



**THE ELEMENTS OF SUCCESS IN HME**  
CONFERENCE: **OCTOBER 23-26, 2017**  
EXPO: **OCTOBER 24-26, 2017**  
GEORGIA WORLD CONGRESS CENTER | ATLANTA, GA

## **PRESS RELEASE - FOR IMMEDIATE RELEASE – May 9, 2017**

### **New Exhibitors, New Products at Medtrade**

ATLANTA – New exhibitors are joining familiar names as exhibitors sign on to Medtrade, scheduled for Oct 23-26, 2017, at the Georgia World Congress Center in Atlanta. “Attendees want new products on the show floor,” said Kevin Gaffney, group show director, Medtrade. “We are attracting those companies—small, medium, and large—and there are more to come.”

Exhibitors recently signed up include: Softies CareWear; JST Concepts; Suzhou Sweetrich Vehicle Industry Technology Co; and Web Talent Marketing.

- Minnesota-based **Softies CareWear** has been producing customizable patient garments for hospital systems on a referral basis. “We view Medtrade as an new opportunity to bring our apparel expertise, patented fabrics and innovative designs direct to the medical industry and their patients,” said Tim Murphy, president, Softies CareWear [[www.softiespjs.com](http://www.softiespjs.com)]. “I am most excited to be exhibiting a very innovative, and very well received, mammography gown. It’s rare that patients, providers and even laundry services are all happy.”

- Manufacturer **Suzhou Sweetrich Vehicle Industry Technology Co** [<http://www.sweetrich.cn/en/index.asp>] is making its debut at Medtrade to introduce its mobility scooter line to an American audience. Based in Jiangsu, China, and Queens, New York, the first-time exhibitor also produces power wheelchairs and walking aids. “We have highly competitive products,” said Ryan Chen, vice president, Suzhou Sweetrich Vehicle Industry Technology Co. “Buyers will be interested.”

- Jeffrey Turitz, president of **JST Concepts**, Midland Park, New Jersey [[www.jstconcepts.com](http://www.jstconcepts.com)] decided to exhibit at Medtrade to help providers attain more accurate documentation of ambulation distance and functional progress, which can reduce claim denials. “Our product addresses this by simply attaching to any standard rolling walker to provide the accuracy required for documentation purposes as well as continuity of care,” says Turitz. “It is also motivational for clients since they can monitor their ambulation distance and progress during treatment. Come by and see ACCUTRAX® at Medtrade.”

- Matt Self, vice president, **Web Talent Marketing**, Lancaster, Pennsylvania, previously spoke at Medtrade and was able to help many companies improve their sales/lead generation through digital marketing efforts. They are looking to do more of the same in 2017 to help companies succeed with **organic marketing** (online PR, SEO), **paid marketing** (Adwords, Amazon, Social Media, etc.), and **design/development** services. “We are always willing to provide free consultations that will lead to increased ROI,” says Self [[www.webtalentmarketing.com](http://www.webtalentmarketing.com)]. “We’d love the opportunity to add value to your business.”

### **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 its oldest trade shows dating back over 110 years. The company operates 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. Emerald Expositions’ events connect over 500,000

global attendees and exhibitors and occupy over 6.5 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve. More info about Medtrade Spring and Medtrade can be found at [www.medtrade.com](http://www.medtrade.com)

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