



FOR IMMEDIATE RELEASE – February 22, 2021

Summer in Phoenix? Medtrade Organizers Say *Don't Fear the Heat*

PHOENIX – Due to the ongoing COVID-19 pandemic and associated government restrictions and limitations on large gatherings and travel restrictions, the Medtrade West team recently made the decision to postpone its annual live, face-to-face event to July 2021.

The new event dates are **Monday, July 12 to Wednesday, July 14, 2021** at the Phoenix Convention Center in Phoenix, AZ. This date change is designed to provide participating brands and companies the time to effectively plan their participation during these challenging times.

"We know the show takes place during summer time in Phoenix, but my message to prospective attendees is don't fear the heat," says **York Schwab**, associate show director. "The air conditioning is great at the Phoenix Convention Center. The weather cools down at night, and it's also true that hotel rooms are not as expensive during summer in Phoenix."

After consulting with key, long-standing exhibitors and attendees, Medtrade organizers made the decision to secure dates in July to ensure maximum success for all its customers.

"Our mission is still to provide networking and educational opportunities for the HME Industry, and we look forward to getting back at it this summer," adds Schwab. "We are focused on continuing to serve our industry, creating ways to connect, and working closely with our communities to provide the necessary support and information for a successful July 2021 show. As for Phoenix, check out the list below for some fun ideas."

Desert Botanical Garden

www.dbg.org

Hall of Flame Museum of Firefighting

www.hallofflame.org

Musical Instrument Museum

www.mim.org

Penske Racing Museum

www.penskeracingmuseum.com

Western Spirit: Scottsdale's Museum of the West

www.scottsdalemuseumwest.org

Arizona Brewery Tours

<http://azbrew.com>

Arizona Outdoor Fun (ATV Riding and AK47 Shooting)

www.arizonaoutdoorfun.com

Experience Nutrition Group, LLC

www.experiencenutrition.com

Lake Pleasant Cruises

www.lakepleasantcruises.com

Phoenix Rising Tours
<http://phxtours.com>

Aguila Golf Course
www.phoenix.gov/golf

Arizona Biltmore Golf Club
www.azbiltmoregc.com

Arizona Grand Gold Course at Arizona Grand Resort & Spa
www.arizonagrandgolf.com

Boulders Golf Club at Boulders Resort & Spa Scottsdale
www.theboulders.com

Arizona Scenic Tours
www.arizonascenictours.com

Camelback Golf Club at JW Marriott Scottsdale
www.camelbackgolf.com

Dunn Transportation/Ollie the Trolley
www.dunntransportation.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.emeraldx.com>

CONTACT: Greg Thompson, Medtrade Media Relations
(970) 227-1002 greg.thompson91@yahoo.com