

MEDTRADE

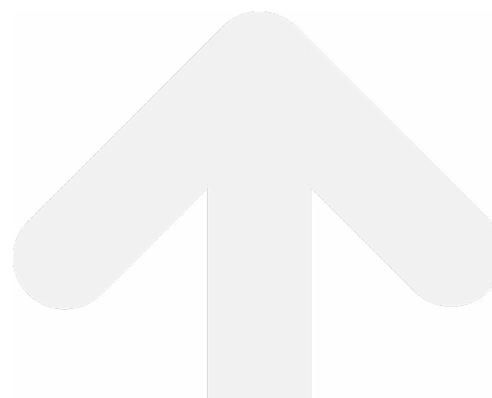
EXPO + CONFERENCE



FEBRUARY 18-20, 2025 + DALLAS, TEXAS



EXHIBITOR PROSPECTUS



The home healthcare industry continues to evolve but one thing remains the same—the demand for the latest products and technology. At Medtrade events, thousands of qualified attendees will be on hand to determine the products and services that are right for their customers and will enhance the success of their business. Since 1979, attendees have been coming to Medtrade because of the sheer scope of products and services they will see. Don't miss this chance to showcase your company's products and services, improve your relationships with current customers, create new alliances and stay current on industry issues.

WHY EXHIBIT?

- Educate your target audience
- Get in front of buying power
- Introduce new products
- Promote brand image
- Strengthen relationships
- Network with peers
- 77% of attendees play a role in purchasing process

Medtrade 2024 has been great. The foot traffic is strong and people are in good spirits. We are getting people from the east and west. We're seeing people from California, and we look forward to working with them.

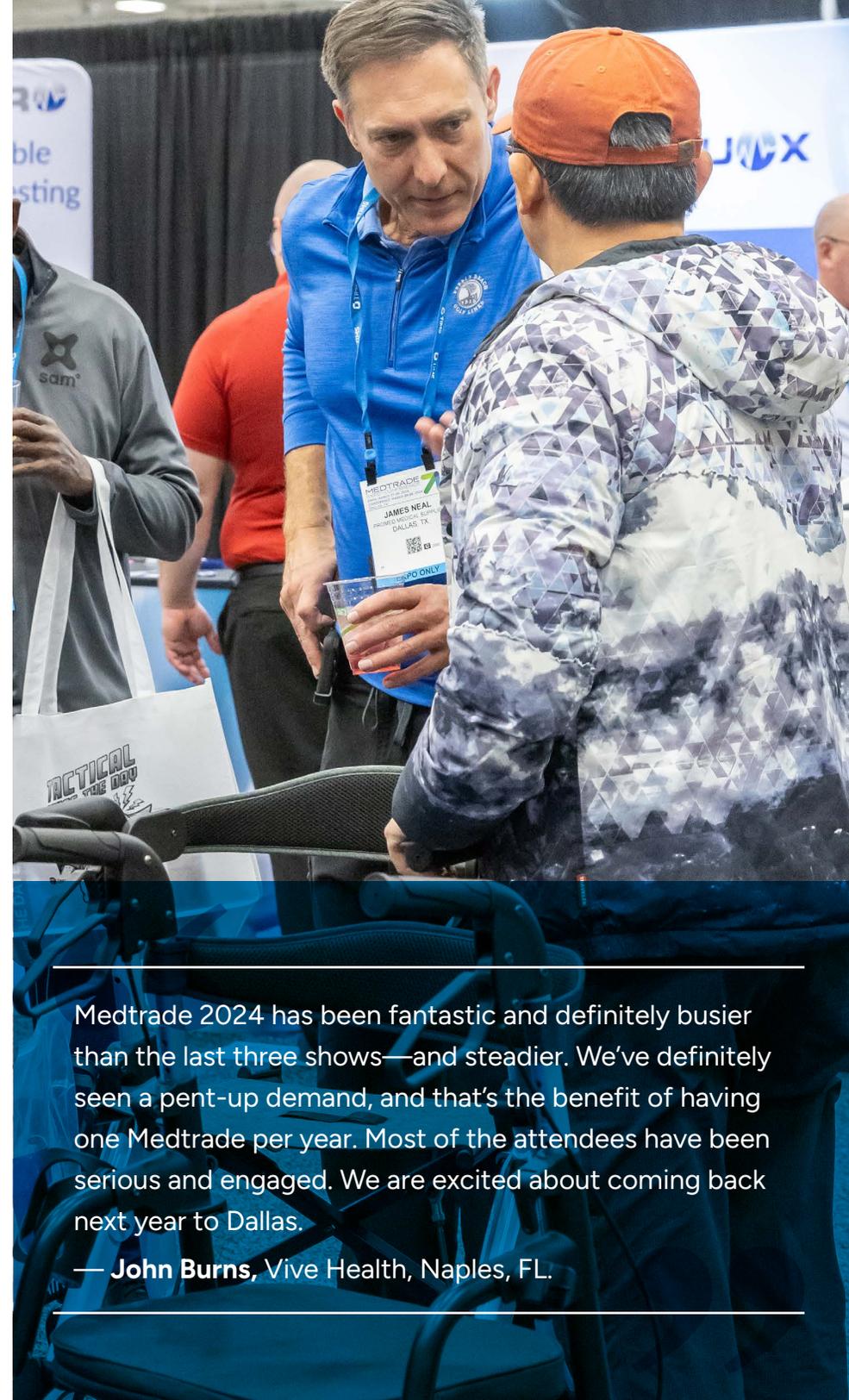
— **Dena Schwerdt**, Acu-Serve, Akron, OH.

TOP 3 OBJECTS OF ATTENDEES ARE:

1.  **SEE** product lines/find new products
2.  **EXPAND** knowledge base
3.  **CONNECT** with new vendors

96%

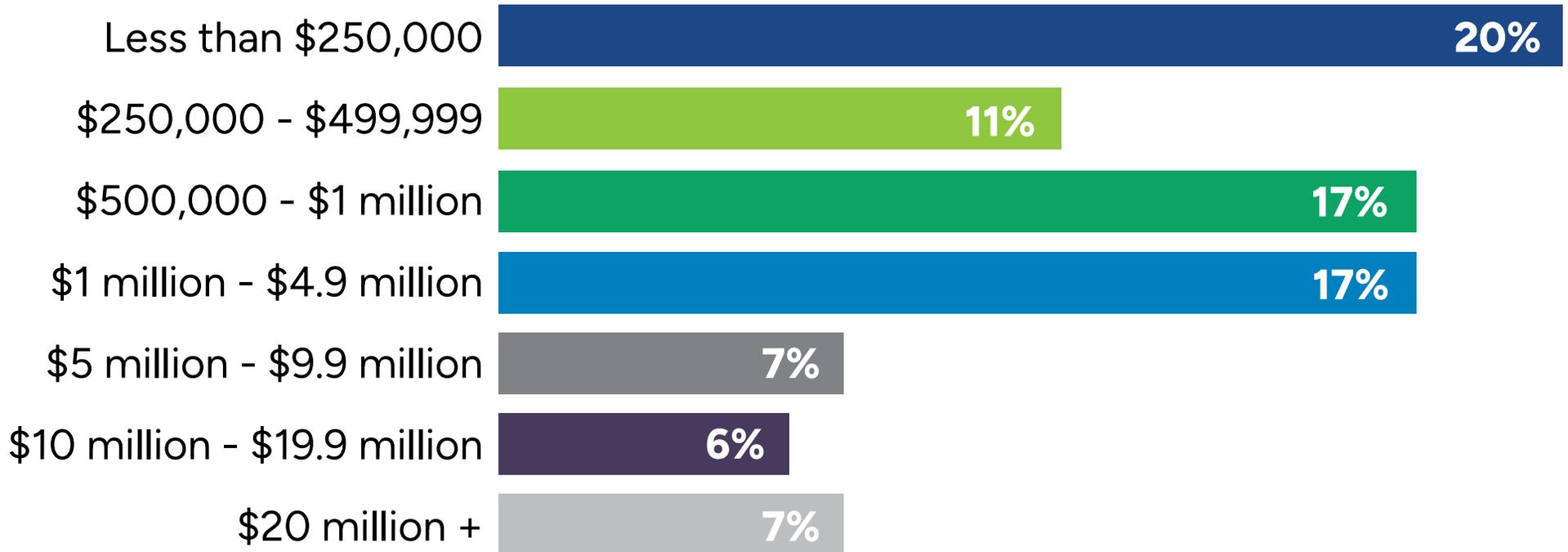
of attendees consider it important to attend for their business organization



Medtrade 2024 has been fantastic and definitely busier than the last three shows—and steadier. We've definitely seen a pent-up demand, and that's the benefit of having one Medtrade per year. Most of the attendees have been serious and engaged. We are excited about coming back next year to Dallas.

— **John Burns**, Vive Health, Naples, FL.

ANNUAL PURCHASING VOLUME

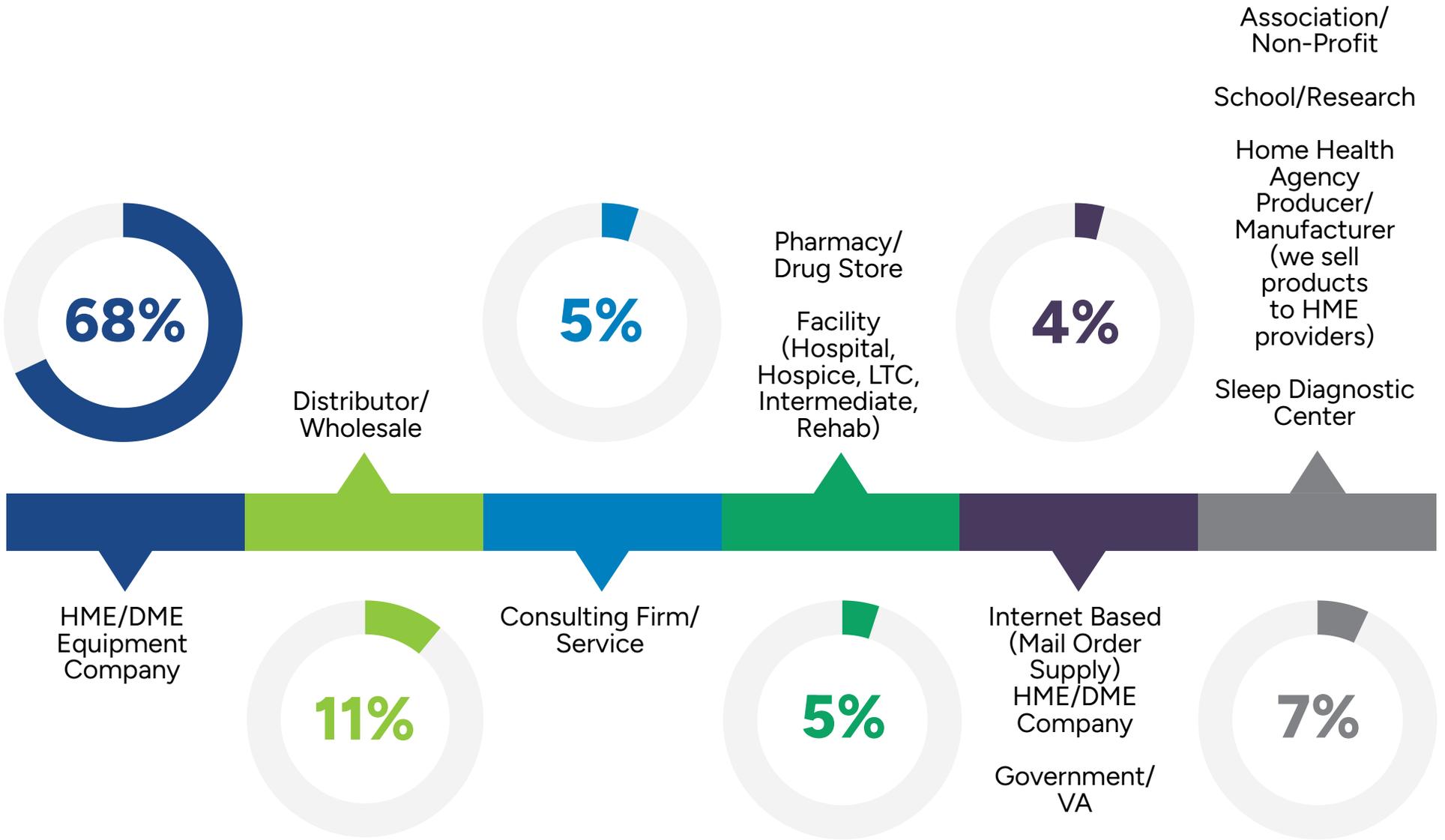


This is my first Medtrade and it's been very good—very rewarding. Conversations with attendees have been productive and positive—with a lot of enthusiasm about the future. Our scooters, lift chairs, and almost 20 other products received a lot of attention.

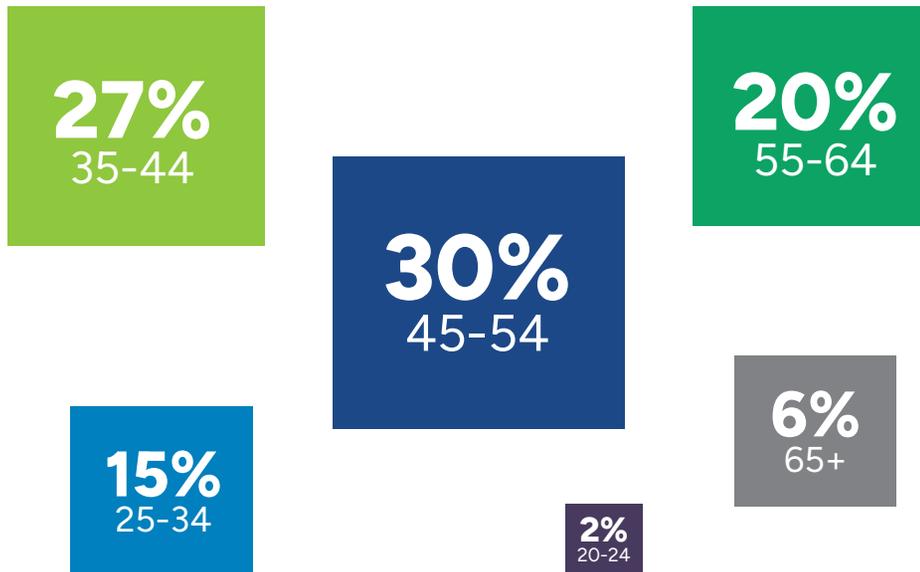
— A.J. Donatoni, Pride Mobility/Quantum Rehab, Duryea, PA.



BUSINESS TYPE

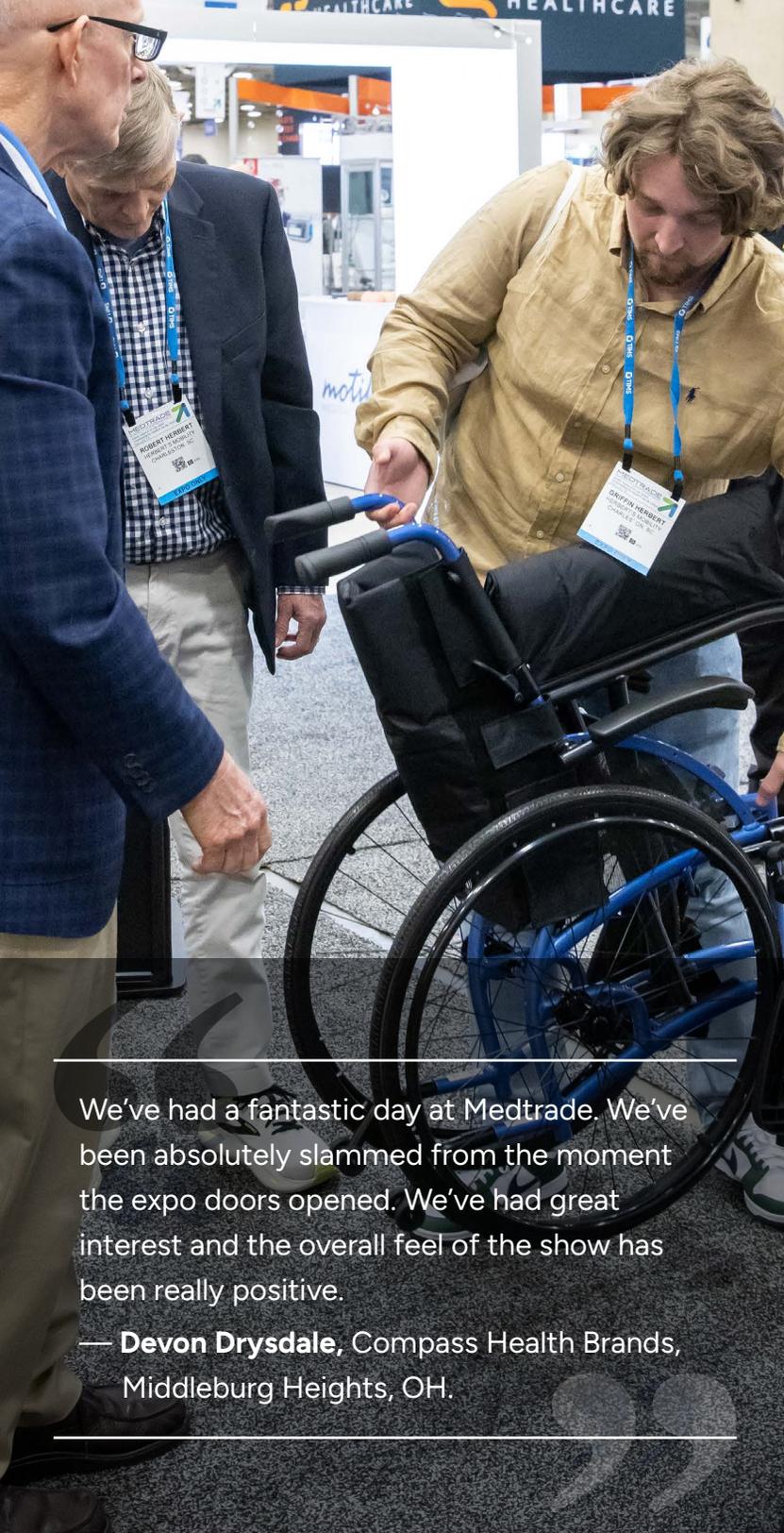


A GOOD MIX OF SEASONED PROFESSIONALS COMPLEMENTED BY FRESH EYES AND YOUNG TALENT



Medtrade has been awesome—very busy. We’ve had a lot of educational conversations, basically teaching people about the product. It’s busier than last year, with more fulfilling conversations. We just re-signed for a booth and we plan to be back in February 2025.

— **Mickala Emery**, Liviliti Health Products, Lake City, FL.



We've had a fantastic day at Medtrade. We've been absolutely slammed from the moment the expo doors opened. We've had great interest and the overall feel of the show has been really positive.

— **Devon Drysdale**, Compass Health Brands, Middleburg Heights, OH.

PRODUCT INTEREST

Accreditation/Certification	17%	Mobility - Power Wheelchairs	26%
Aids to Daily Living	23%	Mobility - Scooters	22%
Bathroom Safety/Equipment	22%	Mobility - Wheelchairs	29%
Beds & Mattresses	23%	Nursing Supplies	8%
Billing/Reimbursement	26%	Nutrition/Wellness	10%
Business Services & Technology	17%	Orthopedics & Orthotics	18%
CBD	4%	Pain Management	11%
Chairs (life, massage, etc)	22%	Pediatric/Neonatal	7%
Complex Rehab Equipment	13%	Rehab Products	15%
Compression	17%	Respiratory/Oxygen	31%
Diabetes Products	19%	Retail Products	21%
Disposable Products	15%	Sleep Therapy	27%
Foot Care & Footwear	12%	Therapy Products	11%
Home Modification	10%	Walkers/Walking Aids	23%
Home/Patient Monitoring	15%	Women's Health	9%
Incontinence/Ostomy/Urology	20%	Wounded Care Products	19%
Lifts/Ramps	17%		

JOB DESCRIPTION

Owner/President/VP/Executive **34%**
Manager (general, operations) **15%**
Sales/Marketing **9%**
Buyer **12%**
Sales/Marketing Manager **7%**
Billing/Reimbursement **5%**
Regulatory/Compliance Specialist/Manager/Director **3%**

2% each

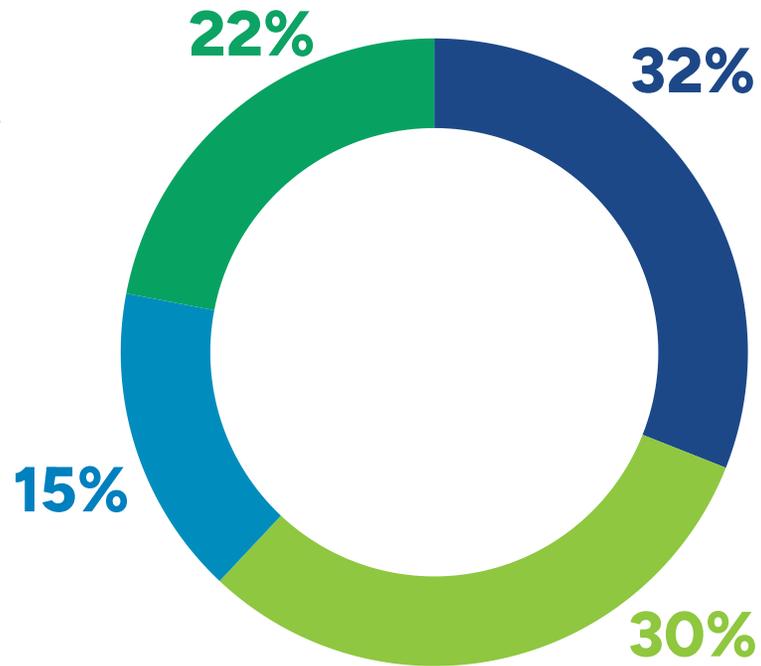
Equipment Service/Repair Technician
Finance/Accounting
Regulatory/Compliance Specialist/Manager/Director
Rehab Provider or Technician
Respiratory Therapist

1% each

Accreditation
Case Manager
IT/E-commerce
Manufacturer Representative (Sales/Specialist/Engineer)
Nurse
Occupational Therapist
Patient Service Manager
Pharmacist
Physical Therapist
Respiratory Provider
Student

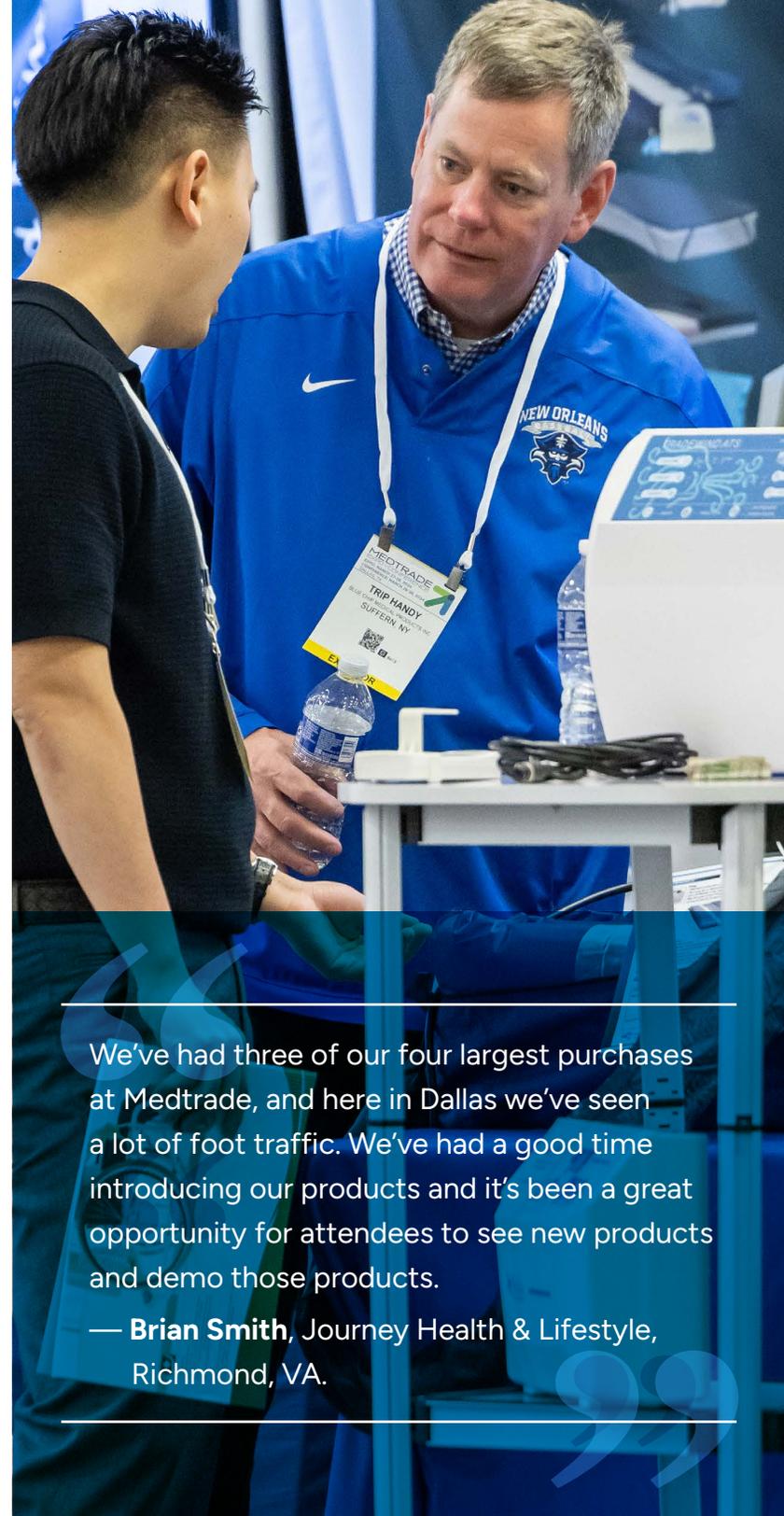
PURCHASING AUTHORITY

- Recommend/Specify/Influence
- Approve/Authorize Only
- Purchase Only
- Not Applicable



77%

of attendees play a role in purchasing process



We've had three of our four largest purchases at Medtrade, and here in Dallas we've seen a lot of foot traffic. We've had a good time introducing our products and it's been a great opportunity for attendees to see new products and demo those products.

— **Brian Smith**, Journey Health & Lifestyle, Richmond, VA.

PRODUCTS/SERVICES THAT ARE RIGHT AT HOME AT MEDTRADE INCLUDE...

Accreditation	ECG/EKG & Accessories	Pediatric Equipment & Supplies
Aids To Daily Living	Edema Control Products	Pharmaceuticals & Accessories
Apparel	Education	Pharmacy Services
Assistive Technology	Electrotherapy Supplies & Accessories	Private Label/Custom Manufacturing
Associations	Equipment Covers	Publications/Magazines
Bathroom Safety/Equipment	Exercise Equipment	Ramps
Batteries	Eye Care Products & Accessories	Respiratory
Beds & Mattresses	Foot Care Products	Scooters & Accessories
Billing/Reimbursement	Footwear Products	Skin Care Products
Business Services	Furnishings	Surgical Supplies
Buying Groups	Incontinence Products	Therapy Products
Canes & Crutches	Infusion Therapy Products	Tracheostomy Products
CBD Products	Insurance Programs	Ultrasound Units & Accessories
Chairs	Intravenous Products & Accessories	Urology & Ostomy
Cleaners & Odor Control	Lifts	Vehicles & Accessories
Complex Rehab Equipment	Medical I.D. Cards or Jewelry	Walkers & Rollators
Compression Computer Systems & Accessories	Meters, Monitors & Analyzers	Waste Disposal Systems
Consulting & Management Services	Nursing/Caregiver Supplies	Wheelchairs
Cushions & Pillows	Nutrition/Wellness	Women's Health
Dental Care	Orthopedic & Orthotics	Wound Care Products
Diabetes Products & Accessories	Pain Management & Accessories	
Ear Care	Patient Monitoring	

69%

When asked to compare the influence of seeing a product at Medtrade versus other available options, 69% indicated the show was more influential.

SPONSORSHIP OPPORTUNITIES

From building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the hundreds of exhibitors at Medtrade. Gain additional exposure by purchasing one of the high-profile and high-value sponsorship packages to stand out among your competition and get noticed. Advertising opportunities also exist at [medtrade.com](https://www.medtrade.com), Medtrade Monday and the Official Show Directory. To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the [Medtrade Sales Team](#) or visit the Medtrade website at [medtrade.com](https://www.medtrade.com).

EXHIBIT SPACE RATES

Exhibit space rates vary per show and according to time of reservation. Contact your account executive for details and current rates.



Erin Falter
Account Executive
Phone: 816-516-9843
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JOIN US



Medtrade has been great with a lot of positivity about our product. Having our product in the New Product Pavilion has helped to direct people to our booth. We are a first-time exhibitor and we learned about Medtrade from a distributor. He thought Medtrade would help us go national.

— **Kristen Hyatt**, Jover, Media, PA.
