



ITEMS INCLUDED WITH BOOTH RENTAL

- Company listing in the Registration Brochure, On-Site Program, Map & Guide, Virtual Marketplace and the SECO Daily*
- Pre-registration attendee list
- Identification sign at booth
- White or light grey pipe and drape
 - 3' side rails
 - 8' back rail
- Unlimited registration badges for exhibitor staff
- Complimentary coffee and meeting space in the Exhibitor Lounge
- An invitation to select booth space for SECO 2012 prior to public release

Carpet, furniture and utilities are NOT included in an exhibition booth rental at SECO 2011.

REMINDER: Aisle carpet will be Tuxedo.

** Exhibiting company listings subject to print deadlines.*



PAYMENT INFORMATION & SCHEDULE

PAYMENT INFORMATION

- Payments should be sent to:
SECO International, LLC
Attention: Exhibits Department
4661 North Shallowford Road
Atlanta, GA 30338
- Payments should be made payable to SECO International, LLC via company or cashier's check or wire transfer only. Credit card payments will not be accepted for booth space under any circumstances.

PAYMENT SCHEDULE

On-Site Sales

- 25% deposit due by April 30, 2010
- Second 25% payment due by August 31, 2010
- 50% balance due by October 15, 2010

General Booth Sales

- 50% deposit due upon reservation of booth space
- 50% final payment due by October 15, 2010



EXHIBIT HALL SCHEDULE

EXHIBIT HALL HOURS

Thursday, March 3	1:00 PM – 6:00 PM <i>Exhibitor accessibility 9:00 AM – 1:00 PM and 6:00 PM – 6:45 PM</i>
Friday, March 4	10:00 AM – 5:00 PM <i>Exhibitor accessibility 8:30 AM – 10:00 AM and 5:00 PM – 5:45 PM</i>
Saturday, March 5	9:00 AM – 4:00 PM <i>Exhibitor accessibility 7:30 AM – 9:00 AM and 4:00 PM – 4:45 PM</i>

SET-UP HOURS

Display Set-Up Hours

Tuesday, March 1	8:00 AM – 5:00 PM
Wednesday, March 2	8:00 AM – 8:00 PM

All crates, cartons and loose materials will be removed from the Exhibit Hall at 8:00 PM on March 2.

Product Placement and Exhibit Accessibility Hours

Thursday, March 3	9:00 AM – 1:00 PM
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Crates and cartons will NOT be allowed delivery to the Exhibit Hall on March 3. All materials are required to stay clear of the aisles during Product Placement and Exhibit Accessibility.

DISMANTLE HOURS

Saturday, March 5	4:00 PM – 11:00 PM
Sunday, March 6	8:00 AM – 1:00 PM



EXHIBITOR NOTICES & INFORMATION

HEIGHT RESTRICTIONS

The floor plan is divided into three (3) areas of differing height restrictions starting from closest to the exhibit hall entrances and then moving away from the entrances: 8', 16', and 24' respectively. Booth structures, objects within the booth, and hanging signs may not exceed the designated height restriction.

EXHIBITOR LOUNGE

The Exhibitor Lounge is located in the back of Hall C2 & 3 during official exhibitor hours and offers complimentary coffee, a quiet meeting place for registered exhibitors and access to preferred vendors. A valid exhibitor badge is required for admittance.

CYBER CAFE

A complete e-mail station is located in the front of the hall and is available, at no charge for use by exhibiting companies and attendees.

CANCELLATIONS

Companies wishing to cancel their booth reservations may do so with a full refund by August 1, 2010. Cancellations made between August 1 – October 15, 2010 will be subject to a forfeiture of 50% of the money deposited. Refunds will not be made if the cancellation is made after October 15, 2010. Companies who cancel SECO 2011 booth reservations waive all space reservation rights and exhibitor privileges. All cancellations must be made in writing to show management at exhibits@secostaff.com. SEE THE OFFICIAL EXHIBITING RULES AND REGULATIONS FOR THE FULL CANCELLATION POLICY.

ANNOUNCEMENTS

The P.A. system in the Exhibit Hall will be used for emergency and official SECO announcements only. In the event of an emergency, messages should be submitted to the Exhibit Hall Information Desk.

SECURITY

Security guards are located throughout the hall during show hours, exhibitor hours, overnight and throughout set-up and dismantle; however, SECO International, LLC, cannot be responsible for exhibitors' possessions. Exhibitors are encouraged to remove valuable items from their booth when they are not present. Loss of or damage

to items within the Exhibit Hall is the responsibility of the exhibiting company and SECO International, LLC, will not be held liable.

PRIZE PROGRAMS

Drawings for prizes will be held by SECO throughout show hours. Terminals for collecting attendee information are located in the Exhibit Hall. Exhibitors are not eligible for prize drawings.

SNACK BARS

Refreshment facilities will be located in the Exhibit Hall and will remain open during exhibitor and show hours. Food and beverage orders should be placed through Levy Restaurants directly.

SEE THE BOOTH SERVICES SECTION FOR MORE INFORMATION.

HOSPITALITY SUITES

SECO International, LLC, controls the allocation of all suites and meeting rooms in official meeting hotels. Requests for suites or meeting rooms must be submitted in writing to SECO by December 1, 2010. These suites are held only for qualified SECO 2011 exhibitors. Hospitality suites or other functions hosted by exhibitors are not permitted to be open during education sessions or show hours. For more information contact Bonny Fripp at 770-451-8206 or bfripp@secostaff.com.

SEE AFFILIATE FUNCTION FORM FOR MORE INFORMATION.

SPECIAL ASSISTANCE

In compliance with the Americans with Disabilities Act of 1990, SECO International, LLC, will make all reasonable efforts to accommodate persons with disabilities at SECO 2011. For assistance call the SECO International, LLC, office at 770-451-8206.

PURPOSE OF SECO

SECO International, LLC, is an educational event organized and sponsored by the Southern Council of Optometrists, Inc., for the benefit of public health and advancement of the profession of Optometry. Registration and attendance at this event are strictly limited to members and suppliers of the optometric profession.

SECO 2011

Optometry's Marketplace at SECO™

Exhibitor Registration

Registration for company representatives exhibiting during SECO 2011. For registration details, visit www.seco2011.com

1. Contact Information *(* indicates a required field)*

Company* _____	Booth Number* _____
Contact Name* _____	
Address _____	
City _____	State _____
Country _____	Zip Code _____
Website _____	Phone Number _____
E-mail Address* _____	Fax Number* _____

I would like to receive my company's registration materials in the mail. SECO will mail company registration materials to the address and contact listed on this form between February 7-18, 2011, using a certified carrier. Contacts must provide a valid mailing address and phone number for delivery. International shipping is not available for this option. This option is only available to companies who pre-register by February 1, 2011

2. Company Representatives *(first and last name)*

More than 20 representatives?
Fill out the top portion of this form, photocopy it, and complete section 2 on as many forms as you need!

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

3. Fax this form to 770.220.0942

To pre-register company representatives SECO International must receive faxes by 5:00 PM EST, February 17, 2011.
Exhibitors must register on-site after 5:00 PM EST, February 17, 2011.

Questions?

Visit www.seco2011.com or contact the Registration Department:
E-mail: registration@secostaff.com | Phone: 770.452.0600

Registering On-site?
Bring a business card to facilitate on-site registration





AFFILIATE FUNCTIONS

SECO International invites its corporate supporters, exhibitors, and industry organizations to schedule function space at the Atlanta Marriott Marquis (SECO 2011 headquarter hotel) or an affiliate hotel during SECO 2011.

In order to ensure that your company or association has adequate space, please let us know if you plan to hold an event during SECO 2011 by completing and returning the following "Application to Contract Affiliate Function Space" form.

Please remember the following two rules when scheduling functions during SECO:

1. No functions are allowed to be held during times when official SECO programs are scheduled. Exceptions are made for small Board or Committee meetings that do not affect our general attendance. For planning purposes, your program must either conclude before, or start after, the following times:

Wednesday, Mar. 2	2:15 p.m. – 9:00 p.m.
Thursday, Mar. 3	8:00 a.m. – 10:00 p.m.
Friday, Mar. 4	8:00 a.m. – 6:45 p.m.
Saturday, Mar. 5	8:00 a.m. – 5:45 p.m. / 8:30 p.m. – 12:00 a.m.
Sunday, Mar. 6	7:30 a.m. – 11:00 a.m.

(Times subject to change)

2. Affiliate functions may not offer CE credit for their programs – no exceptions.

Deadline for submissions: December 1, 2010

Please fax or e-mail your form(s) to Bonny Fripp:

Fax: (770) 451-3156

E-mail: bfripp@secostaff.com

Please note that all meeting space must be confirmed through SECO, using the attached "Application to Contract Affiliate Function Space" form. No functions may be contracted directly with the Atlanta Marriott Marquis, Omni Hotel at CNN Center or Westin Peachtree Plaza without prior approval from SECO.

We look forward to working with you to make your planned events at SECO 2011 a success!



APPLICATION TO CONTRACT AFFILIATE FUNCTION SPACE

All information must be fully completed before your application will be processed; please type or print all information

Organization Name: _____

Contact Name: _____

Phone: _____ E-mail: _____

Official Function Name (for signage): _____

Function Date: _____ Attendance Estimate: _____

Start Time: _____ End Time: _____

Meeting Description: _____

Function is (please circle one): Open to all attendees By invitation only

PROMOTION

Would you like your function published? Yes No

Would you like to offer reservation services online at SECO2011.com? Yes No

Would you like to publish a website to promote your function? Yes No

If yes, please list website: _____

SETUP [You will be contacted by the hotel to discuss requirements]

Preferred Room Setup (please circle one):

Theater	Rounds of 10	U-Shape	Hollow Square	Conference	Classroom	Other
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Will you require food & beverage? Yes No

Will you require audiovisual equipment? Yes No

Will you require signage? Yes No

Will you have any special needs? Yes No

NON-COMPETE POLICY

Affiliate functions may not compete with SECO International. Competition includes, but is not limited to:

- Hosting Affiliate Function at a date and time that competes with a SECO Congress event,
- Hosting Affiliate Function that provides continuing education credit towards licensure within the eye care profession (optometry, opticianry, ophthalmology, or other accredited eye care professions).

SECO will provide a list of dates and times that are reserved for SECO functions upon request.

I confirm that our function complies with *SECO International 2011 Affiliate Functions Non-Compete Policy (listed above) and Terms and Conditions* regarding affiliate functions (attached to this Application). I acknowledge that all charges that might be incurred in connection with this event are solely the responsibility of my organization.

The undersigned, or their duly authorized representatives, represents and warrants that they have authority to enter into this agreement on behalf of their company, firm or organization and hereby agrees to the terms and conditions set forth in the official *SECO International 2011 Affiliate Functions Policy, Terms and Conditions*.

Signature: _____ Date: _____

SECO International 2011 Affiliate Functions Terms and Conditions

TERMS & CONDITIONS

AGREEMENT

By signing the Application to Contract for Affiliate Function Space (hereinafter referred to as "Event Contract"), Event Manager agrees to abide by these Terms, Rules, and Regulations and all amendments thereto and decisions of Show Management. For purposes of this agreement, the term "Show Management" shall mean SECO International, LLC, and its respective directors, officers and staff. The term "Headquarters Hotel" shall mean the assigned facilities in the Atlanta Marriott Marquis. The term "Affiliate Hotel" shall mean any hotel SECO has contracted over the dates of the Congress. The term "Event Manager" shall mean any company, firm, or person who has applied for or been allocated any function at the Headquarters or Affiliate Hotel. The term "Congress" shall mean the annual event hosted by SECO International, LLC.

Show Management reserves the right to cancel any function scheduled that may be out of compliance with the Terms & Conditions of this Event Contract and the Event Manager will be liable for all incurred charges found to be in violation of the Policy, Terms and Conditions of the Event Contract.

VENUE

The location of Affiliate Functions will be the Atlanta Marriott Marquis, located in Atlanta, Georgia. If no space is available at the Atlanta Marriott Marquis, the function may be held at an Affiliate Hotel. Affiliate Functions may be held March 2-6, 2011. During this time, affiliate functions may not compete with events held by SECO.

APPLICABLE LAW AND JURISDICTION

Event Manager hereby agrees that the laws of the State of Georgia shall control construction and enforceability of this Agreement and hereby consents to jurisdiction of State of Georgia and Federal District Courts within State with respect to any right of action arising under this Agreement.

NOTICES

All notices pertaining to this Event Contract must be in writing and will become effective when delivered and received by the intended recipient by one of the following methods:

- i) Letter sent by certified mail or by overnight carrier, return receipt requested, postage prepaid to intended recipient,
- ii) Hand-delivered with a signed receipt,
- iii) Facsimile (fax) transmission: Notice by fax is effective when the sender of the fax has written notice from the intended recipient that the fax transmission was received,
- iv) E-mail transmission: Notices to Show Management must be addressed as indicated in this Event Contract. Notices will be addressed to the Event Manager indicated on the Event Contract. The names and addresses for the purposes of this section may be changed by giving written notice of such change in the manner provided in this paragraph for giving notice. Unless and until written notice is received, the last name and address stated in this agreement will be deemed to continue in effect for all purposes.

CANCELLATION OF CONGRESS

a) In the event that the Congress is postponed due to any occurrence not occasioned by the conduct of Show Management or Event Manager, whether such occurrence be an Act of God, common enemy, result of war, riot, civil commotion, labor dispute, terrorist action, government action, or act or conduct of any person or persons not party or privy to this Agreement, then performance of parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event, for duration of such postponement.

b) In the event that such occurrence results in cancellation of Congress, obligations of parties under this Agreement shall automatically be terminated and all payments made under this lease to SECO shall be refunded to Event Manager.

c) Show Management reserves the right, with no liability to Event Manager for refunds, additional expenses, or otherwise, to change date or place of Congress upon two weeks notice to Event Manager, effective from date of mailing of such notice.

CANCELLATION BY EVENT MANAGER

Event Manager specifically recognizes and acknowledges that Show Management may sustain certain losses if Event Manager cancels its Affiliate Function space after it has been assigned and confirmed by Show Management. Event Manager is bound by any penalties or damages the Headquarters or Affiliate Hotel may implement against Event Manager and/or Show Management.

SEVERABILITY

In the event any provision of this Agreement is held invalid or unenforceable, then neither remaining provisions of this Agreement nor other applications of provisions involved shall be affected thereby.

AGREEMENT SUBJECT TO SHOW MANAGEMENT'S CONTRACT WITH HEADQUARTERS/AFFILIATE HOTEL

This agreement between Event Manager and Show Management is subject to terms of agreement between Show Management and the Headquarters or Affiliate Hotel, and to terms of any and all agreements between Show

Management and any other party relating to Congress. Event Manager shall not undertake any act or fail to fulfill any obligation that shall be in violation of said license or agreements.

LIABILITY / INDEMNIFICATION

a) Event Manager hereby assumes entire responsibility and hereby agrees to hold harmless, indemnify, and defend Show Management and the Atlanta Marriott Marquis and/or Affiliate Hotel, and each of their respective, employees, officers, directors, and agents against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the Affiliate Function or a part thereof, or its operation or activities at the Congress, excluding any such liability caused by the sole negligence of Show Management or the Headquarters or Affiliate Hotel and each of their respective employees and agents.

b) Event Manager assumes full responsibility and liability for the actions of its agents, employees, independent contractors and representatives, whether acting within or beyond the scope of their employment, and agrees to indemnify, hold harmless, defend, and pay all expenses as they are incurred, Show Management and the Headquarters or Affiliate Hotel and each of their respective employees, officers, directors, and agents from responsibility or liability which arises because of the acts or omission of its agents, employees, independent contractors or representatives whether acting within or without the scope of their authority.

c) Show Management undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the Event Manager, or its agents, employees, independent contractors or representatives, or for their respective property used in connection with the Congress, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after Affiliate Function hours and placed in safekeeping by the Event Manager at Event Manager's risk and expense. Any protection exercised by Show Management shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the Event Manager.

d) Event Manager acknowledges that neither Show Management, nor the Atlanta Marriott Marquis maintain insurance covering Event Manager's property and that it is the sole responsibility of Event Manager, at its expense, to obtain business interruption and property damage insurance insuring any losses by Event Manager.

EXCLUSIONS

a) Event Manager acknowledges and understands **the event may not offer continuing education credit for optometric education under any circumstances.**

b) Event Manager acknowledges and understands the event may not occur during times when official SECO events are scheduled (exempting private administrative board meetings).

APPLICATION PROCESS

1) Applicant submits completed contract to SECO International, LLC (SECO) for approval no later than December 1, 2010.

2) SECO approves/declines application and notifies the Headquarters or Affiliate Hotel

3) SECO notifies applicant of status

4) The Atlanta Marriott Marquis (or Affiliate Hotel) will contact Event Manager to confirm details and arrange final contracting. The Event Manager of approved events will work directly with the Hotel to organize and execute the event. Approved events will be billed directly by the Headquarters or Affiliate Hotel.

WEBSITE PRESENCE

As a courtesy, Show Management offers events the opportunity to publish event information on the official congress website for public viewing. This information includes:

- a) Organization Name
- b) Official Event Name
- c) Meeting Date
- d) Start/End Times
- e) Event Website

Additionally, Show Management offers complimentary event registration services using Internet-based registration forms only. Show Management will provide the following registration information to Event Manager upon request:

- a) Name
- b) E-mail address

Show Management retains the right to use this information to contact registrants about the Congress.