

# 2023–2024 EXHIBIT & PROMOTIONS PROGRAM

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 one of 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.

JOIN THE PROFESSION  
IN ATLANTA FOR

**SECO2024**  
THE EDUCATION DESTINATION™  
FEBRUARY 28 – MARCH 3, 2024

## EXPLORE PROMOTIONAL OPPORTUNITIES



Through a culmination of SECO University – the profession's best online learning resource center, SECO's annual meeting where thousands of professionals gather for education & networking, SECO's Optometry's Marketplace including the industry's top 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.



2022 BY THE NUMBERS

### SUBSCRIBERS

**OD** 34,967 **AHP** 1,368

Page Views	Visits	Unique Visitors
15,425,013	485,284	95,466
TESTS TAKEN	NON-TESTED ATTENDANCE CERTIFICATES GENERATED	COMPLETED COURSES
3,973	34,967	4,420

41 Web Events

131 CE Hours Presented

7,000+ Unique ODs Participated  
900+ Unique Opticians Participated



The first major eyecare event of the year is the professions first opportunity to see, touch, and experience the exciting innovations that are shaping the future of the profession. 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.



Visit [attendseco.com/promotions](https://attendseco.com/promotions) to view the available promotional opportunities.



SOUTHERN COUNCIL OF OPTOMETRISTS  
WORLD-CLASS EDUCATION FOR OPTOMETRY

By participating at SECO, you will make a significant investment in the success of your business and the success of the profession.



### AUDIENCE

SECO is one of the largest optometric educational events 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 50 contact hours for optometrists, ophthalmic technicians, opticians, ophthalmologists, paraoptometrics and practice administrators.

### DIVERSE EXHIBIT HALL

Optometry's Marketplace at SECO presents 200+ exhibiting companies & over 900 brands. Discover the profession's newest innovations.

### RESERVE YOUR SPACE

Standard space: \$31 per square foot  
Premium space: \$32 per square foot  
\$300 per corner; \$1200 island

Booth includes:

- 8' high backwall drape & 3' sidewall drape
- Listing in the Exhibit Hall directory, online and in print
- Over 100 promotional opportunities

### SPONSORSHIP & ADVERTISING OPPORTUNITIES

Reach SECO's 56,000+ ophthalmic professional membership throughout the year and the attendees of the Annual Congress with a promotional program that is right for you!

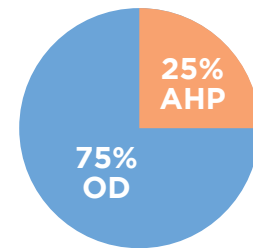
### SECO 2024 LOCATION & EXHIBIT HALL HOURS

GEORGIA WORLD CONGRESS CENTER, ATLANTA, GEORGIA

Friday, March 1: 9:30 AM - 5:00 PM

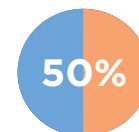
Saturday, March 2: 9:30 AM - 4:00 PM

### AUDIENCE

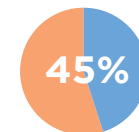


**75%** of SECO attendees are optometrists

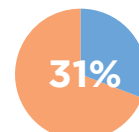
**25%** of SECO attendees are ophthalmic technicians, opticians, and practice administrators



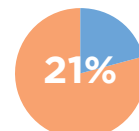
of SECO attendees make buying decisions, 38% recommend purchases for their businesses



of attendees own and 18% manage a practice



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



of attendees 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.

[LEARN MORE](#)