



Conference: Nov 2-4 | Expo: Nov 3-4, 2020  
Georgia World Congress Center • Atlanta, GA

**October 1, 2020**

**EMBARGOED UNTIL 1:00 p.m. EST on Oct. 1, 2020**

### **Medtrade 2020 in Atlanta Canceled**

*Medtrade Virtual Conference will take place Nov. 4-5, 2020*

ATLANTA - Since 1979, Medtrade has brought the Home Medical Equipment industry together to connect, share ideas and experience the newest HME technology and personal health products; our goal is always to support this remarkable community.

Given the ongoing concerns around COVID-19, and our commitment to the safety of our industry, we are cancelling our in-person event at the Georgia World Congress Center in Atlanta, GA, scheduled for November 2-4, 2020.

Continued developments and uncertainty have made it impossible to bring our community together safely and successfully in Atlanta. This is due to the ongoing progression of the COVID-19 pandemic, including the latest government data, measures, and guidelines on phased reopening plans in the U.S.; current restrictions on congregating and large gatherings imposed by the State of Georgia and other government and public health authorities; and the various company-imposed travel restrictions on employees, affecting attendees and participating companies.

While we are truly disappointed that we are unable to bring everyone together for this long-standing event, our team is committed to creating new ways to facilitate learning and networking.

**As part of our commitment to you and the needs of the community, we are extremely proud to announce the launch of the Medtrade Virtual Conference, which will take place November 4-5, 2020. Please look to your inboxes and follow us on social media as more information becomes available.**

Our next in-person show is the newly branded and re-located Medtrade West, which is scheduled April 12-14, 2021, at the Phoenix Convention Center in Phoenix, AZ. We are working with the venue and planning to ensure we host a productive, safe and healthy event for our customers.

We are grateful to be part of a strong, supportive, and resilient HME community. Your safety and health are of paramount concern to us, and we thank you for your understanding as we all navigate through this challenging time.

### **About Medtrade West and Medtrade**

Medtrade West and Medtrade are the two largest home medical equipment trade events in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the shows gather hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade West and Medtrade are 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 West and Medtrade can be found at [www.medtrade.com](http://www.medtrade.com)

**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>

**CONTACT:**

Greg Thompson

Medtrade Media Relations

(970) 227-1002

[greg.thompson91@yahoo.com](mailto:greg.thompson91@yahoo.com)