

# MEDTRADE

## EXPO + CONFERENCE

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### **Technology Stage On Medtrade Show Floor Offers 30-Minute Tech Presentations**

DALLAS – Medtrade attendees looking for technology solutions now have a new option on the Expo Floor. The Technology Stage (back right of the show floor) will feature 30-minute interactive presentations to provide attendees with a comprehensive overview of various tech solutions.

Tech-related exhibitors will provide live, half-hour presentations designed to inform and educate. “These presentations are outside of the educational session tracks,” explains Chris Kinard, chief operations officer, Valere Health. “I worked with Kerry Tyler [associate show director] and her team and they were able to carve out space on the Expo floor. It’s an actual stage with seating for about 50 people. We went through the list of exhibitors and extended invitations for technology vendors to come and participate.”

Topics include: Enterprise Resource Planning; RCM – AR; Patient Collections; Patient Management - Population Health; Sleep Tech; Prescribing; Inventory Management; and Document Management.

In addition to educating attendees, the goal is to drive traffic back to the exhibitor’s booth where additional conversations can take place. “Any attendee is welcome to sit down and have a listen,” Kinard adds. “Valere Health is sponsoring the event. For our part, we are bringing to the industry its first connectivity platform. It is designed to promote interoperability across technology platforms. We hope to bring technology companies together on the stage, give them a platform, and help to stimulate interest.”

Kinard will introduce each company prior to their presentation. Two exhibitors (listed below) have signed on for the Technology Stage so far, with more expected in the coming weeks. Exhibitors interested in securing one of the remaining time slots may contact Kerry Tyler at [kerry.tyler@emeraldx.com](mailto:kerry.tyler@emeraldx.com)

- Atlas Technology (1:50 – 2:20 on Wednesday, March 27 – Technology Stage)
- HME360 (2:40 – 3:10 on Wednesday, March 27 – Technology Stage)

“The Technology Stage is very tech-centric,” Kinard adds, “and that can be a product or a service. We are looking for innovative technology solutions for the industry and keeping our search to those companies. We’ll have signage that guides people to the exact location on the show floor, so stay tuned for additional information.”

#### **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.emeraldx.com](http://www.emeraldx.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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