

# MEDTRADE

## EXPO + CONFERENCE

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### **Heard At Medtrade – Exhibitors And Attendees Express Their Opinions**

DALLAS – As reported last week, Medtrade experienced significant attendance jump. “This year’s Medtrade attracted more than 2,300 qualified attendees, **and that number does not include exhibitors**,” said Kerry Tyler, associate show director, Medtrade. “That’s an increase of almost 25% over last year.”

Attendees and exhibitors freely expressed their opinions to show organizers. The following is a sampling of comments from a wide variety of manufacturers and HME providers.

“Medtrade 2024 has been great. The foot traffic is strong and people are in good spirits. We are getting people from the east and west. We’re seeing people from California, and we look forward to working with them.” — **Dena Schwerdt**, Acu-Serve, Akron, Ohio

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

“We received lots of actionable leads and it was fantastic. Medtrade is definitely back with a new energy and a sense of optimism among the attendees.” — **Jim Jeffrey** and **Ian Darby**, DARCO, Huntington, West Virginia

“Wednesday was the best day we’ve ever had at Medtrade. We’ve had way more leads than last year and many quality interactions. The people you want to see face-to-face are here. The chance to meet with the people you’re targeting at Medtrade is priceless.” — **Jon Lee**, Unify Medcraft, Dallas, Texas

“Power wheelchairs are a part of the field that I don’t know much about, and I did not realize how much progress had been made. The technology is more evolved than I thought. It’s incredible how advanced it is...I’m amazed.” — **Danielle Chung**, certified orthotist, Laguna Hills, Calif.

“I came to Medtrade to expand my knowledge as a sales person. I’m connecting with people and learning from my competitors. I’m glad I made the trip.” — **James Telles**, Shield Healthcare, Valencia, Calif.

#### **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.emeraldtx.com](http://www.emeraldtx.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](http://www.medtrade.com)

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