

# MEDTRADE

## EXPO + CONFERENCE

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### **Rifton Equipment Returns To Medtrade + CRT Live Set To Debut**

RIFTON, N.Y. – Rifton Equipment recently signed on for Medtrade 2025, scheduled for Feb. 18-20 at the Kay Bailey Hutchison Convention Center in Dallas, Texas. The venerable manufacturer of adaptive equipment made the decision after discussions with Medtrade and AAHomecare.

According to **Derek Meier**, government affairs director, returning to Medtrade partially came down to the show's renewed commitment to complex rehab technology (CRT) in the form of a new feature called *CRT Live*.

"The new *CRT Live* showcase, planned for the 2025 show, reflects Medtrade's and AAHomecare's commitment to spotlighting CRT," says Meier. "Each participating company [exhibitor] has an opportunity to highlight their new technologies and innovative solutions."

*CRT Live* will incorporate educational sessions demonstrating each CRT manufacturer's products, technology, and benefits. Participating companies will be highlighted in the online show guide, onsite signage, *Medtrade Monday* newsletter, and in Medtrade's social media outlets. "Rifton, the Educational Advisory Board of Medtrade, and AAHomecare are all committed to bringing CRT back to the show floor," Meier adds. "*CRT Live* is the first step in this process."

"I'm excited that Medtrade's programming reflects how CRT is changing lives for patients and caregivers," says Alexis Ward, senior director of Payer Relations, AAHomecare. "I've worked in the CRT space for 27 years and believe the time is right to put a new spotlight on CRT at Medtrade, the HME industry's premier show."

"Together, we look forward to leveraging industry experience to help shape and expand the educational offerings at Medtrade 2025," Ward continues. "The introduction of *CRT Live* marks a pivotal moment for our industry, providing a dedicated platform to deepen our collective knowledge and showcase the latest advancements. This initiative is a testament to our shared commitment to education and innovation."

"Succeeding in the CRT realm requires a significant commitment of expertise and resources," adds Kerry Tyler, associate show director, Medtrade. "For Medtrade attendees who may want to add CRT services to their business, *CRT Live* will be a great opportunity to see the latest technology and gain additional knowledge."

#### **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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