

medtrade



EXHIBITOR PROSPECTUS

MEDTRADE WEST

CONFERENCE & EXPO: **APRIL 4-6, 2022**
PHOENIX CONVENTION CENTER • PHOENIX, AZ

MEDTRADE EAST

CONFERENCE & EXPO: **OCTOBER 24-26, 2022**
GEORGIA WORLD CONGRESS CENTER • ATLANTA, GA

Produced by:



AAHOMECARE
American Association for Homecare

The home healthcare industry continues to evolve but one thing remains the same—the demand for the latest products and technology. At Medtrade events, thousands of qualified attendees will be on hand to determine the products and services that are right for their customers and will enhance the success of their business.

Since 1979, attendees have been coming to Medtrade because of the sheer scope of products and services they will see. Don't miss this chance to showcase your company's products and services, improve your relationships with current customers, create new alliances and stay current on industry issues.

WHY EXHIBIT?

- ✓ Educate your target audience
- ✓ Get in front of buying power
- ✓ Introduce new products
- ✓ Promote brand image
- ✓ Strengthen relationships
- ✓ Network with peers
- ✓ 90% of attendees play a role in purchasing process

TOP 3 OBJECTS OF ATTENDEES ARE:



1. **SEE** product lines/find new products



2. **EXPAND** knowledge base



3. **CONNECT** with new vendors

97% of Medtrade attendees consider it **IMPORTANT TO ATTEND** for their business/organization.

“ I have been pleasantly surprised at the attendance. As for as the attendees, everyone we have talked with had the authority to be a buyer..

— Michael Harris, Vice President, Healthcare, elvie

We've been happy with the foot traffic and pleasantly surprised. It's been a good show. We've had good interest and attendees want follow-up conversations.

— Sharon Bock, Director of Marketing, Allegiance Group

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“ Every conversation has been meaningful. The conversations have substance. We are already signed up for Medtrade East in Atlanta.

— Jason Dillon, Sales Director, PlayMaker Health

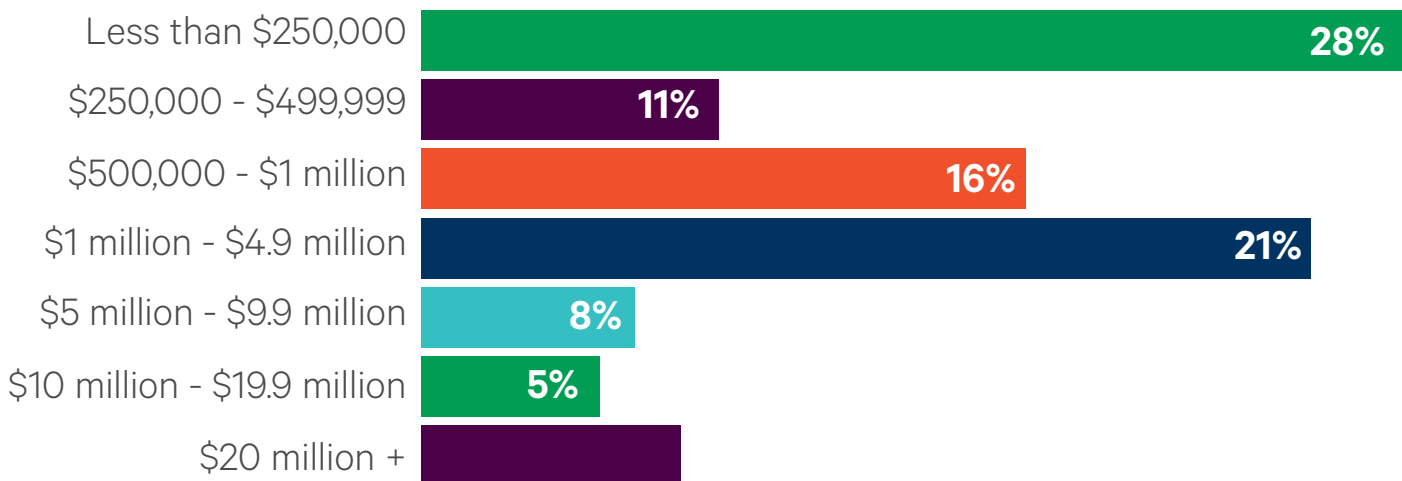
We had very good quality of attendees. People who are here really wanted to be here. We are talking to motivated people.

— Christopher Sellwood, Vice President of Sales, Cure Medical

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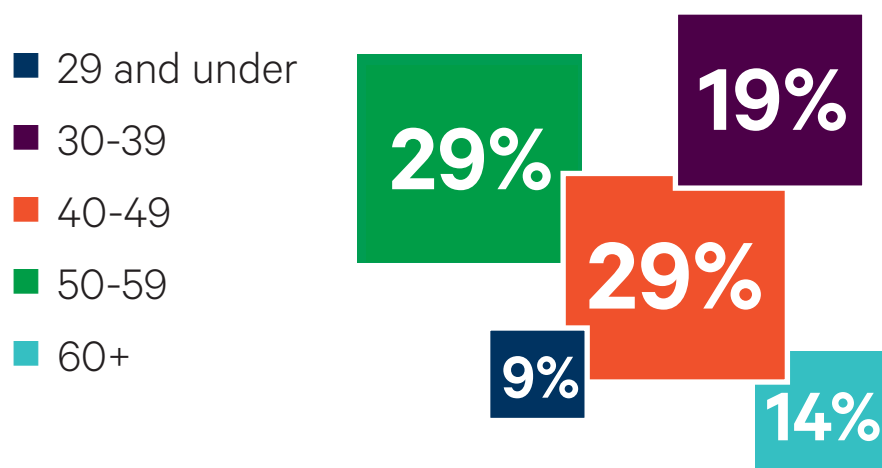
ANNUAL PURCHASING VOLUME



BUSINESS TYPE



A GOOD MIX OF SEASONED PROFESSIONALS COMPLEMENTED BY FRESH EYES AND YOUNG TALENT



“ We made some great contacts. There were people who handed us their cards and said, ‘Please contact me.’ Medtrade East was worth it. For us, if we get one order it is worth it. We’ll be in Phoenix for Medtrade West in 2022.
— Mike Corradini, President, Easy Drain Care Products ”



PRODUCT INTEREST

Accreditation/Certification **20%**

Aids to Daily Living **32%**

Bathroom Safety/Equipment **34%**

Beds & Mattresses **34%**

Billing/Reimbursement **24%**

Business Services & Technology **20%**

CBD **13%**

Chairs (life, massage, etc) **32%**

Complex Rehab Equipment **15%**

Compression **22%**

Diabetes Products **21%**

Disposable Products **22%**

Foot Care & Footware **19%**

Home Modification **15%**

Home/Patient Monitoring **20%**

Incontinence/Ostomy/Urology **23%**

Lifts/Ramps **27%**

Mobility - Power Wheelchairs **36%**

Mobility - Scooters **33%**

Mobility - Wheelchairs **41%**

Nursing Supplies **12%**

Nutrition/Wellness **14%**

Orthopedics & Orthotics **26%**

Pain Management **17%**

Pediatric/Neonatal **10%**

Rehab Products **21%**

Respiratory/Oxygen **42%**

Retail Products **33%**

Sleep Therapy **31%**

Therapy Products **18%**

Walkers/Walking Aids **33%**

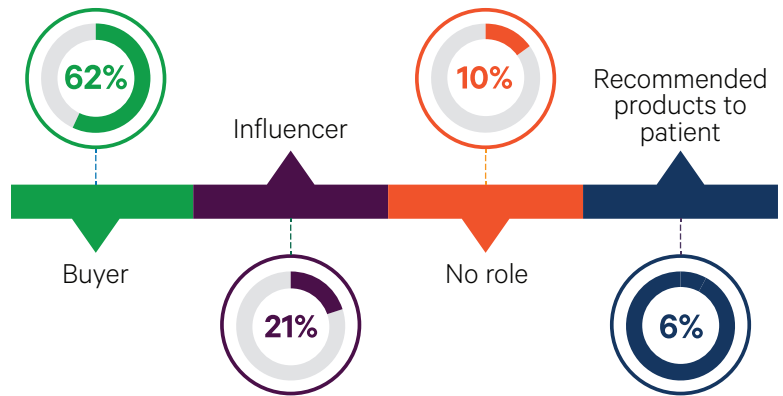
Women's Health **12%**

Wounded Care Products **27%**

JOB DESCRIPTION

Owner/President/VP/Executive	37.12%
Buyer	13.31%
Manager	11.96%
Sales/Marketing	9.63%
Sales/Marketing Manager	6.50%
Billing/Reimbursement	3.93%
Consultant	3.25%
Finance/Accounting	2%
Rehab Provider	each
Respiratory Therapist	
Accreditation	1%
Doctor	and
Equipment Service/Repair Technician	under
General Provider	each
Government/Regulatory	
IT / E-commerce	
Manufacturer Representative (Sales/	
Specialist/Engineer)	
Nurse	
Occupational Therapist	
Patient Service Manager	
Pharmacist	
Physical Therapist	
Rehab Technician	
Respiratory Provider	
Student	

PURCHASING AUTHORITY



“ At Medtrade East we talked with decisions makers or at least those with a strong influence. Our team actually went to dinner with a potential business partner they met at Preview Night.
— Deeann Vazquez-Medrano, Technical Projects Manager, Nanotonics Health

People were engaged and intentional. We had serious conversations, and we'll definitely be back in Atlanta next year for Medtrade East 2022.
— Corey Moritz, Chief Communications Officer, Rhythm Healthcare ”

90%

of attendees play a role in purchasing process

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PRODUCTS/SERVICES THAT ARE RIGHT AT HOME AT MEDTRADE INCLUDE...

Accreditation
Aids To Daily Living
Apparel
Assistive Technology
Associations
Bathroom Safety/Equipment
Batteries
Beds & Mattresses
Billing/Reimbursement
Business Services
Buying Groups
Canes & Crutches
CBD Products
Chairs
Cleaners & Odor Control
Complex Rehab Equipment
Compression
Computer Systems & Accessories
Consulting & Management Services
Cushions & Pillows
Dental Care
Diabetes Products & Accessories

Ear Care
ECG/EKG & Accessories
Edema Control Products
Education
Electrotherapy Supplies & Accessories
Equipment Covers
Exercise Equipment
Eye Care Products & Accessories
Foot Care Products
Footwear Products
Furnishings
Incontinence Products
Infusion Therapy Products
Insurance Programs
Intravenous Products & Accessories
Lifts
Medical I.D. Cards or Jewelry
Meters, Monitors & Analyzers
Nursing/Caregiver Supplies
Nutrition/Wellness
Orthopedic & Orthotics
Pain Management & Accessories

Patient Monitoring
Pediatric Equipment & Supplies
Pharmaceuticals & Accessories
Pharmacy Services
Private Label/Custom
Manufacturing
Publications/Magazines
Ramps
Respiratory
Scooters & Accessories
Skin Care Products
Surgical Supplies
Therapy Products
Tracheostomy Products
Ultrasound Units & Accessories
Urology & Ostomy
Vehicles & Accessories
Walkers & Rollators
Waste Disposal Systems
Wheelchairs
Women's Health
Wound Care Products

When asked to compare the influence of seeing a product at Medtrade versus other available options, **63%** indicated the show was more influential.

“ The show has been good. We've been able to meet people and ask questions in person. With face-to-face interaction, you can ask those follow-up questions and really start those deeper conversations.

—Ryan Howe, Product Manager, Graham-Field

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SPONSORSHIP OPPORTUNITIES

From building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the hundreds of exhibitors at Medtrade East and Medtrade West. Gain additional exposure by purchasing one of the high-profile and high-value sponsorship packages to stand out among your competition and get noticed.

Advertising opportunities also exist at medtrade.com, Medtrade Monday and the Official Show Directory.

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Medtrade Sales Team below or visit the Medtrade website at medtrade.com

EXHIBIT SPACE RATES

Exhibit space rates vary per show and according to time of reservation. Contact your account executive for details and current rates.

SALES



York Schwab

Associate Show Director

Phone: 770.291.5521

Fax: 770.234.6247

york.schwab@emeraldx.com

JOIN US



“ It’s been a good day with new prospects. I’ve been stuck in a Zoom box unable to see customers, so it’s great to see them in person in this three-day window. We are a yes for Phoenix in 2022 and we always do Medtrade East.

— Amanda Pinzon, Regional Sales Consultant, Cardinal Health ”

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