

MEDTRADE

EXPO + CONFERENCE

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Exhibitor Sign-Ups Showing Positive Trend For Medtrade 2023

DALLAS – With the final Medtrade East wrapping up in October 2022, a new era for the nation’s largest HME-focused trade show is set to begin. The first newly unified show is scheduled for March 28-30, 2023 at the Kay Bailey Hutchison Convention Center in downtown Dallas.

Exhibitor and attendee feedback contributed greatly to the new one-show format, as well as the choice to move the show to Dallas. Several companies have responded to the positive changes, with York Schwab, show director, reporting renewed enthusiasm among existing exhibitors, as well as a few companies interested in coming back to the show.

“The current level of demand for booth space is something I have not experienced in my time with the show,” Schwab says. “Medtrade 2023 is already larger than Medtrade East 2022 in Atlanta, and we are still months away from the Dallas show.”

Schwab predicts a vibrant Expo Hall with exhibitors eager to show off their wares. Demand recently exceeded available space, which warranted some changes on the floor. “We had to move the New Product Pavilion to the entry hall due to booth demand,” he says. “Needless to say, we are very excited. Attendance is tracking exceptionally well, although it is still early.”

As a reminder, the 2023 show will simply be called “Medtrade” and will not include additional modifiers that deal with regions or seasons. The three-day show is designed to pack a lot of information and products into a cozy timeframe. “Time is money and we believe three days offer tremendous value for people who are looking to get out of the office, but not for *too* long,” Schwab adds. Schwab. “Early rates amount to an amazing deal, but prospective attendees should act fairly fast to take advantage.”

Prospective attendees can still take advantage of Early Rates for Medtrade 2023

<https://registration.experientevent.com/ShowMTH231?flow=attendee>

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.emeraldix.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, 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 can be found at www.medtrade.com

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