

FOR IMMEDIATE RELEASE – August 28, 2020

Medtrade West – Call for Presentations is Open

PHOENIX – Back in late February, Medtrade organizers announced that Medtrade Spring would get a new name and a new home. As a quick memory refresher—starting in 2021, the event will be re-introduced as Medtrade West and will convene in Phoenix, Ariz., April 12-14, 2021.

“Perhaps Phoenix can double as a metaphor for renewal,” says **Mark Lind**, show director. “The event is eight months away, and we believe face-to-face trade shows have more value than ever. Will things be ‘back to normal’? Probably not, but we believe we can convene a safe, productive, and successful show. That all starts with presenters who want to share their expertise.”

With an optimistic eye to the future, the Medtrade West 2021 *Call For Presentations* is officially open. Medtrade officials are looking for:

- speakers who are willing to share their successes and struggles;
- experts with knowledge to bestow; and
- dynamic providers with something to share.

Because attendees are enjoying the interactive and crowd-participating panels, it will remain a focus for 2021. **The deadline for submissions is Friday, Sept. 18**

Program Guidelines

Your program should address one of the educational tracks listed below. Sessions are either 1 hour or 1.5 hours in length with time for Q&A. The sessions will be formatted as free-flowing and interactive. Although there will be a combination of the standard “standing behind a lectern” classroom format, a good portion of next year’s sessions will be a town hall/panel format. Each town hall presentation will be presented by two or more “discussion leaders” and will allow the discussion leaders the option to facilitate an interactive presentation.

As a part of the educational advisory board’s (EAB) selection process, town hall/panel presentations with two or more discussion leaders will take precedence over single speaker sessions. In addition, sessions with providers participating will be given top consideration.

Please submit under one of the following tracks:

- Business Operations
- Executive Leadership & Planning
- Legal
- Medicare Updates*
- Retail
- Sales & Marketing

**submit ONLY if you are CMS or Medicare Contractor*

If you have any questions, please e-mail **Toni Ward**, senior conference manager, at antoinette.ward@emeraldx.com

[Click Here](https://medtrade.com/west/speaker-resource-center/) for more information, or click and paste:
<https://medtrade.com/west/speaker-resource-center/>

About Medtrade West and Medtrade

Medtrade West and Medtrade 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 West and Medtrade are owned by Emerald, 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 6.9 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 West and Medtrade can be found at www.medtrade.com

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit <http://www.emeraldtx.com>

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