

SECO 2011
MARCH 2-6, 2011
GEORGIA WORLD
CONGRESS CENTER
ATLANTA, GEORGIA

2011 SECO INTERNATIONAL

The Education Destination®

HOST A PRESS CONFERENCE

SECO International invites its corporate supporters, exhibitors, and industry organizations to host a press conference during SECO 2011, March 2-6, 2011, at the Georgia World Congress Center in Atlanta, Georgia.

REACH OUT TO INDUSTRY PUBLICATIONS & EYE CARE PROFESSIONALS

Reach out to leading ophthalmic industry publications and media. SECO 2011 will provide a unique opportunity to make a press statement early in the year. We encourage companies to take advantage of this valuable opportunity to showcase their latest technologies, products or services to editors of the industry's leading optometry publications. We also encourage optometric associations and organizations to make statements to constituencies and members of the optometric community at large.

SCHEDULE A PRESS CONFERENCE

Please contact SECO's public relations representative, Kim Ryan, directly at kimryan@bellsouth.net or via phone at (770) 205-7423 to schedule your conference time¹. SECO reserves press time in 30-minute increments on a *first-come, first-served* basis. Please book your conference as soon as possible; prime times are booked early. To allow for maximum exposure to the media attending SECO, the press conference room is only available during the following times:

- ⌘ Thursday, March 3, 2011 1:30 PM - 6:00 PM
- ⌘ Friday, March 4, 2011 9:00 AM - 12:00 PM; 2:00 PM - 6:00 PM

¹SECO will furnish in the Press Room (at no charge) an LCD projector with screen and a podium with microphone. Companies are responsible for bringing a presentation computer to use the projector. Presenters may also distribute press materials to media representatives.

What SECO Does to Promote Press Conferences

SECO is invested in holding newsworthy and professional press conferences to consistently attract media participation. To that extent, SECO partners with companies to promote and host quality press conferences by:

- ⌘ Notifying all attending media of the press conference schedule in advance of the meeting and provides a brief synopsis for each conference
- ⌘ Promoting press conferences in its press materials and in its on-site signage
- ⌘ Ensuring that press conferences are of a newsworthy nature, therefore consistently attracting media

Just Want to Make a Statement?

Simply send to SECO press releases or press kits for distribution in the SECO Press Room.

SECO INTERNATIONAL
4661 N. SHALLOWFORD RD.
ATLANTA, GA 30338
WWW.SECO2011.COM
PH. 770.451.8206

MEDIA CONTACT:
KIM RYAN
kimryan@bellsouth.net
PH. 770.205.7423

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PRESS CONFERENCE APPLICATION

PLEASE CHOOSE ONE OPTION:

APPLY FOR A PRESS CONFERENCE

DISTRIBUTE MATERIALS IN PRESS ROOM³

PLEASE FILL OUT ALL SECTIONS OF THIS
APPLICATION

SEND MATERIALS BY JAN. 14, 2011, TO:
SECO 2011, PRESS MATERIALS
4661 N. SHALLOWFORD RD., ATLANTA, GA, 30338

RETURN COMPLETED APPLICATION BY E-MAIL OR FAX TO:

E-mail: kimryan@bellsouth.net

Fax: (770) 889-6614

Company _____
Contact _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____
E-mail _____

PLEASE ANSWER EACH QUESTION

Do you intend to provide refreshments¹ during your conference? YES NO

Do you intend to project a presentation²? YES NO

Do you intend to distribute materials to media representatives³? YES NO

What is your preferred date and time⁴ to hold your press conference?

Thursday, MAR. 3, 2011 1:30 PM—3:00 PM 3:00 PM—6:00 PM

Friday, MAR. 4, 2011 9:00 AM—12:00 PM 2:00 PM—6:00 PM

What is your preferred conference length? 30 MIN.

Please provide a concise description of your conference, statement, and/or materials:

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MEDIA CONTACT:
KIM RYAN
kimryan@bellsouth.net
PH. 770.205.7423

TERMS & CONDITIONS

¹The Press Room will be in Building C of the Georgia World Congress Center. Refer to the *Booth Services* section of the **SECO 2011 Service Kit** for information about ordering refreshments from Levy Restaurants.

²SECO will furnish in the Press Room (at no charge) an LCD projector with screen and a podium with microphone. Companies are responsible for bringing a presentation computer to use the projector.

³Companies may prepare 30 copies of materials to distribute to media representatives on-site.

⁴SECO will assign conference time to applicants on a *first-come, first-served* basis. SECO will assign the conference time based upon availability and contact the applicant with the assigned date and time.

SECO reserves the right to reject press conference applications without cause. Applicants must disclose the nature and intent of the press conference before SECO will approve the conference. SECO does not endorse statements made during SECO 2011.

FOR OFFICE USE ONLY

DATE _____

TIME _____