

# SECO International Announces SECO 2011 Dates

## SECO 2011 TO BE HELD MARCH 2-6, 2011, IN ATLANTA, GEORGIA

ATLANTA (April 14, 2010) – SECO International has announced its official 2011 dates. [SECO 2011](#) will take place March 2-6, 2011 in Atlanta, Georgia. Originally, SECO International published the dates for next year's meeting as Feb. 9-13. But after receiving significant feedback from its survey in February and March that indicated a need to move the meeting to late February or early March, SECO responded immediately and worked with the Georgia World Congress Center to change the dates.

“Many attendees and exhibitors shared with us that a March meeting would accommodate their schedules better and ensure greater participation,” said Dr. Ron Bannister, president of SECO International. “Of course, this year's extreme weather also factored into the decision to reschedule the meeting. Everyone agrees that Atlanta in March is typically sunnier, warmer and can be a lot more pleasant.”

The 88<sup>th</sup> SECO International Meeting also will move to Building C of the [Georgia World Congress Center](#) in Atlanta. Located on the opposite side of the GWCC, Building C is the newest addition to the facility and opened its doors in 2002. This building offers 420,000 square feet of exhibit space, 29 additional meeting rooms and a large ballroom overlooking a 3.6-acre landscaped plaza.

Optometry's Marketplace™ will have the same floor plan in Building C and won't alter SECO exhibitors' booth location and space reservation. However, the new exhibit hall will have room for additional offerings. The SECO 2011 meeting also will host social and affiliate functions in the Marriott Atlanta Marquis hotel. The Marriott is the headquarters hotel for SECO with overflow accommodations at the Westin and Omni hotels. All three hotels will have shuttle service that drops attendees and exhibitors at the entrance of Building C.

“We appreciate those who responded to our survey and voiced their concerns regarding the schedule. This enabled us to act swiftly and reschedule SECO's annual meeting to accommodate the most people possible,” said Dr. Bannister. “SECO always strives to deliver the best meeting in the optometry profession and we look forward to seeing everyone next year, in March.”

## THE SECO TRADITION

SECO International is produced annually by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. SECO International, headquartered in Atlanta, Georgia, is a not-for-profit membership association founded in 1923, and counts as its members practitioners in the 12 southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The annual SECO Congress regularly attracts more than 7,000 national and

international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

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