

MEDTRADE

EXPO + CONFERENCE

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Medtrade 2023 – New Logo And New Unified Show

ATLANTA – With the final Medtrade East wrapping up last month, a new era for the nation's largest HME-focused trade show is set to begin. With the first newly unified show scheduled for March 28-30, 2023 in Dallas, show organizers also unveiled a sharp and clean blue/grey logo to set a new tone and a fresh look.

Earlier this year, Emerald officials decided to consolidate the Medtrade East and Medtrade West shows into one annual event. The specific location is the Kay Bailey Hutchison Convention Center in the Convention Center District in downtown Dallas.

"Switching to one show per year was motivated by feedback from attendees and exhibitors," said York Schwab, show director. "Moving the show to Dallas is part of the same equation. Dallas is centrally located with reasonably-priced lodging, exhibitor-friendly rules, first-rate transportation, great restaurants, and lots of non-stop flights arriving from countless cities."

"Our mission is to stage events that unite the HME industry, and having one annual event will bring together buyers, sellers, and educators under one roof for the ultimate product and information sourcing event," said **Sarah Varner**, vice president of Marketing, Emerald. "Now is the perfect time to refresh the logo and embrace this new era."

The 2023 show will simply be called "Medtrade" and will not include additional modifiers that deal with regions or seasons. According to Schwab, 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," he said. "The main takeaway is that the majority of attendees and exhibitors wanted one central show as a rallying point for the industry. They wanted it in Dallas and they wanted it in the spring to properly launch the new year. We listened, and we are looking forward to a new era in 2023."

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.emeraldtx.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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