



### **Nielsen Expositions: 90% of Medtrade Exhibit Space is Already Booked**

ATLANTA, May 23, 2012 - Almost two months after Medtrade Spring, officials at Nielsen Expositions revealed that 90% of Medtrade exhibit space has been reserved. Medtrade Group Show Director Kevin Gaffney expects to sell all of the remaining 10% prior to the show's official start on October 16.

"The strong early bookings show a cautious optimism among manufacturers who know that patient demand in the coming years will be robust," says Gaffney. "The numbers are a firm indicator that manufacturers are ready and willing to work with HME providers who survive the carnage of competitive bidding. At the same time, they no doubt hope the market pricing program will ultimately win out."

"Those who survive the tough times ahead can really help themselves by coming to Medtrade this year and taking advantage of the educational sessions," says Jeffrey S. Baird, JD, who serves on the Medtrade Educational Advisory Board. "Now is not the time to hunker down and rely on what you did in the past. It's true that there is time and expense involved in making the trip to Atlanta, but the knowledge you acquire is invaluable."

For some manufacturers, exhibiting at trade shows can be a difficult decision in tough times. For others, the decision is actually easier. "We believe that Golden must be at Medtrade to support our industry and the dealers within it," says Jason Davis, vice president of Sales, Golden Technologies, Old Forge, Pa.

Steve Neese, president, Power Mobility, Drive Medical Design & Manufacturing, Columbia, SC, understands the financial pressures of the providers he serves. Despite those pressures, the mobility veteran is committed to showing his company's products and meeting customers face to face. "When tough times come for an industry or an economy, you put more money into marketing," stresses Neese. "That philosophy has served me well over the years."

Ron Resnick believes tough times are ahead, but the NY-based president of Blue Chip Medical also plans to exhibit at Medtrade in Atlanta. "We believe in the show," says Resnick. "We think the dealers who are going to survive the challenges are the ones who will be there. It's not just a trade show anymore. It's a meeting place."

Medtrade 2012 will again be at the Georgia World Congress Center in Atlanta from October 16 – 18. Visit [medtrade.com](http://medtrade.com), or call (800) 933-8735, for more information.

#### **CONTACT**

Greg Thompson

Medtrade PR Representative

(970) 206-0071

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