

MEDTRADE

EXPO + CONFERENCE

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Double Digit Attendance Jump At Medtrade 2024

DALLAS – Attendance numbers are in for Medtrade 2024 and Medtrade organizers are reporting a significant jump. “This year’s Medtrade attracted more than 2,300 qualified attendees,” said Kerry Tyler, associate show director, Medtrade. “That’s an increase of almost 25% over last year.”

According to Sarah Varner, vice president, Marketing, Medtrade, attendee analysis revealed nationwide attendance and beyond. “Attendees from every state except Rhode Island were represented at this year’s Medtrade,” Varner confirmed. “We also had attendees from 35 countries this year at Medtrade.”

“Medtrade 2024 has been fantastic and definitely busier than the last three shows – and steadier,” added exhibitor John Burns, Vive Health, Naples, Fla. “We’ve definitely seen a pent-up demand, and that’s the benefit of having one Medtrade per year. We are excited about coming back to Dallas next year.”

Medtrade is scheduled to return to the Kay Bailey Hutchison Convention Center in Dallas in 2025. Exact dates are February 18-20.



About Emerald

Emerald’s talented and experienced team grows our customers’ businesses 365 days a year through connections, content, and commerce. We expand connections that drive new business opportunities, product discovery, and relationships with over 140 annual events, matchmaking, and lead-gen services. We create content to ensure that our customers are on the cutting edge of their industries and are continually developing their skills. And we power commerce through efficient year-round buying and selling. We do all this by seamlessly integrating in-person and digital platforms and channels. Emerald is immersed in the industries we serve and committed to supporting the communities in which we operate. As true partners, we create experiences that inspire, amaze, and deliver breakthrough results. For more information, please visit: www.emeraldx.com

About Medtrade

Medtrade is the largest home medical equipment trade event in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the show gathers hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade is owned by Emerald, the largest operator of business-to-business trade shows in the United States.

www.medtrade.com

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