

# MEDTRADE

## EXPO + CONFERENCE

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### **Kerry Tyler Brings Experience, Enthusiasm To New Medtrade Role**

DALLAS – Emerald X officials recently named **Kerry Tyler** as new associate show director for Medtrade, the nation's largest HME-focused trade show.

Tyler launched her tradeshow career with Emerald X a decade ago, starting as an account executive on the GlobalShop Show. "This is where I gained a passion for the tradeshow industry," she says. "It has been so rewarding to create unique experiences for exhibitors and attendees and see it through to fruition on the show floor and within the conference sessions."

Tyler's diversified experience and distinguished resume earned her the new associate show director post which she began earlier this year during Medtrade's first-ever appearance in Dallas.

"What an amazing sight to see a bustling show floor with happy, energetic exhibitors and attendees," says Tyler about the recent show. "It was evident that Medtrade brings together more HME providers under one roof than any other industry event in the U.S. Dallas was well received by exhibitors and attendees, and I can't wait to be back for the March 26-28, 2024 show."

"Kerry brings a wealth of experience to Medtrade," says York Schwab, who will continue as show director for Medtrade. "Her leadership will help take the show to the next level."

"I envision the future of Medtrade as an upward trajectory with even more exhibitors, attendees, and educators wanting to be a part of the show," Tyler adds. "I believe 2023 set the stage for a path of great momentum for Medtrade and the HME Industry."

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

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