentation: at rehearsal



SOLD OUT

SECO 2022


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ARTWORK SUBMISSIONS

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SECO 2022 MISCELLANEOUS

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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



AHP LUNCH

Treat the Allied Healthcare Professionals to lunch in a course discussing a topic related to your product or service with a 5 minute sponsored promotional presentation. The course will be unopposed by other AHP educational courses.

Fee: \$19,000 | Inventory: 1

Attendance: 200 estimated **Inclusions:** 10 Minute Promotional Presentation (created and presented by sponsor), Logo recognition

Specs: Logo (EPS or AI format)



SECO **2022**

WHERE SIGHT MEETS VISION™
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ARTWORK SUBMISSIONS

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SECO 2022 MISCELLANEOUS

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CHARGING STATION

Help attendees recharge throughout SECO 2022 at a branded charging station located in the common areas of the Georgia World Congress Center and Optometry's Marketplace.

Fee: \$4,000 | Inventory: Unlimited

Inclusions: Branding opportunity

Artwork Specs: 380mm L x 710mm H; static image (format: PDF, EPS, AI, Hi Res JPEG and PNG) or video (MP4)

Artwork Deadline: 1/5/2022



NEW PRODUCTS SHOWCASE

Show off your product in the New Product showcase in a highly trafficked common area to reach attendees throughout the entire show to entice attendees to visit your booth to learn more!

Fee: \$3,750 | Inventory: Unlimited

Inclusions: Branding opportunity

Artwork Deadline:



AHP ENGAGEMENT AREA

Interact with thousands of Allied Healthcare Professionals in a unique engagement area within Optometry's Marketplace. Develop interactive opportunities for AHP's to learn about your products/services and engage with your sales team.

Fee: \$60,000 | Inventory: 1

Inclusions: Logo recognition, Literature distribution, Branding opportunity, Interactive opportunity



PUBLICATION BIN PROMO PLACEMENT

Distribute your promotional literature in a branded publication bin in the Registration area where attendees access information throughout the show.

Fee: \$3,000 | Inventory: 3

Inclusions: Literature distribution

Literature Deadline: 2/25/22



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ARTWORK SUBMISSIONS

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SECO 2022 MISCELLANEOUS

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SECO 2022

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POSTER PROGRAM LOUNGE

Reach eager SECO attendees seeking cutting edge education within the popular Poster Program. Sponsors can brand the lounge area and bring their own representatives to engage with attendees between posters.

Fee: \$3,500 | Inventory: 1

Inclusions: Signage (3 floor markers, 1 meter board, poster unit decals) to be provided within the sponsorship as well as promotion of the program



LANYARDS & BADGE HOLDERS (IN-KIND)

Display your logo each day to every SECO attendee by providing the registration lanyard and badge holder with required attendee credentials to access all SECO 2022 activities. Sponsor to provide lanyard and badge holders.

Fee: \$5,000 | Inventory: 1

Inclusions: Branding opportunity

Quantity: 6,500 lanyards & badge holders

Artwork Specs: Double bull-dog clip lanyard

Artwork Deadline: 1/5/22



SOLD OUT



TOTE BAG (IN-KIND)

You can see every SECO attendee carrying your logo to every SECO event by providing tote bags distributed to each attendee in registration area and in the exhibit hall.

Fee: \$5,000 | Inventory: 1

Inclusions: Branding opportunity

Quantity: 5,500

Deliverable Deadline: 1/31/22



SOLD OUT


SECO 2022


WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.


SECO 2022 STUDENT

 Brand Awareness

 Presentation

 Year Round

 Booth Traffic

 Interactive Experience

 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



STUDENT ENGAGEMENT AREA

Engage with the future of the optometric profession and tomorrow's customers by hosting the Student Lounge and student networking event in Optometry's Marketplace on Saturday afternoon. Interact with tomorrow's eye care professionals and utilize the Student Lounge to reach this dynamic group as they join the optometric profession.

Fee: \$15,000 | Inventory: 1

Inclusions: Logo recognition, Networking, Branding opportunity, Literature distribution

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline:

Literature Distribution: on-site at event



STUDENT STIPEND UNDERWRITER

Help students get to SECO 2022 by underwriting a \$100 student voucher that allows each student to experience SECO and learn more about their role in the eye care profession.

Fee: \$30,000 | Inventory: 1

Inclusions: Logo recognition

Artwork Specs: Logo (EPS or AI format)

Artwork Deadline:




SECO **2022**


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ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO 2022 EDUCATIONAL GRANTS

 Brand Awareness

 Presentation

 Year Round

 Booth Traffic

 Interactive Experience

 New for 2022

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.



FREE CE PRESENTATION THEATER EDUCATIONAL GRANT

Support an accredited education presentation for up to 75 eye care professionals in the Presentation Theater, conveniently located inside of Optometry's Marketplace, SECO's exhibit hall. Courses are free of charge for registered SECO attendees and unopposed by other continuing education courses.

Fee: \$7,500

Friday, March 11

10:00AM-11:00AM, 1:00PM-2:00PM, 4:00PM-5:00PM

Saturday, March 12

10:00AM-11:00AM, 1:00PM-2:00PM, 3:00PM-4:00PM

Inclusions: 1-hour accredited education course, accreditation submission, speaker honoraria of \$350, travel and hotel (limit 1 speaker per presentation), text-only company name recognition as a philanthropic supporter of an unrestricted educational grant.

Course Materials: 12/17/2021

AV Needs: 12/17/2021



EDUCATIONAL GRANT

Support the renowned SECO 2022 continuing OD or AHP education program with an unrestricted philanthropic educational grant allowing accredited education to reach thousands of eye care professionals.

Inventory: Unlimited



SECO **2022**

WHERE SIGHT MEETS VISION™
MARCH 9-13 | NEW ORLEANS

ARTWORK SUBMISSIONS

Convert to PDF using appropriate high-quality output settings. Images must be embedded and fonts converted to outlines or included in pc format. Must be sent as a single layer cmyk file.

SECO PARTNER PROGRAM

SECO PARTNER PROGRAM

By participating at SECO, you've made a significant investment in the success of your business.

Make sure that investment pays off. Customize a sponsorship package to boost your visibility, drive traffic to your booth and show that you mean business – before, during and after the show. Extend your reach far beyond your booth by selecting the opportunities that work best for your business, and your budget. Just another way SECO is evolving to meet the needs of our dynamic industry.

Support Program Outline:

Supporters will have the opportunity to customize their participation at SECO to align with sales and marketing objectives. Support opportunities can be chosen from the SECO Support Program which includes the Exhibit Hall, Promotional Sponsorship and Educational Grantor¹ programs. Participation in these areas will determine each sponsor's overall support tier.

Support Tiers:

Overall support levels fall into one of six tiers and each tier receives varying benefits.

Tier 1

Title Partner²
\$400,000+

Tier 2

Presenting Partner²
\$350,000-\$399,999

Tier 3

Featured Supporter²
\$225,000-\$349,999

Tier 4

Contributing Supporter
\$100,000-\$224,999

Tier 5

Promotional Supporter
\$50,000-\$99,999

Tier 6

Support less than \$50,000 and
no additional recognition is given

First Right of Refusal:

First right of refusal for promotional program items are awarded to supporters who remain in the consistent tier level from the previous year. Selections must be submitted by the July 1st selection deadline in order to receive eligibility.

For Exhibits & Promotional Sales email exhibits@secostaff.com or request a call back at 770-451-8206.

1. Supporters previous year educational grant participation counts toward upcoming years overall spend level.
2. Tiers that include OD Lunch Symposia eligibility. Overall tier spend can include \$125k OD Lunch Symposia fee.
3. Year-round promotional offerings can be reserved at any point throughout the year.
4. Adjustments made to the confirmed package after July 13th will result in the loss of eligibility to select and reserve promotional items.



Brand
Awareness



Booth
Traffic



Presentation



Interactive
Experience



Year
Round



NEW New for 2022

Throughout the sponsorship guide, you will find these icons to help you pinpoint the sponsorship that is right for you!



SECO PARTNER PROGRAM

LEVEL BENEFITS

TIER 1

TITLE PARTNER
\$400,000+

OD Symposium Eligible

Title Logo:

logo presented in lock-up with the SECO 2022 logo (where applicable).

Support Branding:

represented in event promotion (including print material, digital opportunities and signage)

Program Guide Plus:

listed first within exhibitor category listings and with a logo on the exhibit hall floorplan within the official SECO Program

Saturday Night Party:

16 Tickets

OD Registrations:

8 complimentary OD attendee registrations

1st Space Selection:

select in phase 1 of booth space selection for SECO 2022

1st Housing Selection:

select in phase 1 of housing room selection for SECO 2022

TIER 2

PRESENTING PARTNER
\$350,000-\$399,999

OD Symposium Eligible

Support Branding:

represented in event promotion (including print material, digital opportunities and signage)

Program Guide Plus:

listed first within exhibitor category listings and with a logo on the exhibit hall floorplan within the official SECO Program

Saturday Night Party:

16 Tickets

OD Registrations:

6 complimentary OD attendee registrations

2nd Space Selection:

select in phase 2 of booth space selection for SECO 2022

2nd Housing Selection:

select in phase 2 of housing room selection for SECO 2022

TIER 3

FEATURED PARTNER
\$225,000-\$349,999

OD Symposium Eligible

Support Branding:

represented in event promotion (including print material, digital opportunities and signage)

Program Guide Plus:

listed first within exhibitor category listings and with a logo on the exhibit hall floorplan within the official SECO Program

Saturday Night Party:

4 Tickets

OD Registrations:

4 complimentary OD attendee registrations

3rd Space Selection:

select in phase 3 of booth space selection for SECO 2022

3rd Housing Selection:

select in phase 3 of housing room selection for SECO 2022

TIER 4

CONTRIBUTING PARTNER
\$100,000-\$224,999

Support Branding:

represented in event promotion (including print material, digital opportunities and signage)

Program Guide Plus:

listed first within exhibitor category listings and with a logo on the exhibit hall floorplan within the official SECO Program

Saturday Night Party:

4 Tickets

OD Registrations:

2 complimentary OD attendee registrations

4th Space Selection:

select in phase 4 of booth space selection for SECO 2022

4th Housing Selection:

select in phase 4 of housing room selection for SECO 2022

TIER 5

PROMOTIONAL PARTNER
\$50,000-\$99,999

Support Branding:

represented in event promotion (including print material, digital opportunities and signage)

Program Guide Plus:

listed first within exhibitor category listings and with a logo on the exhibit hall floorplan within the official SECO Program

Saturday Night Party:

2 Tickets

OD Registrations:

1 complimentary OD attendee registration

5th Space Selection:

select in phase 5 of booth space selection for SECO 2022

5th Housing Selection:

select in phase 5 of housing room selection for SECO 2022



SECO GRAPHIC GUIDELINES

SECO GRAPHIC GUIDELINES





DOCUMENT SIZE & SPECS

- All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format.
examples: 50% at 300 dpi OR 25% at 600 dpi
- Please mark artwork size if scaled down.
example: DESIGNED AT 50%
- All content should be kept within the live area, leave approximately 2" all the way around artwork to ensure sign holder or structure metal does not cut off content.
- When working between Adobe programs, DO NOT copy & paste objects from Illustrator to InDesign files. This causes objects to not print correctly. Save elements from Illustrator and place them in InDesign.

ACCEPTABLE FILE FORMATS

Shepard uses the most current version of Adobe Creative Cloud®.

If providing native files from another version, please also provide an .idml file. **WE DO NOT ACCEPT:** Microsoft® Word®, Excel®, or PowerPoint® files.

PROGRAM	FILE EXTENSION	SPECIAL CONSIDERATIONS
 Acrobat	.pdf	Must be high resolution with fonts embedded.
 InDesign	.indd or .idml	Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
 Illustrator	.ai or .eps	Vector artwork. Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
 Photoshop	.psd .tiff .jpeg .eps	Raster artwork. Must be built in CMYK color space.

COLOR

- Artwork must be created in the **CMYK color space**.
- If **PMS color matching** is required during the printing process, please use **Pantone®+ Solid Coated swatches** in your artwork.
- Converting color from RGB to CMYK will change the vibrancy and the look of some effects, DO NOT design artwork in RGB. Colors may vary due to output devices.



RGB Color Space.



CMYK Color Space.

FONTS & LINKS

If creating artwork in Adobe® InDesign® or Illustrator® there are two options when supplying fonts.

- **Change fonts to outlines.** This prevents fonts defaulting or being substituted throughout the layout and production process. **REMEMBER:** if creating outlines, text is no longer editable.
- **Package the fonts.** From InDesign or Illustrator select File → Package → Check “Copy Fonts” and submit PC format TTF fonts or OTF fonts with your artwork.
- **Package the links.** From InDesign or Illustrator select File → Package → Check “Copy Linked Graphics” and submit all images with your artwork.

SECO GRAPHIC GUIDELINES

Artwork can be created in several ways. Here are some things to consider.

VECTOR

- Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality.
- This is the preferred file type and is most often created in Illustrator and used for creation of logos and icons.

RASTER

- Raster-based artwork is resolution dependent and will reproduce poorly if the appropriate file resolution is not supplied correctly.
- If supplying raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150 dpi or higher. Lower resolutions (1MB or smaller) will result in reduced image quality. File size should not exceed 200MB (if possible).
- Raster images are most often created in Photoshop and is most often used for photographic images.



Vector Logo at 100% scale.



Vector Logo at 200% scale.



Raster Logo at 100% scale.



Raster Logo at 200% scale.

RESOLUTION

- Artwork should scale to 150 dpi at 100% scale to ensure the artwork remains high resolution when printed at full size. See examples and samples below.
examples: 1:1 or 100% - resolution no less than 150 dpi
2:1 or 50% - resolution no less than 300 dpi
4:1 or 25% - resolution no less than 600 dpi
- Images pulled from the Internet are NOT suitable for high quality, large format printing. These images are low resolution and will not reproduce well.
- Verify resolution by viewing artwork on the screen at full size in high definition. Observe image from different distances away, artwork is typically view from a couple feet away.

BEFORE SENDING FILES

- Please name your files appropriately for easy identification.
examples: Poster_22x28.pdf
- Panel A_1920x898_Qty3.pdf Shepard_Booth1905_Panel A.pdf
- Clients should compress information that they transfer electronically (.zip).

NOTE: Please provide a JPEG thumbnail or low resolution PDF of the graphic for the Account Executive to view, this helps when creating/entering orders in our system.

SUBMITTING YOUR FILES

- Email Attachment. **MAXIMUM SIZE: 10MB**
- Large File Transfer Site. DropBox, YouSendIt, WeTransfer, Hightail, etc.

TERMS & CONDITIONS

SECO International, LLC (SECO) reserves the right to deny use and distribution of supplied content and or advertising in which SECO deems as having a negative impact on SECO, SECO meetings, SECO brands, and or SECO member states. This includes the promotion of products & services deemed not in alignment with the core mission of SECO, competing CE meetings with SECO, and on-line CE opportunities competing with SECO.

100% payment due upon reservation. Promotional opportunities will not be executed without the receipt of full payment. Payments must be issued via check (payable to SECO International, LLC) or wire transfer. In the event that the exhibitor defaults in any of its payment obligations, Show Management shall have the right to collect from the exhibitor on demand the full amount of the fees payable to show management as of the date of default, as well as the right to pursue any other remedy affordable by law.

CANCELLATION: Submitted reservations are non-refundable. In the event of cancellation or if artwork submitted is late and the opportunity cannot be executed, the sponsor is responsible for full payment. If payment in full is not received, the sponsor may be restricted from exhibiting at SECO 2022 as well as participating in future SECO events and promotional opportunities.

MATERIALS/ARTWORK: Artwork and items for submission must be delivered in the proper and final format as listed within the SECO 2022 Promotional Program Spec Guide. Materials and/or artwork submitted after deadline will be executed at the discretion of Show Management and may be subject to additional charges. Artwork submitted in the proper and final format prior to the submission deadline will receive a proof. Proof approval must be returned to Show Management within 48 hours or approval will be assumed. Request for artwork changes or reprints after said approval will be at the sponsor's expense.

- Participation within the SECO 2022 Promotional Program is limited to current SECO 2022 exhibitors and SECO University sponsors only.

- SECO 2022 Promotional Program participants may not execute promotional activities outside promotional opportunities in New Orleans, LA without written consent from SECO International, LLC. This includes, but is not limited to, advertising on mobile marketing vehicles throughout the city, advertisements on billboards, utilization of marketing street teams, etc.

- SECO 2022 Promotional Program participants shall not sponsor, support or participate in any meeting, event, presentation, user group, etc. held in New Orleans, LA without the approval of SECO International.

- Show Management reserves the right to offer new promotional opportunities throughout the show cycle.

- This reservation shall inure to the benefit of and shall be binding upon the parties hereto and their respective successors.

- The State of Louisiana shall control the construction and enforceability of this reservation and hereby consent to the jurisdiction and venue of the State of Louisiana and to the State Courts or the Federal District Courts within the State and to the service of process outside the State of Louisiana with respect to any right of action arising under this reservation.

- In order to facilitate the sponsors compliance with the Physician Sunshine Act § 6002 of the Affordable Care Act, Show Management will assist companies who provide support of the Symposia Series and events that provide food and beverage to doctors with the collection of certain personal information (name, NPI number OR license number, business address) from attendees as it is provided. Incomplete or inaccurate attendee records are not the responsibility of Show Management.

- This document contains all terms agreed upon by parties with respect to subject matter of this agreement and supersedes all prior and future agreements and communications between parties concerning such subject matter, whether oral or written. The undersigned represents and warrants that they have authority to enter into this agreement on behalf of their company or firm and hereby agrees to the above.

- Breach of terms of this agreement by exhibitor/sponsor will result in and or cancellation of show management's obligation of fulfillment of sponsor items, forfeiture of all monies paid without claim for refund.