



News Release

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Medtrade Spring 2010 Award Winners Demonstrate Focus on Research and Development, Creativity

ALPHARETTA, Ga.—May 27, 2010—Producers of Medtrade Spring, which was held May 11 – 13 at the Sands Expo and Convention Center in Las Vegas, announced winners of the New Product Pavilion and Best Booth awards on the final day of the event. Medtrade Spring, the home medical equipment industry's leading mid-year event, is owned and produced by Nielsen Expositions. The 2010 show was attended by 5,000 home medical equipment providers, home health care professionals, and leading manufacturers of home health care products and technology.

Winners of the New Product Pavilion awards, based on attendee votes, include:

- Innovation Award: Bedrailopoly bed rail, Stander, Logan, Utah
- Merit Award: Sur-Step cane stability tip, Tru-Motion Dynamics, Orem, Utah
- Providers Choice: FitLife face mask, Philips Respironics, Murrysville, Pa.

“Congratulations to the companies who won these awards,” says Kevin Gaffney, CEM, group show director. “The progression of technology and improved design of home medical equipment continues at a rapid rate and we are excited that these new products were showcased at Medtrade Spring.”

The Bedrailopoly bed rail series offers a unique bed rail for a variety of situations and budgets.

“All of us at Stander are honored to attend Medtrade and receive the 2010 New Product Innovation Award. ‘Safety is our game.’ Stander’s primary focus is new product development. We listen to the end user and solve everyday problems of the average person in their living environment,” says Jan Miller, president, Stander.

The Tru-Motion Sur-Step is a patented new walking cane that encourages correct posture and increases stability by providing a consistent steady contact on any surface, including stairs and slopes. The Sur-Step provides the advanced support of a quad-cane with the mobility of a single-point cane.

“While we designed the Tru-Motion Cane to replace the quad-cane, we have been pleasantly surprised by the number of single-tip cane users who now prefer the Tru-Motion cane,” says Mario Ozuna, President Tru-Motion Dynamics. “No matter where it hits the ground, it provides such consistent stability that patient’s confidence levels are increasing dramatically.”

Philips Respironics’ FitLife face mask provides comfort for hard-to-fit patients. The FitLife total face mask is a solution for patients who have difficulty wearing conventional masks or who simply prefer a clear line of sight.

“We are truly honored to be recognized by our customers and receive the prestigious Providers Choice Award. As a company dedicated to providing solutions and improving lives, this affirmation drives us to continue our advancement of quality and innovation in home health care,” says Maura Weis, director, sleep marketing North America, Philips Home Healthcare Solutions.

The winner of the Best Booth Award was presented to Infopia USA. The company’s booth theme “Carnival of Innovation” drew attendees with an acrobat, magician and the world’s “largest mind reading rabbit.” The theme was inspired by Infopia USA’s Eocene Remote Home Patient Monitoring System and the need HME providers have for finding new and innovative ways to distinguish them from their competitors.

“We are very proud to be the recipient of the best booth award this year at Medtrade Spring! I know we rolled the dice (keeping in Vegas tradition) with ‘The Carnival of Innovation’ booth theme, but it really paid off by catching the attendees’ attention! With all the changes taking place within the industry right now, we felt it was good to lighten up and have a little fun while spreading the message on our innovative products and services,” says Christina Brown, HME providers marketing and events director.

Nielsen Expositions upcoming health care events include Medtrade 2010, which will take place at the Georgia World Congress Center in Atlanta on November 15 – 18. Medtrade Spring 2011 will take place April 12 – 14 at the Sands Expo and Convention Center in Las Vegas. For more information about the events, please visit medtrade.com or call (800) 933-8735.

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EDITOR'S NOTE: To obtain additional information or to arrange an interview or request photos, please contact Denise McClinton at (254) 715-3631.