

## **Business Down? Surf's Up!**

*Medtrade Spring 2008 Heads to Long Beach, Calif.*

If you are overwhelmed by the changes occurring in the HME industry, don't give up. Mark your calendar now to attend Medtrade Spring 2008. In 2008, Medtrade Spring will take place May 6 – 8 at the Long Beach Convention Center in sunny California. The event will focus on the evolution of the home health care industry through its comprehensive conference program and a vibrant exposition that will showcase thousands of new products, programs and services.

The educational conference will begin on May 6 with two special pre-show events, including a half-day reimbursement-focused program and the American Association for Homecare's Continuum of Care. Then, the general program will begin on that afternoon and will offer over 75 educational sessions throughout the event.

On May 7, the Medtrade Spring 2008 Expo will open to showcase the newest products, programs and services available to the HME industry. This is an excellent forum for meeting with vendors who have solutions to the ongoing challenges facing the industry.

Beginning in mid-November, registration will be open online at [www.medtradespring.com](http://www.medtradespring.com). Attendees who register by April 1, 2008 can receive special discounts for the conference and exposition. The early bird registration cost is \$25 for the exposition and \$170 for the educational conference, which includes all sessions and the exposition. Those who register for the two pre-show conferences that will be held on May 6 can also take advantage of a \$250 early bird discount that includes the conference, all Medtrade Spring educational sessions and the exposition.

### **Medtrade Spring Agenda-At-A-Glance**

#### **Tuesday, May 6**

7:00 am – 5:00 pm      Registration  
8:00 am – 12:15 pm    Continuum of Care Conference  
8:00 am – 12:00        Reimbursement Conference  
1:30 pm – 5:00 pm     Medtrade Spring Educational Sessions

5:30 pm – 7:00 pm     Stand Up For Homecare Reception

#### **Wednesday, May 7**

7:00 am – 5:00 pm      Registration  
7:30 am – 8:15 am      AAHomecare's Washington Update  
8:30 am- 12:00 pm      Medtrade Spring Educational Sessions  
10:00 am- 5:00 pm      Exhibit Hall Hours  
5:00 pm – 7:00 pm      Medtrade Networking Reception

#### **Thursday, May 8**

8:00 am – 3:00 pm      Registration  
8:30 am -12:00 pm      Medtrade Spring Educational Sessions

10:00 am- 5:00 pm      Exhibit Hall Hours

[John: Can you make this part of the article yet separated in some way?]

*Why Long Beach?*

Long Beach is a perfect destination for a convention such as Medtrade Spring. The city is large enough to accommodate the number of attendees and exhibitors, but it offers a location that is intimate. It has been said that the HME industry will “own” Long Beach the first week of May.

Not only is the location ideal but travelers have many options of getting to Long Beach. Long Beach Airport (LGB) is the closest and offers many flights in and out each day. Los Angeles International Airport (LAX) and Orange County's John Wayne Airport (SNA) are each 25 minutes from Long Beach.

Medtrade Spring attendees will find plenty to do in the area after the end of each day's events. There are more than 100 restaurants within an eight block radius in downtown, serving everything from hot wings to haute cuisine. Likewise, residents say Long Beach after-dark offers everything from Latin clubs to jazz and cigar lounges. For those who want to come early or stay late, Long Beach is a brief and pleasant cruise away from Catalina Island and a short distance from Disneyland, Universal Studios Hollywood and many other Southern California attractions.