



**FOR IMMEDIATE RELEASE** – August 23, 2017

**Ford Signs On to Exhibit at Medtrade**

ATLANTA – Representatives from Dearborn, Michigan-based Ford have signed on to exhibit at Medtrade, scheduled for Oct 23-25, 2017, at the Georgia World Congress Center in Atlanta. According to **Julie Ellenberger**, brand manager, Transit/Transit Connect/E-Series, Ford, analysts at the car and truck powerhouse see strong potential in the HME industry.

“When the team was taking a look at our schedule for the coming year, and looking at new opportunities and growth areas, at Medtrade we saw a ton of growth opportunity in the home care industry,” says Ellenberger. “To us, it was a no-brainer that we needed to have a presence there with our van line-up in particular.”

The Ford booth will feature two vans so that attendees can see the configurations first-hand. “We want to get across that Ford has an extremely extensive lineup to meet the growing demands of this industry,” explains Ellenberger. “We have The Transit, which is our full-size van offering, along with the Transit Connect, which is the compact van.”

“It’s been a few years since Ford exhibited at Medtrade,” confirms **Kevin Gaffney**, group show director, Medtrade. “We are thrilled to have this iconic brand back at the show. It will be a great opportunity for attendees to explore new vehicle possibilities.”

**Medtrade is Oct 23-25, 2017 at the Georgia World Congress Center in Atlanta**

Click the link below to register for Medtrade 2017

<https://registration.experientevent.com/showMTH171?flow=attendee>

For more information about Medtrade, go to [www.medtrade.com](http://www.medtrade.com)

**About Medtrade Spring and Medtrade**

Medtrade and Medtrade Spring are the two largest home medical equipment trade events in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the shows gather hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade and Medtrade Spring are owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by *TSNN*, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.5 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve. More info about Medtrade Spring and Medtrade can be found at [www.medtrade.com](http://www.medtrade.com)

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