

FOR IMMEDIATE RELEASE – November 2, 2022

Medtrade East 2022 – Larger Footprint, More Attendees

ATLANTA – Medtrade East wrapped last week and attendees who made the trip covered a bit more ground than last year’s show. “Net square feet sold at Medtrade East 2022 was up 27% over 2021,” confirmed York Schwab, show director.

Optimism was high with almost 90% of this year’s exhibitors already choosing to commit to next year’s Medtrade, scheduled for March 28-30, 2023 in Dallas. According to Schwab, a significant number of those renewals decided to increase their booth size in 2023.

“Overall attendance was up 20% over last year,” added Sarah Varner, vice president of Marketing, Emerald. “It’s a positive trend that we believe will continue when we transition to one Medtrade per year in 2023.”

Medtrade officials spoke with HME providers at last week’s show with attendees expressing their optimism about the industry and their enthusiasm about the specific opportunities at Medtrade.

“We are looking for new equipment, retail in particular,” said Roy Patel, Tri-State Medical Supplies, Spartanburg, S.C. “There are quite a few good things to see here at Medtrade East. I really like Miracle Mobility with its four-in-one power rollator. Golden Technologies was showing off new lift chairs. Pride Mobility also had some new power chairs that were interesting. I’m looking forward to Dallas next year. I’ll be there.”

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.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, 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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