

# MEDTRADE

## EXPO + CONFERENCE

**FOR IMMEDIATE RELEASE – March 17, 2026**

### **Medtrade Providers' Choice Gold Award – A Closer Look**

PHOENIX – When show organizers tallied votes in the New Product Pavilion Providers' Choice Awards (sponsored by *HomeCare*), Medtrade exhibitor Rehasense USA took the **Providers' Choice Gold** for its [PAWS Power Assist](#), a line of motorized add-ons for manual wheelchairs.

Attendees singled out the Eco Assist, a small travel version that clamps onto the front wheel of any chair. It has a manufacturer's suggested retail price (MSRP) of \$3,800 and some of the larger units can accommodate rougher roads and accelerate past 20 mph.

Many providers know Rehasense USA (Romeoville, Ill.) from its mass production of rollators. The PAWS Power Assist benefits from the same European design and manufacturing experience. "Basically you can take a manual wheelchair and turn it into an e-bicycle," says Matt Fitman, president. "You can just attach it onto a manual chair, do up to 20 mph and 25 miles on a single charge. Adding power to manual wheelchairs gives users the ability to go further without the physical exertion of getting there."

The product at Medtrade that gained the most attention is the travel version of PAWS Power Assist. "It is a very compact and lightweight unit that has lots of capabilities to attach to a wheelchair, yet can still fold up and get into a trunk of a car," Fitman explains. "If you're traveling with it, it has a case to go onto a plane. It can go in the overhead. The Eco can do up to 12 miles an hour and about 16 miles of battery range—while taking up very little space."

Medtrade attendees saw the capabilities right away, particularly the freedom and independence that the Eco could bring. "It truly is a life-changing product," Fitman enthuses. "People can immediately recognize what it does and what it is, and then how easily it can attach to a different chair. We got great reception and great response to our products at Medtrade and we could not be happier."

#### **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.emerald.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](http://www.medtrade.com)

**Please contact Greg Thompson if additional quotes are desired.**

Medtrade Media Relations; (970) 227-1002; [greg.thompson91@yahoo.com](mailto:greg.thompson91@yahoo.com)