



News Release

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Medtrade Spring Hosts Competitive Bidding Seminar

ATLANTA—February 22, 2008—Nielsen Business Media, producer of Medtrade and Medtrade Spring, announces The VGM Group's National Competitive Bidding Seminar will take place on Tuesday, May 6 from 8:30 a.m. to 4:00 p.m. at the Long Beach Convention Center in Long Beach, Calif. as part of the event's pre-show conference program.

In conjunction with The VGM Group and CAMPS, Medtrade Spring will offer the full-day, pre-show seminar that will focus solely on national competitive bidding. The seminar, sponsored by Respironics, will highlight the experiences and concerns of the providers who bid in round one and will offer strategies on how providers can properly prepare for round two.

"Medtrade Spring is the leading mid-year event for the home healthcare industry and, as the producer of the event, it is important for us to offer detailed educational programs that will enable HME providers to learn strategies for surviving competitive bidding," says Kevin Bird, group show director. "The seminar series designed by The VGM Group does just that and we are excited to partner with them and with CAMPS to bring the program to Medtrade Spring attendees."

Speakers Mark Higley, John Gallagher and Kelly Wolf, all of The VGM Group, will explain how to determine a bid and will offer tips on navigating the electronic bid submission system. Attendees will also learn about critical network and subcontracting opportunities and the latest legislative priorities affecting the industry.

Late last year, The VGM Group saw a need for in-depth education on the bidding process and scheduled 18 National Competitive Bidding Seminars for 2008.

“We designed the seminar series to educate as many providers in the affected areas as possible and the ones we have offered thus far have been extremely well received,” said Ron Bendell, the company’s president. “When approached by Medtrade to hold one at Medtrade Spring, it offered us the perfect opportunity to increase the availability at this critical time.”

The agenda for the seminar includes the following topics:

- An Overview of the Final Rule
- Round One vs. Round Two
- Preparing to Bid
- Networks & Subcontracting: Weighing your Options
- Understanding your True Costs and Determining the Bid Amounts that are Right for You
- The Washington Battle
- Accreditation Update

Providers from across the country will gain insight and learn strategies to determine their participation in the bidding process.

Gloria Peterson, executive director of CAMPS, said this is a “must attend event” for providers.

General admission for the seminar is \$279. State association, VGM Group and CAMPS members can attend for \$229. The fee includes admission to the Medtrade Spring expo show floor. For more information on the seminar and Medtrade Spring, please visit www.medtrade.com.

Medtrade Spring 2008 will be held May 6 – 8 in Long Beach, Calif. For more information about the event, please visit www.medtrade.com or call (800) 933-8735. Nielsen Business Media’s upcoming healthcare events include Medtrade 2008, which will take place October 28 – 30, 2008, in Atlanta.

Medtrade and Medtrade Spring are produced by Nielsen Business Media. Nielsen Business Media is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

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