



**SECO**  
INTERNATIONAL

# 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 professions 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.



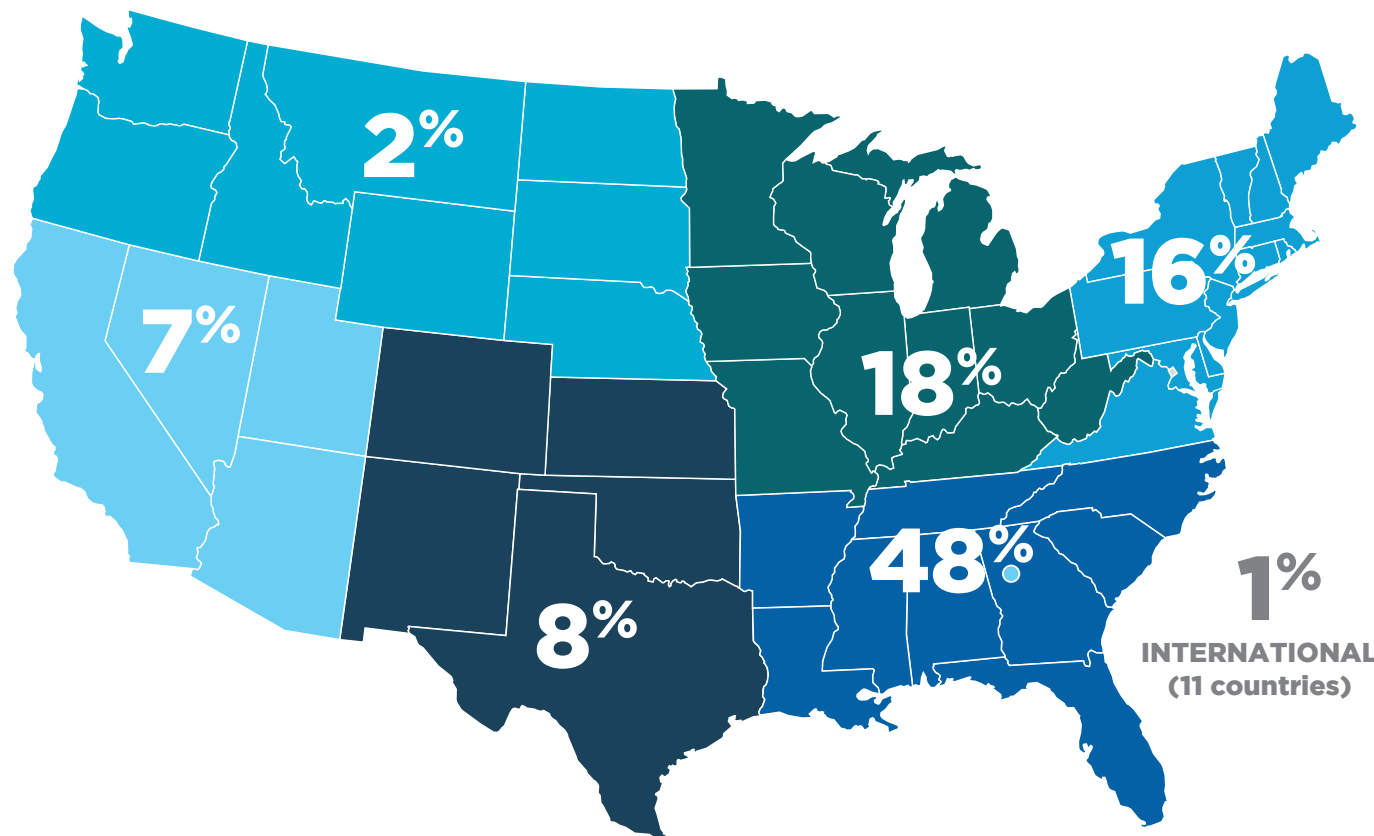
Drawing on more than a decade of providing online CE to the optometric community, SECO University gives the eye care professionals the opportunity to learn online with convenience of time & location while delivering the highest quality content presented by the dynamic presenters in the optometric profession. 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.



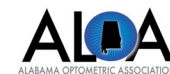
Many of the profession's optometrists and Allied Healthcare Professionals turn to SECO when they want to get a clear picture of what's coming in eyecare. As the leading source of optometric education and CE credits, SECO offers a 5 day face to face experiential learning opportunity, and industry exhibits 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 professions first opportunity to see, touch, and experience the exciting innovations that are shaping the future of the profession.

# AUDIENCE REACH

## SECO MEMBERSHIP AND DEMOGRAPHICS



### Member States



### International Organizations





# SECO UNIVERSITY

OPTOMETRY'S BEST ONLINE EDUCATION



# AUDIENCE REACH

## SECO UNIVERSITY STATS

### EDUCATION BY THE NUMBERS

<b>91</b>	Hours of Cope Approved Online CE as of 5/1/2020
<b>66</b>	Hours of Cope CE in Review to be Added by 8/1/2020
<b>1,619</b>	Courses/Tests Completed (2019)
<b>2,232</b>	Courses/Tests Completed January 1, 2020 Through April 30, 2020
<b>1,750+</b>	Hours of Audio Courses Recordings
<b>172</b>	Archived OD Courses
<b>270</b>	Archived Optician, Technician and Paraoptometric Courses
<b>550</b>	Multi-Media Posters from the Advanced Media Learning Center

### ON DEMAND LEARNING

<b>1,253</b>	Unique users have taken Enduring Learning in 2020
<b>91</b>	Hours of COPE Approved Online CE

### SECO LIVE WEBINARS

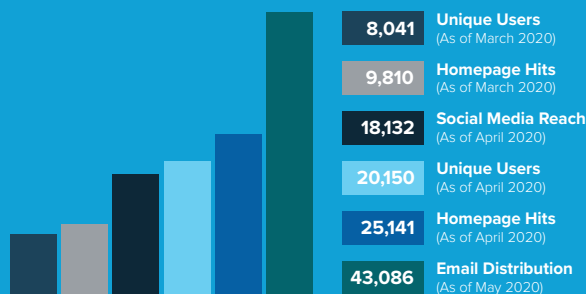
Webinars Produced Between 3/26-4/16	<b>6</b>
Average Attendees, High Attendance	<b>250-300+</b>
ODs Who Participated in Webinars as of 5/1/20	<b>1,473</b>
Webinars Currently Scheduled Before 5/31	<b>5</b>

### SECO LIVE PARTICIPATION

**1,350**

Individual ODs have participated in SECO LIVE Webinars

### DIGITAL REACH



### CONTINUING EDUCATION

<b>26</b>	LIVE Distance Learning Webinars in 2020
<b>91</b>	Hours of COPE Approved Online CE
<b>1,750+</b>	Hours of Audio Course Recordings
<b>168</b>	Archived OD Courses
<b>270</b>	Archived Optician, Technician and Paraoptometric Courses
<b>550</b>	Multi-Media Posters from the Advanced Media Learning Center
<b>1,619</b>	Courses/Tests Completed (2019)

### ANNUAL SUBSCRIPTIONS

(As of Early 2020)

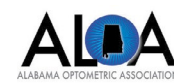
OD Subscribers

AHP Subscribers

**5,076**

**956**

### PARTNERING ORGANIZATIONS



### UNIQUE VISITORS SECO UNIVERSITY WEBSITE



# SECO UNIVERSITY GRANTS

 Brand Awareness

 Presentation

 Year Round

 Booth Traffic

 Interactive Experience

 New for 2021

## 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.



### 3<sup>RD</sup> 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. 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."

Fees: \$1,500 per year per course to host \$2,500 per course set up if course is COPE CE approved and materials complete \$10,000 production fee for non-COPE approved

Inventory: 50

Duration: 8/1/2020 to 7/31/2021

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.



# SECO UNIVERSITY GRANTS

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### SECO LIVE CE SATURDAY WEBINAR GRANTOR

SECO University will host (4) CE Saturdays in 2020, (Sept - Dec). Each Saturday LIVE CE webinar event will include (6) COPE accredited CE hours. Every educational promotion, registration, course introduction, and listing on SECO University will include a text listing of your support: "SECO University Education is made possible in part by the generous unrestricted educational grant from SECO LIVE CE Saturday Grantor."

Fee: \$7,500 | Inventory: 4 Saturdays  
(\$90,000 buyout of series of 4 Webinars)

Available Months: September, October, November, December

**Artwork Specs:** Listing of grant support will be text only.



### SECO LIVE CE WEBINAR GRANTOR

SECO University will host (4) bi-weekly LIVE CE Webinars, with (2) COPE accredited CE hours each week. Every educational promotion, registration, course introduction, and listing on SECO University will include a text listing of your support: "SECO University Education is made possible in part by the generous unrestricted educational grant from SECO LIVE CE Saturday Grantor."

Fee: \$1,250 | Inventory: 4 Webinars  
Duration: 7/1/2020 to 12/31/2020

**Artwork Specs:** Listing of grant support will be text only.



# SECO UNIVERSITY PROMOTIONAL



Brand  
Awareness



Presentation



Year  
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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: 8/1/2020 to 7/31/2021

**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: 8/1/2020 to 7/31/2021

**Inclusions:** Logo recognition

**Artwork Specs:** Logo (EPS or AI format)



### SECO UNIVERSITY SUPPORTER

Place your logo prominently on 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)



### SECO UNIVERSITY WEBSITE ADVERTISING FOOTER

Reach interested eye care professionals and SECO attendees on the SECO 2021 homepage with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

Fee: \$1,500 | Inventory: 10

**Inclusions:** Branding opportunity

**Artwork Specs:** PNG file or EPS file to resize





## ARTWORK SUBMISSIONS

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



### OD SECO UNIVERSITY LIVE CE SATURDAY TITLE SUPPORTER

SECO University hosts live webinars on one Saturday each month including 6 COPE accredited CE hours. Present your message to hundreds of eye care professionals, attending at no charge, during this engaging virtual event. Title Supporter of this webinar event will receive:

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

Fee: \$25,000

**Inclusions:** Presentation opportunity

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

**Deliverables Deadline:** 45 days prior to the webinar date



### OD SECO UNIVERSITY LIVE CE SATURDAY WEBINAR SYMPOSIA SUPPORTER

SECO University hosts live webinars on one Saturday each month including 6 COPE accredited CE hours. Present your message to hundreds of eye care professionals, attending at no charge, during this engaging virtual event. The Webinar Symposia Supporter will receive:

- Supporter recognition: sponsor name (in text)
- Logo recognition: lobby slides, eblasts, social media posts
- One 30-minute symposia presentations
- Attendee Analytics (limited)

Fee: \$12,500

**Inventory:** two per webinar

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

**Deliverables Deadline:** 45 days prior to the webinar date



# SECO UNIVERSITY PROMOTIONAL

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NEW  
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## ARTWORK SUBMISSIONS

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## AHP SECO UNIVERSITY LIVE CE SATURDAY TITLE SUPPORTER

SECO University hosts live webinars on one Saturday each quarter including 6 COPE accredited CE hours. Present your message to hundreds of eye care professionals, attending at no charge, during this engaging virtual event. Title Supporter of this webinar event will receive...

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

Fee: \$15,000

**Free registration for all attendees.**

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

**Deliverables Deadline:** 45 days prior to the webinar date



**SOLD OUT**



## AHP SECO UNIVERSITY LIVE CE TUESDAY TITLE SUPPORTER

SECO University hosts live webinars on one Tuesday evening each quarter including 3 COPE accredited CE hours. Present your message to hundreds of eye care professionals, attending at no charge, during this engaging virtual event. Title Supporter of this webinar event will receive...

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

Fee: \$7,500

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

**Deliverables Deadline:** 45 days prior to the webinar date



**SOLD OUT**



# SECO UNIVERSITY PROMOTIONAL

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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 ps format. Must be sent as a single layer cmyk file.

### CE BROKER LIVE CE WEBINARS

More Info Coming Soon

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More Info Coming Soon

# SECO UNIVERSITY PROMOTIONAL



Brand  
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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 pdf format. Must be sent as a single layer cmyk file.



### SPECS BUYER'S CERTIFICATE PROGRAM

The Specs Buyer's Certificate Program consists of 14 hours of available education. Attendees who take a minimum of 6 hours of Specs Buyer's content, will receive a Certificate of Completion that recognizes their attendance and participation in a formal training program for inventory management. Advance your career potential by learning the important skills required to balance cash flow and manage a profitable dispensary. Attendees can take (6) hours and receive their SECO certification for \$69.00

Fee: \$7,500/year | Inventory: 1

Duration: August 1, 2020 to July 31, 2021

**Inclusions:** Your banner 1920 x 360 pixels will appear on the unique landing page. You may add links to SECO University approved educational resources, branded videos, and brand products that support the Specs Buyer's Certificate Program

**Artwork Specs:** Logo (EPS or AI format); Banner 1920x360 JPG or PNG



### SCRIBE CERTIFICATE PROGRAM (CPOE)

SECO Computerized Physician Order Entry Certificate Program consists of 24 hours of education. Attendees who take a minimum of 10 hours and complete the testing will receive a Certificate of Completion that recognizes their attendance and participation in a formal training program. The CPOE program provides training on all topics that are key to becoming a successful ophthalmic scribe. Attendees can take (10) hours and receive their CPOE certification for \$99.00 As a promotional supporter,

Fee: \$1,500/month | Inventory: 12 months (\$15,000 buyout of series, 12 months)

Duration: August 1, 2020 to July 31, 2021

**Inclusions:** Your banner 1920 x 360 pixels will appear on the unique landing page. You may add links to SECO University approved educational resources, branded videos, and brand products that support the Scribe Certificate Program (CPOE)

**Artwork Specs:** Logo (EPS or AI format); Banner 1920x360 JPG or PNG



### NEW TO THE OFFICE CERTIFICATE PROGRAM

New to the Office Certificate Program consists of 18 hours of available education. Attendees who take a minimum of 6 hours of New to the Office courses will receive a Certificate of Completion that recognizes their attendance and participation in a formal training program. The program is designed to provide basic information for new hires and cross training for the entire practice. Courses are focused on key topics for Opticians and Technicians and include overview in ocular anatomy, patient management, dispensing, how lenses work, refractive errors, transposing an Rx, lens designs, working with progressives, frame selection, adjustment tips, procedure prep, execution tips, and so much more! Attendees can take (6) hours and receive their SECO certification for \$69.00

Fee: \$7,500/year | Inventory: 1

Duration: August 1, 2020 to July 31, 2021

**Inclusions:** Your banner 1920 x 360 pixels will appear on the unique landing page. You may add links to SECO University approved educational resources, branded videos, and brand products that support the New to the Office Certificate Program

**Artwork Specs:** Logo (EPS or AI format); Banner 1920x360 JPG or PNG





# SECO UNIVERSITY PROMOTIONAL

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## SECO U ROUNDTABLE

A series of (4) roundtable discussions that feature some of the professions most brilliant minds and forward thinkers discuss topics such as advance procedures to supply chain management to COVID response and beyond!

Fee: \$3,500 per month | Inventory: 4 (\$12,000 buyout of the series of 4)

**Inclusions:** Branding opportunity

**Artwork Specs:** Logo (EPS or AI format)



## 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.

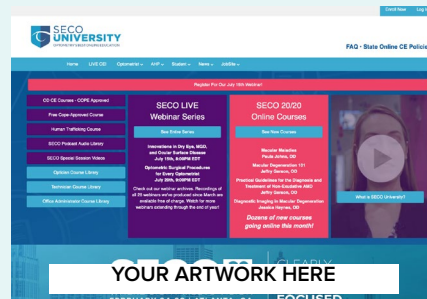
Fee: \$1,000/month

Inventory: 4 per month (48 per year)

Duration: 30 days

**Inclusions:** Branding opportunity, web link

**Artwork Specs:** 1920W x 360H, 80k max GIF/JPEG/ PNG at 72 DPI



## SECO UNIVERSITY WEBSITE POP UP VIDEO

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

Fee: \$2,500 | Inventory: 12

Duration: 12 month recognition

**Inclusions:** Promotional video advertisement, Web link

**Artwork Specs:** Logo (EPS or AI format), MP4, 1920 x 1080





# **OTHER SECO YEAR-ROUND OPPORTUNITIES**

# SECO MARKETPLACE

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 pdf format. Must be sent as a single layer cmyk file.

A digital marketplace for member access through **SECO University.com**, **AttendSECO.com** and **SECOInternational.com** for 12 months, **October 1st, 2020 to September 30st, 2021**. **SECO2021 exhibitors that have signed and executed contract to exhibit at for SECO2021 will be listed in the SECO Marketplace in text format for recognition.**

SECO Marketplace will be promoted to SECO's active list (45,000 unique ID) each week with news, new product promotions, SECO University Marketplace exclusive deals, and other market interest. Participants (Optometrists, Opticians, Technicians, and Administrators) who interact with the Marketplace will receive special offers and discounts for both SECO University and SECO2021 Congress.

If the supporter has not signed an exhibits contract for SECO2021, supporters may choose to participate in SECO Marketplace for an additional fee. Enhancement opportunities to promote the brand:

## PLATINUM LISTING

Listed at the top tier of SECO Marketplace web page, branded banner size listing, with logo (see diagram), 36 characters of text, link to supporter's website, link to supporter's contact information, new product icon linking to a private brand only microsite, marketplace deal icon indicating the supporter has a SECO Marketplace only offering. Two e blast, 10/1 and 12/1 will be sent recognizing Platinum exhibitors in the SECO University Marketplace. Each microsite includes a Rumbletalk private chat feature and a meeting/demo scheduling tool by Calendly.

Fee: \$7,500/year | Inventory: 2  
Duration: 10/1/2020 to 9/30/2021  
**Artwork Specs:** Logo (EPS or AI format), 1420 x 150 pixels



**SOLD OUT**

## GOLD LISTING

Listed secondary to Platinum positioning on the SECO Marketplace web page, banner size listing, with logo (see diagram), link to supporter's website, link to supporter's contact information, new product icon linking to a private brand only microsite, marketplace deal icon indicating the supporter has a SECO Marketplace only offering. Each microsite includes a Rumbletalk private chat feature and a meeting/demo scheduling tool by Calendly.

Fee: \$2,500/year | Inventory: 4  
Duration: 10/1/2020 to 9/30/2021  
**Artwork Specs:** Logo (EPS or AI format), 690 x 150 pixels



## SILVER LISTING

Listed third in hierarchy, banner size listing, with logo (see diagram), link to supporter's website, link to supporter's contact information, new product icon linking to a private brand only microsite, marketplace deal icon indicating the supporter has a SECO Marketplace only offering. Each microsite includes a Rumbletalk private chat feature and a meeting/demo scheduling tool by Calendly.

Fee: \$1,250/year | Inventory: 8  
Duration: 10/1/2020 to 9/30/2021  
**Artwork Specs:** Logo (EPS or AI format), 325 x 150 pixels



## BRONZE LISTING

Listed fourth in hierarchy, logo size listing with logo (see diagram), link to supporter's website.

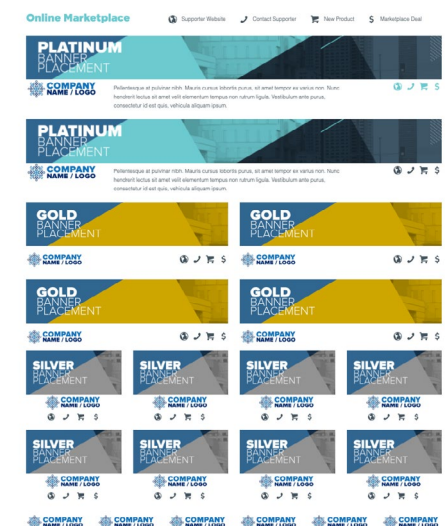
Fee: \$500/year | Inventory: 24  
Duration: 10/1/2020 to 9/30/2021  
**Artwork Specs:** Logo (EPS or AI format), 203 x 52 pixels



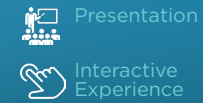
## NON SECO 2021 EXHIBITOR LISTING

Exhibitors who have not signed an agreement with SECO 2021 to exhibit at the Atlanta trade show 2021 but wish to market themselves through SECO University Marketplace may sign up for the opportunity to have their brand promoted to the SECO audience.

Fee: \$750/year | Inventory: 20 (fee is nonrefundable if 2021 contract is executed)  
Duration: 10/1/2020 to 9/30/2021  
**Artwork Specs:** Logo (EPS or AI format)



# SECO YEAR-ROUND OPPORTUNITIES



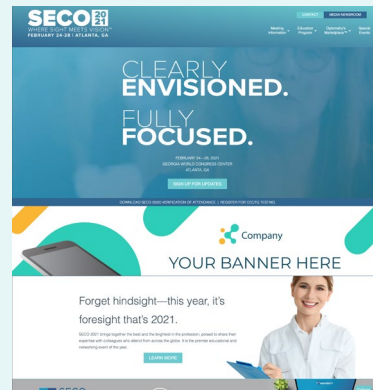
## ARTWORK SUBMISSIONS

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## WEBSITE ADVERTISING POP UP / SLIDE IN BANNER

Reach interested eye care professionals and SECO attendees on the SECO 2021 homepage with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

Fee: \$5,000 | Inventory: 2  
**Inclusions:** branding opportunity  
**Artwork Specs:** 160Wx600H, 1MB max GIF/JPEG/PNG at 72 DPI  
**Deliverable Deadline:** 14 days prior to deployment



## WEBSITE ADVERTISING REGISTRATION PAGE BANNER

Reach interested eye care professionals and SECO attendees on the SECO 2021 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:** 1920Wx360H, 1MB max GIF/JPEG/PNG at 72 DPI  
**Deliverable Deadline:** 14 days prior to deployment



## WEBSITE ADVERTISING HOME PAGE BANNER

Reach interested eye care professionals and SECO attendees on the SECO 2021 homepage with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

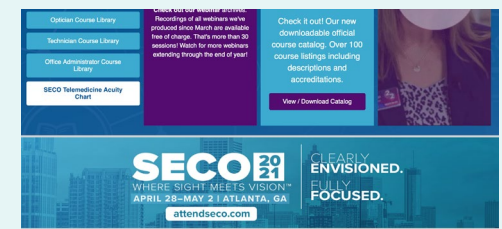
Fee: \$3,000 | Inventory: 1  
**Inclusions:** branding opportunity  
**Artwork Specs:** 1920Wx360H, 1MB max GIF/JPEG/PNG at 72 DPI  
**Deliverable Deadline:** 14 days prior to deployment



## WEBSITE ADVERTISING FOOTER

Reach interested eye care professionals and SECO attendees on the SECO 2021 homepage with an advertisement designed to promote your brand year-round and drive traffic to your booth and website.

Fee: \$1,500 | Inventory: 10  
**Inclusions:** branding opportunity  
**Artwork Specs:** PNG file or EPS file to resize  
**Deliverable Deadline:** 14 days prior to deployment



# SECO YEAR-ROUND OPPORTUNITIES

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### E-BLAST PREMIUM

Execute engaging email marketing campaigns and reach a verified email list of over 35,000 eye care professionals (SECO database) in the 8 weeks leading up to SECO 2021. 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: \$5,500 | Inventory: 12

**Inclusions:** Branding opportunity, Website Link, Reporting

**Artwork:** 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.

**Deliverable Deadline:** 14 days prior to deployment



### E-BLAST STANDARD

Execute engaging email marketing campaigns and reach a verified email list of over 35,000 eye care professionals (SECO Database) year round (excluding the 8 weeks prior to SECO 2021).

Fee: \$2,500 | Inventory: 24

**Inclusions:** Branding opportunity, Website Link, Reporting

**Artwork:** 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.

**Deliverable Deadline:** 14 days prior to deployment





# SECO YEAR-ROUND OPPORTUNITIES

Brand Awareness

Presentation

Year Round

Booth Traffic

Interactive Experience

NEW  
New for 2021

## 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 | 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

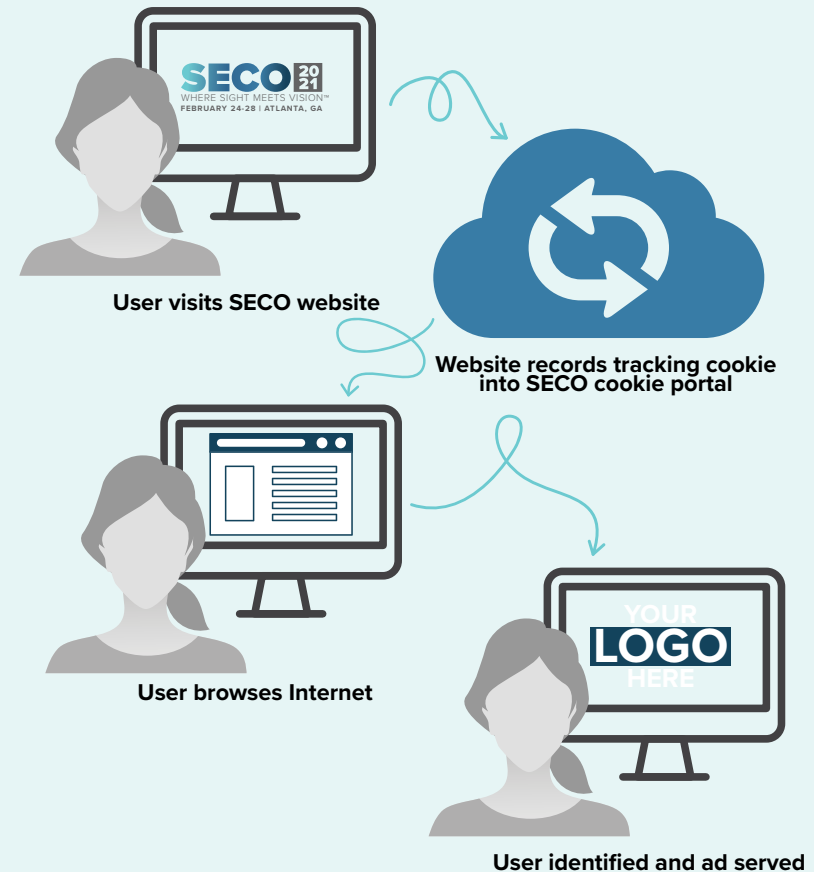
Creative must be clearly separated from the site content either by a clear border or a non-white background color.

**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:** 3 weeks prior to deployment



# SECO YEAR-ROUND OPPORTUNITIES

 Brand Awareness

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 Booth Traffic

 Interactive Experience

 New for 2021

## ARTWORK SUBMISSIONS

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



### SECO WEEKLY E-BLAST

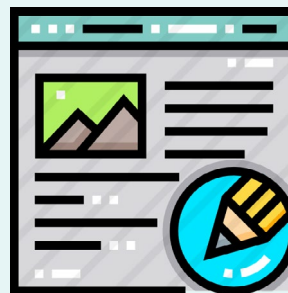
Reach a verified email list of over 35,000 eye care professionals in the official monthly SECO e-newsletter with your branding and a link to your website.

Fee: \$3,000 | Inventory: 12

**Inclusions:** Branding and article opportunity, Website link

**Artwork Specs:** 600Wx100H, JPG format

**Artwork Deadline:** 14 days prior to deployment



### 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





# **SECO ANNUAL CONGRESS OPPORTUNITIES**



# SECO 2021 EXHIBITS

## AUDIENCE

The largest optometric educational event in the US. This meeting is promoted to the membership of 14 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!

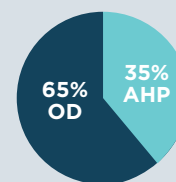
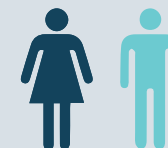
## SECO 2021 LOCATION & EXHIBIT HALL HOURS

**GEORGIA WORLD CONGRESS CENTER, ATLANTA, GA**

Friday, April 30: 9:00am-5:00pm

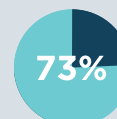
Saturday, May 1: 9:00am-4:00pm

## AUDIENCE

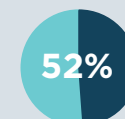


**65%**  
of SECO attendees are optometrists

**35%**  
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.

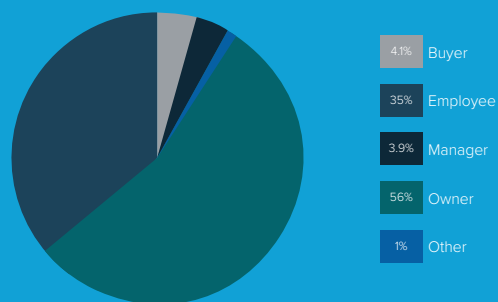
## EXHIBIT TOP PRODUCTS, SERVICES, AND CATEGORIES

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

# AUDIENCE REACH

## SECO 2020 CONGRESS STATS

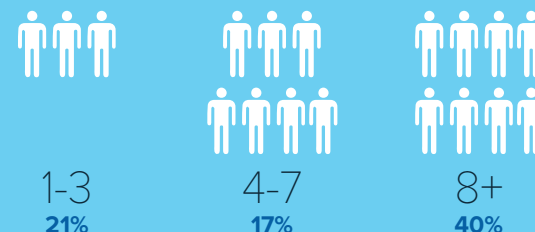
### ROLE IN PRACTICE



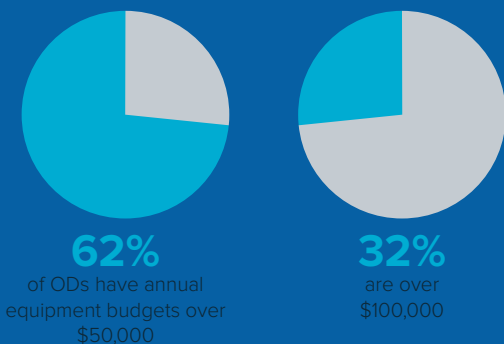
### OTHER STATS

- 46%** of Optometrists attending SECO are the final decision maker for purchases;
- 37%** exert significant influence in the purchases process.
- 44%** of Optometrists attending SECO made a purchase or plan to make a purchase within 6 months
- 41%** of purchases were more than \$10,000,
- 25%** were more than \$25,000
- 11%** more than \$50,000

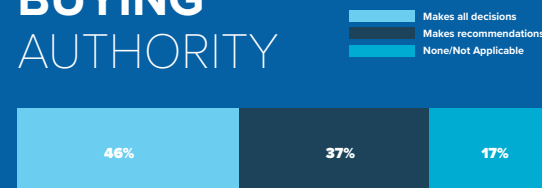
### ATTENDEES BY COMPANY SIZE



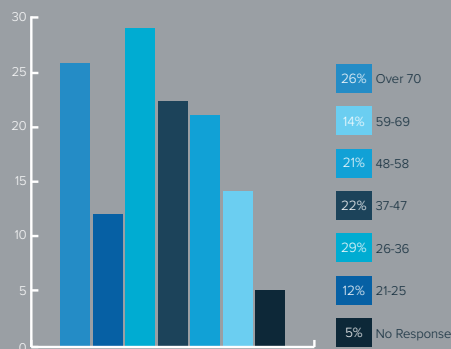
### ANNUAL EQUIPMENT BUDGET



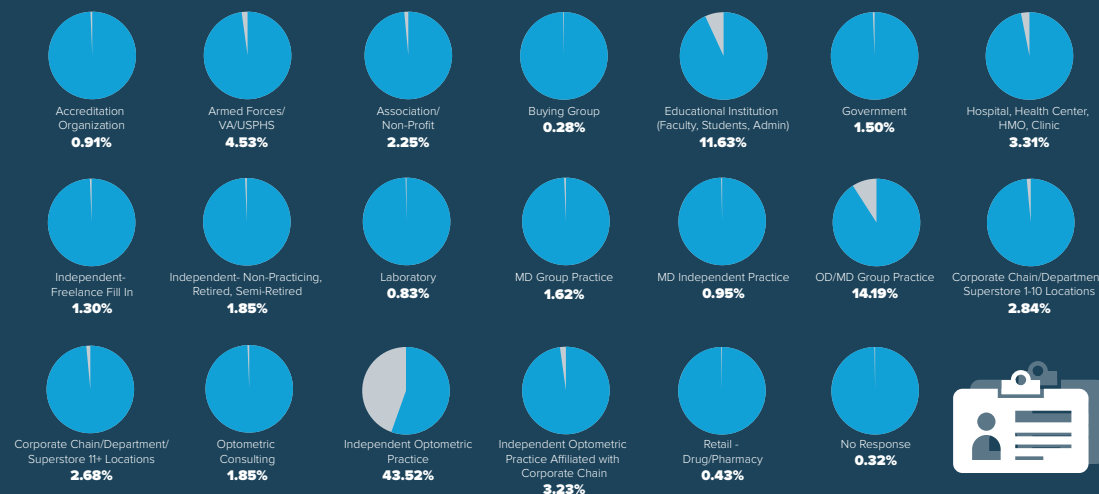
### BUYING AUTHORITY



### ATTENDEES BY AGE



### TYPE OF BUSINESS/PRACTICE



# SECO 2021 SIGNAGE

Brand Awareness

Presentation

Year Round

Booth Traffic

Interactive Experience

NEW New for 2021

## 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.



## BANNER PROGRAM

### GEORGIA WORLD CONGRESS CENTER

Reach attendees with your brand message throughout the event in the most predominant areas of the Georgia World Congress Center at SECO 2021 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 Deadline:** 3/12/2021



Location	Fee	Banner Size (wxh)
GWCC ILT-03	\$22,000.00	30'x15'
GWCC ILT-03	\$22,000.00	30'x15'
GWCC AL4-3	\$8,000.00	18x5'
GWCC AL4-4	\$7,000.00	18x5'
GWCC AL4-5	\$7,000.00	18x5'
GWCC AL4-6	\$7,000.00	18x5'
GWCC AL4-7	\$7,000.00	18x5'
GWCC AL4-R3	\$4,500.00	16x5'
GWCC AL4-R4.1	\$9,000.00	28x5'
GWCC AL4-R4.2	\$9,000.00	28x5'
<b>SOLD OUT</b>	\$10,000.00	20x5'
<b>SOLD OUT</b>	\$10,000.00	20x5'
GWCC ILT-04	\$22,000.00	30'x15'
GWCC AL4-R6	\$9,000.00	28x5'
GWCC AL4-R7	\$9,000.00	28x5'
GWCC AL4-R8	\$4,000.00	9x5'
GWCC AL4-R9A	\$10,000.00	35x5'
GWCC AL4-R9B	\$10,000.00	35x5'
GWCC AL4-R10	\$9,000.00	27x5'
GWCC AL4-R11	\$10,000.00	35x5'
<b>SOLD OUT</b>	\$9,000.00	28x5'
<b>SOLD OUT</b>	\$9,000.00	28x5'
GWCC ALE-1	\$4,500.00	6x8'

Location	Fee	Banner Size (wxh)
<b>SOLD OUT</b>	\$4,500.00	6x8'
GWCC ILA-01	\$17,500.00	35x7'
GWCC ALE-3	\$4,500.00	6x8'
GWCC ALE-4	\$4,500.00	6x8'
<b>SOLD OUT</b>	\$4,500.00	6x8'
GWCC AL4- E10	\$38,000.00	50x26'
GWCC AL4- E11	\$46,000.00	70x26'
GWCC AL4- E12	\$50,000.00	80x20'
GWCC IL-00a	\$4,000.00	7'.4"x7'.4"
GWCC IL-00b	\$4,000.00	7'.4"x7'.4"
GWCC IL-02	\$4,500.00	7'.4"x7'.4"
GWCC IL-01	\$4,500.00	7'.4"x7'.4"
GWCC ILA-03	\$16,000.00	15x22'
GWCC IL-03	\$4,500.00	7'.4"x7'.4"
GWCC IL-04a	\$4,500.00	7'.4"x7'.4"
GWCC IL-04b	\$4,500.00	7'.4"x7'.4"
GWCC IL-05	\$4,500.00	7'.4"x7'.4"
GWCC ILA-04	\$16,000.00	20x50'
<b>SOLD OUT</b>	\$23,000.00	28x6'
GWCC AL4-1b	\$23,000.00	28x6'
<b>SOLD OUT</b>	\$20,000.00	18x6'
GWCC AL4-2b	\$20,000.00	18x6'

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

#### 1. Late Artwork Submissions:

Artwork submitted 3/16/21 – 4/13/21 will result in an additional \$355/\$5DS PSF  
Artwork submitted 4/13/21 – 4/27/21 will result in an additional \$455/\$6DS PSF  
Submission received on 4/27/21 or later will be assessed rush fees for onsite production and delivery.

#### 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 2021 SIGNAGE

Brand  
Awareness

Presentation

Year  
Round

Booth  
Traffic

Interactive  
Experience

NEW  
New for  
2021

## 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.

### GWCC INTERIOR SIDE PANEL ESCALATOR CLINGS

Reach attendees with your brand message as they move about the GWCC on the interior panels of the escalators.

#### LOCATIONS:

**LOBBY FROM LEVEL 4 TO LEVEL 3  
NEAR SIDNEY MARCUS AUDITORIUM**

Fee: \$5,000 | Inventory: 1

**Inclusions:** Branding opportunity

**Artwork Specs:** [CLICK HERE TO VIEW](#)

**Artwork Deadline:** 3/12/2021



**SOLD OUT**

#### LEVEL 3 TO EXHIBIT HALL ENTRANCE

Fee: \$5,000 | Inventory: 1

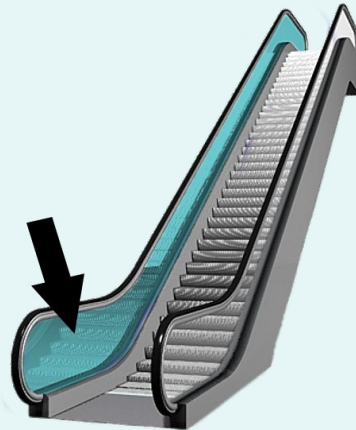
**Inclusions:** Branding opportunity

**Artwork Specs:** [CLICK HERE TO VIEW](#)

**Artwork Deadline:** 3/12/2021



**SOLD OUT**



### GWCC HANDRAIL ESCALATOR CLINGS

Reach attendees with your brand message as they move about the GWCC on the escalator handrailings.

#### LOCATIONS:

**LOBBY FROM LEVEL 4 TO LEVEL 3  
NEAR SIDNEY MARCUS AUDITORIUM**

Fee: \$3,500 | Inventory: 1

**Inclusions:** Branding opportunity

**Artwork Specs:** [CLICK HERE TO VIEW](#)

**Artwork Deadline:** 3/12/2021



#### LEVEL 3 TO EXHIBIT HALL ENTRANCE

Fee: \$3,500 | Inventory: 1

**Inclusions:** Branding opportunity

**Artwork Specs:** [CLICK HERE TO VIEW](#)

**Artwork Deadline:** 3/12/2021



## 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 2021 SIGNAGE

Brand Awareness

Presentation

Year Round

Booth Traffic

Interactive Experience

NEW New for 2021

## 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.

### EXHIBIT HALL HANGING AISLE SIGNS

Feature your advertisement in the main aisles of Optometry's Marketplace where thousands of attendees pass by each day to find their next stop to shop.

Fee: \$1,800 double sided

Inventory: One per aisle

Inclusions: Branding opportunity

Artwork Specs: 4' x 2'

Artwork Deadline: 3/12/2021



### GWCC 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: 3/12/2021



### GWCC 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 GWCC.

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

Artwork Specs: 38" x 115"

Inclusions: Branding opportunity

Artwork Deadline: 3/12/2021



### GWCC COLUMN FAÇADE PANELS

Feature your advertisement in the registration lobby of the GWCC for attendees to see as they come and go from the event each day. The 4-sided facades allow excellent visibility from every angle.

Fee Per Column: \$7,500 | Inventory: 3

Inclusions: Branding opportunity

Artwork Specs: 50.5" x 78.5"

Artwork Deadline: 3/12/2021



[CLICK HERE FOR LOCATIONS](#)



# SECO 2021 SIGNAGE

Brand Awareness

Presentation

Year Round

Booth Traffic

Interactive Experience

New for 2021

## 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.

### MARQUIS PANEL

Get your advertisement out to attendees on featured signage on the GWCC rampway from the shuttle bus drop off to the Registration area on level 4 outside of the Sidney Marcus Auditorium.

Fee: \$2,000 | Inventory: 10

**Inclusions:** Branding opportunity

**Artwork Specs:** 60" x 96"; 1/2" bleed

**Artwork Deadline:** 3/12/2021



### GWCC LIGHT BOX MARQUIS PANEL 10'X8'

Catch the eye of each attendee as they 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:

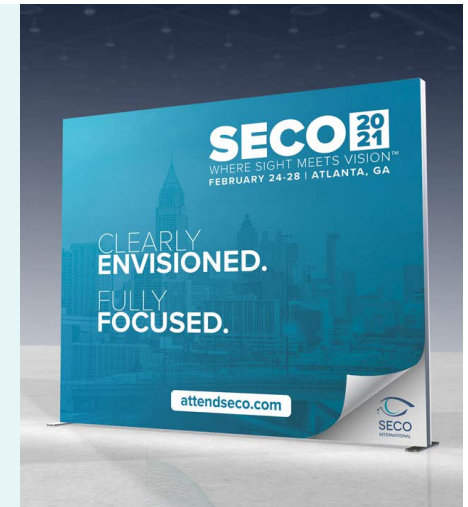
Level 3 Within Course Rooms (Inventory 14)  
Exhibit Hall Entrance Area (Inventory: 6)

Fee: \$4,000

**Inclusions:** Branding opportunity

**Artwork Specs:** 10' x 8', PDF format

**Artwork Deadline:** 3/12/2021



### GWCC MIRROR CLINGS

Connect with SECO attendees as they take a break in the Georgia World Congress Center restrooms each day with a promotional item to be placed on the (87) bathroom mirrors. Sponsor to provide mirror clings. Fee includes installation.

Fee: \$5,500 | Inventory: 1

**Inclusions:** Branding opportunity

**Artwork Specs:** Printed clings: 12" x 12"

**Delivered by:** 4/01/2021



### GWCC LIGHT BOX MARQUIS PANEL 20'X8'

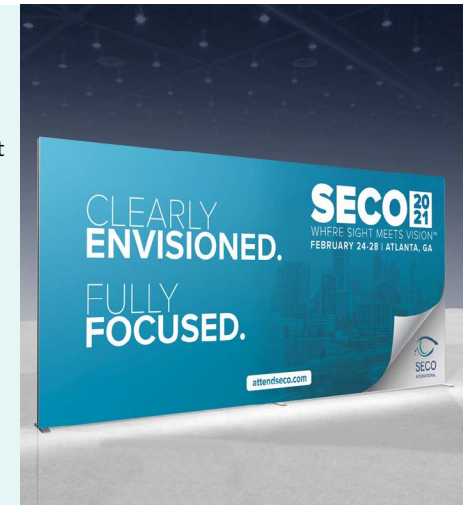
Catch the eye of each attendee as they approach level 3 course rooms or Optometry's Marketplace on dynamic back-lit panels that grab the attention of passers-by.

Fee: \$6,500 | Inventory: 6

**Inclusions:** Branding opportunity

**Artwork Specs:** 20' x 8', PDF format

**Artwork Deadline:** 3/12/2021



# SECO 2021 DIGITAL



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



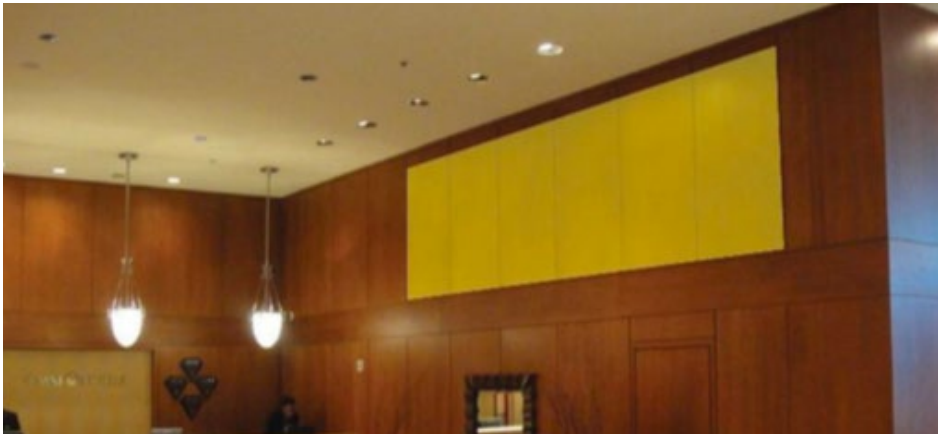
Interactive  
Experience



New for  
2021

## 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.



### OMNI HEADQUARTER HOTEL SOUTH TOWER REGISTRATION BANNER

Reach attendees with your brand message at the SECO 2021 headquarter hotel as attendees access their guest rooms and various events. Production and rigging costs are included within each space fee.

Fee: \$7,500 | Inventory: 1

**Inclusions:** Branding opportunity

**Artwork Specs:** Logo (EPS or AI format), 7'x18'

**Artwork Deadline:** 3/12/2021



**SOLD OUT**



### OMNI HEADQUARTER HOTEL SOUTH TOWER LOBBY COLUMN WRAPS

Reach attendees with your brand message at the SECO 2021 headquarter hotel as attendees access their guest rooms and various events. Production and rigging costs are included within each space fee.

Fee: \$6,500 | Inventory: 5

**Inclusions:** Branding opportunity

**Artwork Specs:** 103" circumference

**Artwork Deadline:** 3/12/2021



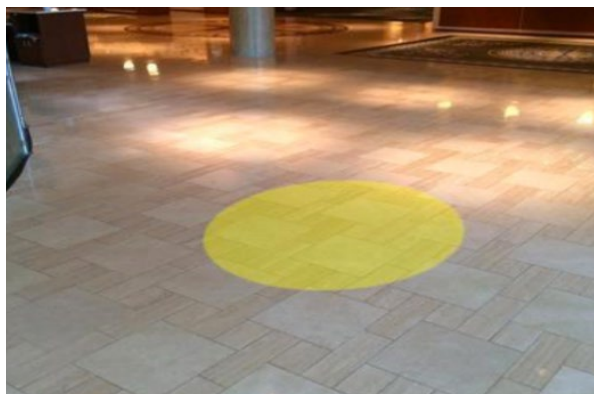


# SECO 2021 SIGNAGE



## 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.



### OMNI LOBBY FLOOR GOBO PROJECTION NORTH & SOUTH TOWER

Reach attendees with your logo in the lobby of the SECO 2021 headquarter hotel.

Fee: \$12,500 | Inventory: 1

**Inclusions:** Branding opportunity

**Artwork Specs:** 84" x 48"

**Artwork Deadline:** 3/12/2021



### OMNI HQ HOTEL ELEVATOR DOOR CLINGS - NORTH LOBBY

Reach attendees with your brand message at the SECO 2021 headquarter hotel as attendees access their guest rooms and various events. Production and rigging costs are included within each space fee. Price is per elevator (two doors)

Fee: \$12,000 | Inventory: 2

**Inclusions:** Branding opportunity

**Artwork Specs:** 84" x 48"

**Artwork Deadline:** 3/12/2021



### OMNI HQ HOTEL ELEVATOR DOOR CLINGS - SOUTH LOBBY

Reach attendees with your brand message at the SECO 2021 headquarter hotel as attendees access their guest rooms and various events. Production and rigging costs are included within each space fee. Price is per elevator (two doors)

Fee: \$12,000 | Inventory: 4

**Inclusions:** Branding opportunity

**Artwork Specs:** 83" x 41.5"

**Artwork Deadline:** 3/12/2021



**SOLD OUT**



# SECO 2021 SIGNAGE



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



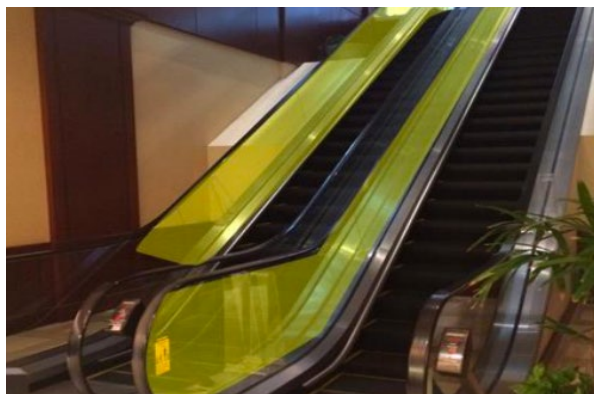
Interactive  
Experience



New for  
2021

## 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.



### OMNI HEADQUARTER HOTEL NORTH TOWER ESCALATOR CLINGS

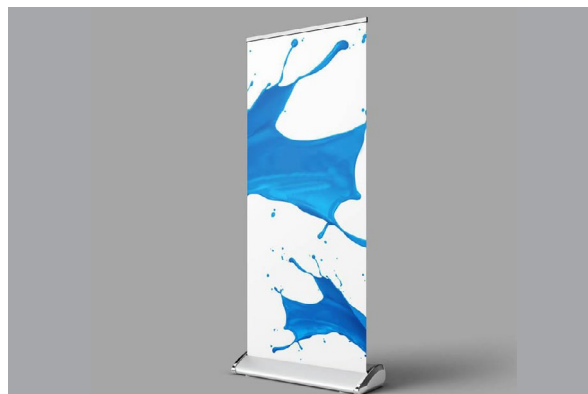
Reach attendees with your brand message at the SECO 2021 headquarter hotel as attendees access their guest rooms and various events. Production and rigging costs are included within each space fee. Price is per escalator set (two sides.)

Fee: \$10,000 | Inventory: 3

**Inclusions:** Branding opportunity

**Artwork Specs:** 2' x 45'

**Artwork Deadline:** 3/12/2021



### POP UP BANNERS IN HOTELS SINGLE SIDED

Feature your advertisement in the lobby of the designated event hotels where attendees pass by each day. Each pop-up banner will include SECO branding band to let attendees know you can be found at SECO 2021.

Fee: \$1,500 | Inventory: 6

**Inclusions:** Branding opportunity

**Artwork Specs:** Approximately 30" x 72"

**Artwork Deadline:** 3/12/2021



### SHUTTLE BUS WRAPS

Shuttle your branding throughout downtown Atlanta on the official transportation for SECO 2021 as it takes attendees to and from the convention center, events and their hotel.

Fee: \$21,000 for full bus fleet

**Inclusions:** Branding opportunity

**Artwork Specs:** Ad: 3' x 33'

Images should be at least 50 dpi and embedded in one file (not linked). All strokes should be expanded or outlined. All type should be converted to outlines. No bleed necessary.

Format PDF, EPS or AI

**Artwork Deadline:** 1/10/2021



**SOLD OUT**

# SECO 2021 DIGITAL



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



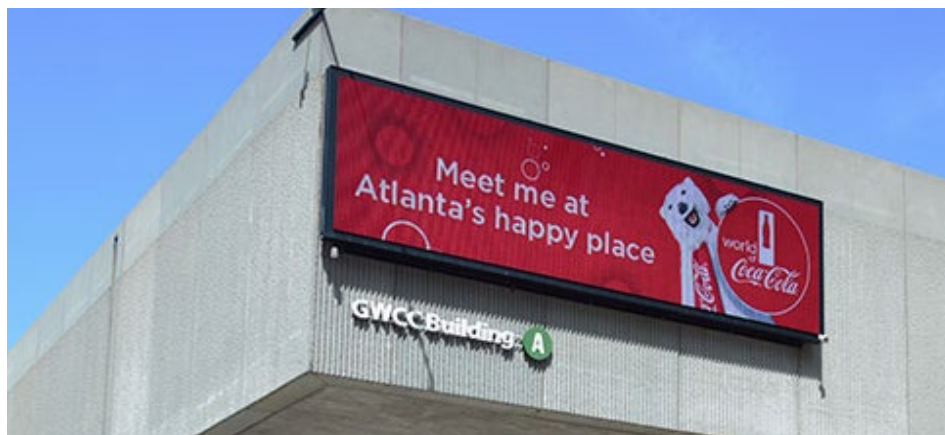
Interactive  
Experience



New for  
2021

## 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 BILLBOARD (EXTERIOR)

Digital billboards are a great way to catch the eye of SECO attendees as they approach the GWCC upon arrival/departure each day to SECO.

Fee: \$5,500 | Inventory: Unlimited

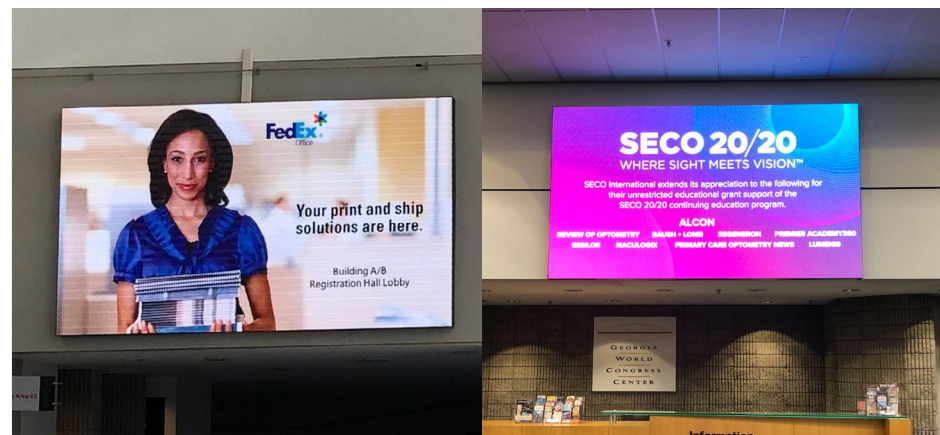
**Inclusions:** :5 video ad (no sound) OR static image on the East Plaza Billboard

**Artwork Specs:** Size: 560px x 144px, 96 DPI

**Static Format:** JPG, PDF OR PNG

**Video Format:** WMV

**Artwork Deadline:** 4/01/2021



### DIGITAL BILLBOARD ADS (INTERIOR)

Digital billboards are a great way to catch the eye of SECO attendees as they move about the GWCC each day of SECO.

Fee: \$3,500 | Inventory: Unlimited

**Inclusions:** :10 video ad (no sound) OR static image on Interior LED Screens (2): A Lobby & A Reg Hall Lobby and Interior Monitors (10)

**Artwork Specs:** Size: 1920px x 1080px, 96 DPI

**Static Format:** JPG, PDF OR PNG

**Video Format:** WMV

**Artwork Deadline:** 4/01/2021



# SECO 2021 DIGITAL



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



Interactive  
Experience



New for  
2021

## 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 2021 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:** 4/01/2021



**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:** 4/01/2021



# SECO 2021 DIGITAL

 Brand Awareness

 Presentation

 Year Round

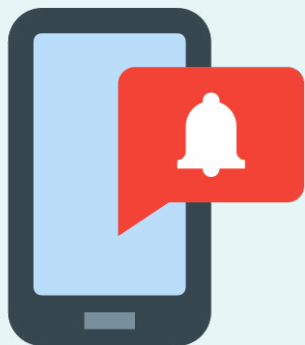
 Booth Traffic

 Interactive Experience

 New for 2021

## 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 2021 prior, during and after the event.

Fee: \$13,500 | Inventory: 2

**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)

Launch Screen Splash Page options (300dp, PNG):

640Wx960H, 640Wx1136H, 2048Wx2048H, 2048Wx1536H,

1920Wx1080H, 1536Wx 2048H, 1080Wx1920H

Landing Pages (300dp, JPG or PNG):

320Wx418H, 640Wx1008H, 1536Wx1920H or 768x960,

1408Wx1408H or 704Wx704H, 1080Wx1920H or 2160Wx3840H

Pop-up Banner Ads (300dp, JPG or PNG): 640Wx110H

Video Link

Enhanced Company Description: 50-word max

**Artwork Deadline:** 4/01/2021



**SOLD OUT**



### 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:** 4/15/2021



# SECO 2021 PRINT

 Brand Awareness

 Presentation

 Year Round

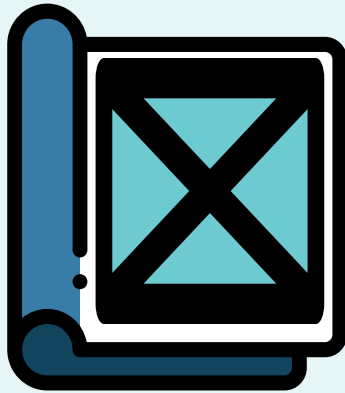
 Booth Traffic

 Interactive Experience

 New for 2021

## 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

TBD

Fee: \$5,000 | Inventory: 4

**Inclusions:** branding opportunity

**Artwork Specs:** PDF or JPG (300dpi) 8.5"x11" with a .125" bleed

**Artwork Deadline:** 12/01/20



### REGISTRATION BROCHURE HALF PAGE

TBD

Fee: \$3,000 | Inventory: TBD

**Inclusions:** branding opportunity

**Artwork Specs:** PDF or JPG (300dpi) 8.5"x5.5" with a .125" bleed

**Artwork Deadline:** 12/01/20



**SOLD OUT**



# SECO 2021 PRINT

Brand Awareness

Presentation

Year Round

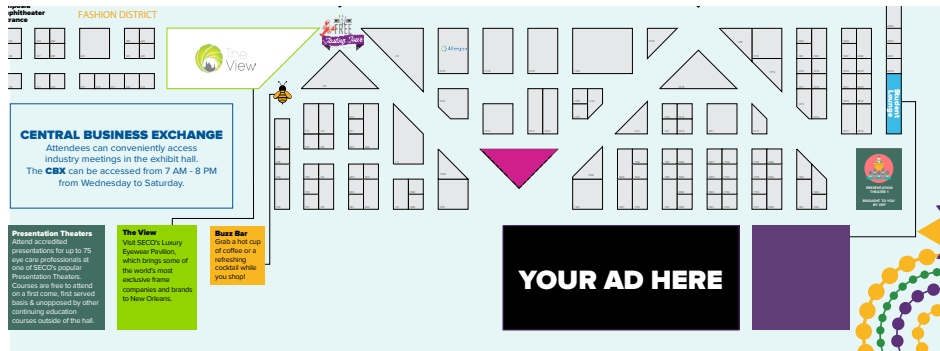
Booth Traffic

Interactive Experience

NEW New for 2021

## 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.



## PROGRAM EXHIBIT HALL FLOORPLAN AD AND ONLINE MAP

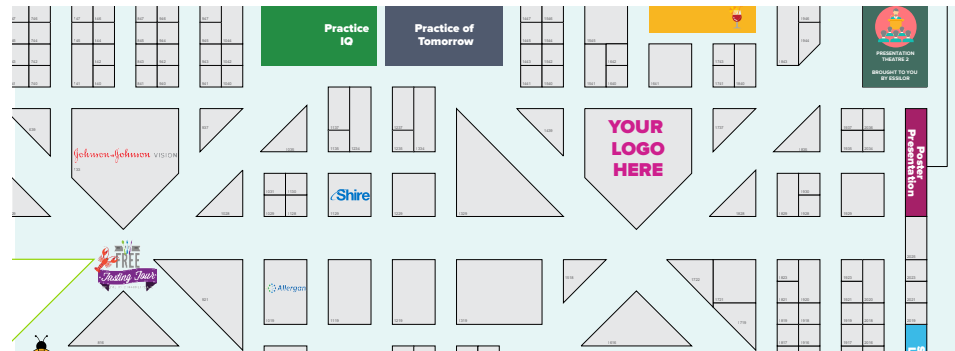
Display your company ad on the SECO 2021 Exhibit Hall floor plan within the SECO Program where eager attendees plan their visit through Optometry's Marketplace each day!

Fee: \$1,500 | Inventory: 5

**Inclusions:** branding opportunity

**Artwork Specs:** Banner 300x250 pixels (JPG format)

**Artwork Deadline:** 3/5/2021



## PROGRAM EXHIBIT HALL FLOORPLAN BOOTH LOGO

Display your company ad on the SECO 2020 Exhibit Hall floor plan within the SECO Program where eager attendees plan their visit through Optometry's Marketplace each day!

Fee: \$1,000 | Inventory: 5

**Inclusions:** branding opportunity

**Artwork Specs:** Logo (EPS or AI format)

**Artwork Deadline:** 3/5/2021



## 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 2021 PRINT

Brand Awareness

Presentation

Year Round

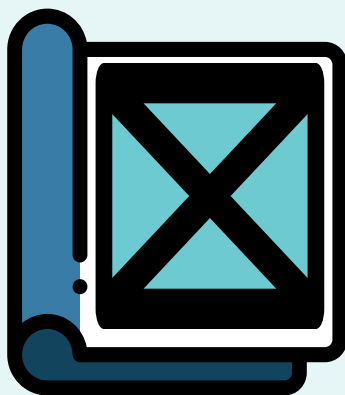
Booth Traffic

Interactive Experience

New for 2021

## 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.



### PROGRAM FULL PAGE AD (INSIDE FRONT COVER)

Get your message in the hands of each SECO attendee with a full page advertisement in the official SECO Registration Brochure sent to 30,000 eye care professionals nationwide to invite them to attend SECO 2021. The Registration Brochure will also be housed on the attendseco.com website to ensure frequent online traffic.

Fee: \$3,500 | Inventory: 1

**Inclusions:** branding opportunity

**Artwork Specs:** 8.5"x11" with a .125" bleed

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

**Artwork Deadline:** 3/5/2021



**SOLD OUT**



### PROGRAM FULL PAGE AD (INSIDE BACK COVER)

Get your message in the hands of each SECO attendee with a full page advertisement on the inside back cover in the official SECO Registration Brochure sent to 30,000 eye care professionals nationwide to invite them to attend SECO 2021. The Registration Brochure will also be housed on the attendseco.com website to ensure frequent online traffic.

Fee: \$3,500 | Inventory: 1

**Inclusions:** branding opportunity

**Artwork Specs:** 8.5"x11" with a .125" bleed

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

**Artwork Deadline:** 3/5/2021



# SECO 2021 PRINT



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



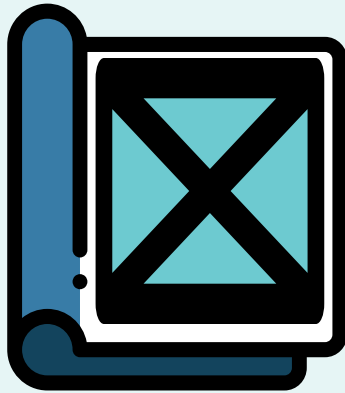
Interactive  
Experience



New for  
2021

## 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.



### PROGRAM FULL PAGE AD

Get your message in the hands of each SECO attendee with a full page advertisement in the official SECO Registration Brochure sent to 30,000 eye care professionals nationwide to invite them to attend SECO 2021. The Registration Brochure will also be housed on the attendseco.com website to ensure frequent online traffic.

Fee: \$2,500 | Inventory: 1

**Inclusions:** branding opportunity

**Artwork Specs:** 8.5"x11" with a .125" bleed

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

**Artwork Deadline:** 3/5/2021



### PROGRAM HALF PAGE AD

Get your message in the hands of each SECO attendee with a half page advertisement in the official SECO Registration Brochure sent to 30,000 eye care professionals nationwide to invite them to attend SECO 2021. The Registration Brochure will also be housed on the attendseco.com website to ensure frequent online traffic.

Fee: \$1,500 | Inventory: 2

**Inclusions:** branding opportunity

**Artwork Specs:** 8.5"x5.5" with a .125" bleed

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

**Artwork Deadline:** 3/5/2021





# SECO 2021 PRINT

 Brand Awareness

 Presentation

 Year Round

 Booth Traffic

 Interactive Experience

 New for 2021

## 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.



## 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:** 4/25/2021



## PRINTING STATION SPONSOR

Feature your logo at the SECO 2021 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:** 3/12/2021



# SECO 2021 HOTEL



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



Interactive  
Experience



New for  
2021

## 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 OMNI

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 three 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.

**Artwork Deadline:** 2/18/2021



**SOLD OUT**



## HOTEL BAR - OMNI

Reach attendees with your brand message at the SECO 2021 headquarter hotel bar as attendees unwind each day and network with colleagues. Production and rigging costs are included within each space fee.

Fee: \$12,500 | Inventory: 1

**Inclusions:** branding opportunity; banner ad (1) and table tents (30)

**Artwork Specs:** banner and table tents

Banner: 1920x360

Table tents: 5" x 6.5" plus 1/8" bleed

Format Vector; if creating artwork in photoshop, submit layered CMYK files. Resolution 300 at actual size. Supply all fonts and images used.

**Artwork Deadline:** 3/12/2021



# SECO 2021 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 DOOR DROPS

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed under their door. Hotel door drops are available at the three main affiliated hotels.

Inventory: Unlimited

Fee:

OMNI	MARRIOTT	WESTIN
Wed-\$5,500	Wed-\$2,750	Wed-\$1,500
Thurs-\$7,000	Thurs-\$4,000	Thurs-\$2,000
Fri-\$7,500	Fri-\$2,500	Fri-\$1,500
Sat-\$5,500		Sat-\$1,750

**Inclusions:** branding opportunity

**Printed Item:** 8"x11.5" maximum

**Deadline:** Shipped to hotel between 4/20/2021-4/23/2021



### HOTEL MIRROR CLING

Connect with SECO attendees as they return to their hotel rooms each day with a promotional item to be placed under their door. Hotel door drops are available at the three main affiliated hotels.

Inventory: 1 per day (per hotel)

Fee:

OMNI	MARRIOTT	WESTIN
Wed-\$8,000	Wed-\$4,000	Wed-\$2,500
Thurs-\$8,500	Thurs-\$5,000	Thurs-\$3,000
Fri-\$8,500	Fri-\$3,000	Fri-\$3,000
Sat-\$7,500		Sat-\$2,500

**Inclusions:** branding opportunity

**Printed Item:** 15"x15" maximum, Removable adhesive material

**Deadline:** Shipped to hotel between 4/20/2021-4/23/2021





# SECO 2021 EVENTS



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



Interactive  
Experience



New for  
2021

## 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:** 10/01/2020



## 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)

**Artwork Deadline:** 10/01/2020



# SECO 2021 EVENTS



Brand  
Awareness



Presentation



Year  
Round



Booth  
Traffic



Interactive  
Experience



New for  
2021

## 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:** 10/01/2020



## 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)

**Artwork Deadline:** 3/05/2021





# SECO 2021 EVENTS

 Brand Awareness

 Presentation

 Year Round

 Booth Traffic

 Interactive Experience

 NEW  
New for 2021

## 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.

**Fee:** \$25,000 | **Inventory:** 1

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

**Artwork Specs:** Logo (EPS or AI format)

**Artwork Deadline:** 12/01/2020

**Literature distribution:** on-site at event



### 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, February 26, 2021 **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:** 12/01/2020



**SOLD OUT**

# SECO 2021 EVENTS

 Brand Awareness

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 Booth Traffic

 Interactive Experience

 New for 2021

## 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 2021

WHERE SIGHT MEETS VISION™  
APRIL 28 - MAY 2 | ATLANTA, GA

### VOLUNTEER BOARD MEETING AT MID-SUMMER 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



**SOLD OUT**

## SECO 2021

WHERE SIGHT MEETS VISION™  
APRIL 28 - MAY 2 | ATLANTA, GA

### 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 2021 SYMPOSIUMS

 Brand Awareness

 Presentation

 Year Round

 Booth Traffic

 Interactive Experience

 New for 2021

**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 - 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 2021 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, April 28 | **Time:** 12:00-1:00PM

**Location:** GWCC

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, 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 2021 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, April 28 | **Time:** 5:00-6:00PM

**Location:** GWCC

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, Final Presentation: at rehearsal



**SOLD OUT**



# SECO 2021 SYMPOSIUMS

 Brand Awareness

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 New for 2021

**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 700 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. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided by SECO International, LLC.

**Date:** Thursday, April 29 | **Time:** 12:00-1:00PM

**Location:** GWCC; Amphitheater A3

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, Final Presentation: at rehearsal



**SOLD OUT**



## OD SYMPOSIA - FRIDAY LUNCH

Present product information to up to 700 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. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided by SECO International, LLC.

**Date:** Friday, April 30 | **Time:** 12:00-1:00PM

**Location:** GWCC; Amphitheater A3

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, Final Presentation: at rehearsal



# SECO 2021 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 500 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. The Symposia presentation will be held without opposition of continuing education courses. Food & beverage will be provided by SECO International, LLC.

**Date:** Saturday, May 1 | **Time:** 12:00-1:00PM

**Location:** GWCC; Amphitheater A3

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, 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 2021 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, May 1 | **Time:** 12:00-1:15PM

**Location:** GWCC

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, Final Presentation: at rehearsal





# SECO 2021 SYMPOSIUMS



**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 2021 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, April 29 | **Time:** 11:00AM-12:00PM

**Location:** GWCC

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, 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 2021 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, April 30 | **Time:** 11:00AM-12:00PM

**Location:** GWCC

**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: 12/01/2020, Title/Lecturer: 12/02/2020, AV Needs: 2/18/2020, Slide Deck: 4/01/2021, Final Presentation: at rehearsal



**SOLD OUT**

# SECO 2021 MISCELLANEOUS

 Brand Awareness

 Presentation

 Year Round

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 New for 2021

## ARTWORK SUBMISSIONS

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### AHP BREAKFAST THURSDAY

Treat the Allied Healthcare Professionals to breakfast while they discuss Teambuilding: From Me to We. If we learned anything in the last 6 months, hopefully it is that we have power when we work together. We all need to look out for/take care of/support/and help each other. A big theme has been, you are not only responsible for your own health, your actions can impact others. This dynamic discussion will provide real world insight for all team members related to: resolving issues with co-workers/bosses/patients as well as providing you with useful tips on how to be more mindful and accepting of differences and work together in harmony with presenters Sharon Carter and Lynn Lawrence on Thursday morning from 8-10AM

Fee: \$15,000 | Inventory: 1

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

**Specs:** Logo (EPS or AI format) **Logo Deadline:** 12/01/20 **Presentation Deadline:** 1/10/21



### AHP BREAKFAST FRIDAY

Treat the Allied Healthcare Professionals to breakfast while they discuss Rebuilding - Bolster Morale, Reduce Anxiety, and Enhance Safety for Your Team and Patients. Gain best practices and lessons learned for staff and patient safety. What new concepts have you implemented that helped increase efficiency-how do you deal with staff that is still dealing with anxiety-how do you make patients feel safe? How do you keep communication open, transparent and not overwhelming? How do you motivate your team to do what is needed when it involves more work ---all that cleaning and disinfecting and perhaps for less compensation? Listen and share with our expert panelists that have access to all the latest insights. You'll also have access to one of the most knowledgeable experts in infectious disease and best practices for keeping yourself and your patients safe and healthy with presenters Sharon Carter, Lynn Lawrence, Joy Gibb and Michael Ward on Friday morning from 8-10AM.

Fee: \$15,000 | Inventory: 1

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

**Specs:** Logo (EPS or AI format) **Logo Deadline:** 12/01/20 **Presentation Deadline:** 1/10/21



### AHP BREAKFAST SATURDAY

Treat the Allied Healthcare Professionals to breakfast while they discuss ASK, SHARE, LEARN WITH THE O'KEEFE SISTERS- Optical Round-Table. There are days when we as eyecare professionals wish we had a room full of experts to help us out during our day. Whether the assistance you desire is help with compliance, patient objections, recommending, fully understanding the technology you are providing and a plethora of other concerns, we are here to help you. The goal of this interactive course is to allow the attendees to direct the discussion and present what is most troubling /concerning to their own practices and to share their successes. Attendees can text their questions, write them on paper provided or simply raise their hands. The panel will be available to answer any questions that arise with presenters Candace O'Keefe Culp, Jackie O'Keefe Lincoln and Laurie O'Keefe Pierce

Fee: \$15,000 | Inventory: 1

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

**Specs:** Logo (EPS or AI format) **Logo Deadline:** 12/01/20 **Presentation Deadline:** 1/10/21



# SECO 2021 MISCELLANEOUS

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## ARTWORK SUBMISSIONS

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## CHARGING STATION

Help attendees recharge throughout SECO 2021 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

**Artwork Deadline:** 3/12/2021



## 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:** Ad: 3/12/2021, Item placement: 4/27/2021



## 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



**SOLD OUT**

## REGISTRATION 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:** 2/25/2021



## ARTWORK SUBMISSIONS

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# SECO 2021 MISCELLANEOUS

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## ARTWORK SUBMISSIONS

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### FACE MASKS

Face mask have taken on a dual purpose as both a recommended safety precaution and fashion statement. While handing out masks at SECO 2021 is a logical step, you can go one step further in building relationships with customers by providing masks.

Fee: \$25,000

Inventory: 1

Inclusions: logo recognition

Specs: TBD

Deadline: 12/01/20



### HAND SANITIZING STATIONS

Encourage clean hands through visible and readily accessible stations throughout the common areas at SECO with branding displayed on the structure.

Fee: \$3,500

Inventory: unlimited

Inclusions: branding

Specs: TBD

Deadline: 3/12/21



### MOBILE WASH STATIONS MORE INFO COMING SOON



### SOCIAL DISTANCING SIGNAGE

Educate attendees on protocols to ensure their protection and wellbeing for the duration of the event with your branding throughout the common areas.

Fees:

3x3' floor markers

\$850

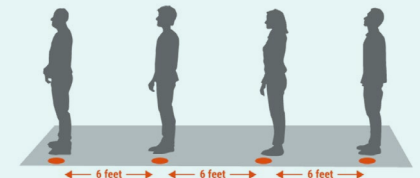
22x28" easel signs

\$1,000

Inventory: unlimited

Inclusions: branding

Deadline: 1/05/21



# SECO 2021 MISCELLANEOUS

 Brand Awareness

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## ARTWORK SUBMISSIONS

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### STUDENT OPTOMETRY BOARD REVIEW - PART 1

Support optometric students as they prepare for their Board Exams by sponsoring the SECO Student Optometry Board Review Part 1. You'll be recognized as the sponsor throughout promotion and have the opportunity to make a presentation to the group and provide handouts.

**Fee:** \$5,000 | **Inventory:** Unlimited

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

**Artwork Specs:** Logo (EPS or AI format)

**Artwork Deadline:** 12/01/2020

**Literature Distribution:** on-site at event



### 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:** 12/01/2020

**Literature Distribution:** on-site at event



### STUDENT STIPEND UNDERWRITER

Help students get to SECO 2021 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:** 12/01/2020





# SECO 2021 MISCELLANEOUS

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### 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 2021 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:** 2/18/2021



**SOLD OUT**



### MEDPRO360 THEATER & LOUNGE

Support the theater of the dynamic practice management program, MedPRO360. Reach attendees in the 30x30' sponsor lounge neighboring this theater with engagement and branding opportunities for eye care professionals as they exit the theater.

**Fee:** \$200,000 | **Inventory:** 1

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

**Artwork Deadline:** 3/12/2021



### 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:** 4/01/2021



**SOLD OUT**

# SECO 2021 EDUCATIONAL GRANTS

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 New for 2021

## 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.



### PRESENTATION THEATERS

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

Fee: \$7,500

Fri. Inventory: 3

Sat. Inventory: 3

**Inclusions:** 1-hour educational presentation, Course Accreditation, Speaker honoraria and expenses, Company name (text only) recognition of the philanthropic support of an unrestricted educational grant.



### PRESENTATION THEATER BUY-OUT

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

Fee: 50,000 | Inventory: 1

**Inclusions:** 1-hour educational presentation, Course Accreditation, Speaker honoraria and expenses, Company name (text only) recognition of the philanthropic support of an unrestricted educational grant.



**SECO** **2021**  
WHERE SIGHT MEETS VISION™  
APRIL 28 - MAY 2 | ATLANTA, GA

### EDUCATIONAL GRANT

Support the renowned SECO 2021 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 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 Grantor<sup>1</sup> 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 Partner<sup>2</sup>  
\$400,000+

### Tier 2

Presenting Partner<sup>2</sup>  
\$350,000-\$399,999

### Tier 3

Featured Supporter<sup>2</sup>  
\$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

## Support Commitment Deadlines:

**Educational Grant Support Deadline:** April 1, 2021

**Exhibit Hall Space Selection Deadlines:** April 1, 2021

**Promotional Program Selection Deadline:** March 15, 2021<sup>3</sup>

**Package Confirmation:** July 12, 2020<sup>4</sup>

## 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](mailto:exhibits@secostaff.com) or request a call back at 770-451-8206.**

<sup>1</sup> Supporters previous year educational grant participation counts toward upcoming years overall spend level.

<sup>2</sup> Tiers that include OD Lunch Symposia eligibility. Overall tier spend can include \$125k OD Lunch Symposia fee.

<sup>3</sup> Year-round promotional offerings can be reserved at any point throughout the year.

<sup>4</sup> 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 for 2021

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 2021 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

