

# KNOW BEFORE YOU GO

Thank you for registering for SECO 2025 at the Georgia World Congress Center in Atlanta. To help make your SECO experience even better, please take a moment to review the highlighted conference information, featured sessions, and events below.



Explore SECO 2025 with our Event Guide and Course Grids. Click the buttons below to view and/or download.

[EVENT GUIDE](#)

[COURSE GRIDS](#)

### EXHIBITOR BADGE

All confirmed exhibitors will receive an email on Monday, February 24th, with instructions on how to download and/or print your conference badge. You can print your badge from home before arriving onsite. In addition, there are options onsite at the Registration Desk located on Level 4 outside the Sidney Marcus Auditorium in the Georgia World Congress Center. We recommend that you complete this process before your arrival to avoid longer wait times onsite. The registration desk will open Wednesday at 7:00 AM.

### GETTING TO THE GEORGIA WORLD CONGRESS CENTER

The SECO Congress will be located in Building A. We recommend you make your parking reservations in advance! The Georgia World Congress Center provides ample parking for the event. Select the SECO 2025 Event options. Visit SECO's travel page for more information: [Click Here for More Information](#)

*A marathon will take place in downtown Atlanta on Saturday and Sunday during SECO 2025. While we have been advised that the race should not have an impact on our event, we recommend allowing extra travel time, especially if driving or using rideshare services, and check local traffic updates for the most efficient routes.*

### DINNER RESERVATIONS

Don't miss the chance to explore the vibrant culinary landscape of Atlanta. Atlanta's dining scene is more than just diverse; it's award-winning. The inaugural MICHELIN Guide Atlanta has recognized 53 restaurants. These accolades are not just honors; they're a declaration of Atlanta's culinary excellence. [Click here](#) for the full MICHELIN restaurant guide.

### DOWNLOAD THE SECO APP

Access course details, schedule, and stay informed with real-time updates and announcements.

Navigate the event with ease using exhibitor maps and booth locations, and explore event highlights all in one place.



THE SECO APP IS SPONSORED BY  
**Johnson & Johnson VISION**



### Exhibitor Move-In

**Wednesday, February 26**  
8:00 AM – 5:00 PM

**Thursday, February 27**  
8:00 AM – 5:00 PM

### Exhibit Hall Hours

**Friday, February 28 - 9:30 AM – 5:00 PM**

**Saturday, March 1 - 9:30 AM – 4:00 PM**

### Exhibitor Move-Out

**Saturday, March 1**  
4:00 PM - 10:00 PM

**Sunday, March 2**  
8:00 AM - 12:00 PM

## HALL TRAFFIC DRIVERS FOR ATTENDEES



## SOCIAL EVENTS

Expand your networking opportunities beyond the exhibit hall! Our lineup of social events offers exhibitors the perfect chance to engage with attendees in a more relaxed setting, fostering meaningful connections with eye care professionals.

## BAD HABITS

## ROSE BENGAL BAND

**SECO 2025 EYE TUNES**  
*Battle of the Bands*

**FREE TO ALL REGISTERED ATTENDEES AND EXHIBITORS**  
DRINKS AVAILABLE FOR PURCHASE

**FRIDAY, FEBRUARY 28** 9:00 PM - MIDNIGHT  
Omni Hotel, Grand Ballroom DOORS OPEN AT 8:30 PM

**SATURDAY NIGHT PRESIDENT'S CELEBRATION**

FEATURING  
**KENT GONSOULIN PINE LEAF BOYS**

Celebrate Mardi Gras-style at SECO 2025's Saturday Night President's Celebration! Enjoy the comedic genius of Cajun comedian Kent Gonsoulin, followed by a live performance from Louisiana's world-renowned Pine Leaf Boys.

**SATURDAY, MARCH 1<sup>ST</sup>**  
9:00 PM - 12:00 AM (DOORS OPEN 8:30 PM)  
TABERNACLE

PLEASE STOP BY THE SECO EXHIBIT HALL INFORMATION BOOTH TO PICK UP YOUR ENTRY WRISTBAND AND COMPLIMENTARY DRINK TICKETS.

**Friday, February 28** 9:30 AM - 5:00 PM  
**Saturday, March 1** 9:30 AM - 4:00 PM

*\*You must have your conference badge with you to be scanned for verification.*

### Attract More Attendees Put Your Product in the Spotlight!

Attendees tell us their main reason for coming to SECO, other than world class CE, is the opportunity to see the latest products, learn about state-of-the-art treatments, and experience the newest technologies, strategies, and innovations to keep their practices thriving. So, how do you let these influential attendees know that your new or latest is worth seeing? **Start by promoting it!** SECO will help drive traffic to your booth by promoting your exhibit hall specials, new product or technology launches, and any events (social gatherings, hands-on demonstrations, celebrity appearances) being hosted in your booth. While the print deadline has passed for the onsite event guide, you can still promote on the SECO mobile app and conference website. To submit your exhibit hall special, visit [attendseco.com/submit-exhibit-hall-special/](http://attendseco.com/submit-exhibit-hall-special/)

### Reserve Your Exhibit Space for 2026!

SECO will be hosting space selection and reservations on Friday, February 28th, from 8:00 am to 5:00 pm and on Saturday, March 1st, from 8:00 am to 4:00 pm inside the exhibit hall in the sales office adjacent to the entrance. If you do not have an appointment, stop by and see Candice Hadley or email Candice at [chadley@secostaff.com](mailto:chadley@secostaff.com)

### Help Optometry Students and Young Professionals Experience SECO 2025!

SECO International is excited to announce the relaunch of SECO's Student and Young Professionals Program, designed specifically for Optometry students and emerging professionals. This initiative aims to provide invaluable support and resources to the next generation of leaders in our field, and we are reaching out to industry leaders like you to join us in this important endeavor. For further information and to donate, please visit [attendseco.com/student-support](http://attendseco.com/student-support)

### CHILDCARE

Childcare services will be available during SECO 2025. Please make sure to plan ahead – reservations must be made no later than 72 hours in advance. The cost is \$20 per hour per child, with a minimum of 3 consecutive hours. Book Reservation

### NURSING ROOMS

Mamava mobile nursing units will be located outside room 411 (level 4) at the Georgia World Congress Center for SECO 2025. The nursing room pods are controlled by the app on the website. The pods are open 24hrs around the clock.

Please visit our [Frequently Asked Questions](#) page for additional information.

We look forward to welcoming you to SECO 2025 and wish you safe travels. If you have registration questions contact [seco@csreg.zohodesk.com](mailto:seco@csreg.zohodesk.com), all other questions [exhibits@secostaff.com](mailto:exhibits@secostaff.com).

