



News Release

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Medtrade Spring 2008 Connects Buyers and Sellers of Home Medical Equipment while Providing Education on Critical Topics

ALPHARETTA, Ga.—May 16, 2008—The 2008 Medtrade Spring Conference and Expo was held May 6 - 8 at the Long Beach Convention Center in Long Beach, Calif. It was attended by close to 5,000 industry providers and manufacturers of home healthcare products and services. The home medical equipment industry's leading mid-year event is produced by Nielsen Business Media.

“Although attendance was down some from last year due to the impact of competitive bidding on the industry as well as the strained general economy that is affecting all businesses, as well as the show being in Long Beach vs. Los Angeles, feedback from participants—both attendees and exhibitors—was very positive,” said Joe Randall, senior vice president, Nielsen Business Media. “I think that given the doom-and-gloom that we are seeing, people expected the worst. We’ve got a long way to go, but we feel Medtrade Spring and the many positive things that happened there put us on the right course for the future.”

At the event, Medtrade issued a “Contract with Homecare,” which is a renewal of the company’s commitment to the industry, according to Randall.

“Nielsen Business Media and the entire Medtrade team are dedicated to homecare and are making changes that will meet the needs of the changing market,” he says.

The Contract with Homecare, which was introduced at Medtrade Spring, includes 10 points that focus on restoring accountability and include the introduction of new educational opportunities, dedicated financial support of the industry and an emphasis on competitive bidding resources for HME providers.

At Medtrade Spring, home medical equipment providers from across the country participated in the educational conference, which included over 70 sessions that focused on critical topics such as accreditation, competitive bidding, sales and marketing, and business operations.

Additionally, over 350 exhibitors were on hand to meet with customers, develop new relationships and showcase the latest technological advancements in home healthcare.

“Medtrade Spring in Long Beach was a successful show for Respironics. We appreciate and always look forward to having the opportunity to meet with many of our key customers and introduce our new technologies to the marketplace. As we form the core of Philips Home Healthcare Solutions business, we remain committed to innovation and helping to improve lives,” said Donald J. Spence, President, Sleep and Home Respiratory Group.

At Medtrade Spring 2008, attendees were able to see first-hand the industry’s newest products at the New Product Pavilion. Winners of the New Product Pavilion awards, based on attendee votes, include:

- The Innovation Award went to Bridge Medical, St. Paul, Minn., for its Telescoping Pivot Grip Portable Grab Bar
- The Providers Choice Award was awarded to Respironics, Murrysville, Pa., for its EverFlo Q stationary concentrator
- The Merit Award was given to London, England-based Dignified Living Ltd. for its Clip & Pull dressing aid

While in Long Beach, attendees also took the opportunity to network at the Medtrade Spring Networking Event, Siete de Mayo – Better Late than Never. On Wednesday, May 7, after the close of the exposition, Medtrade Spring hosted its networking reception in the Expo hall. Participants enjoyed a Mexican buffet and visited with colleagues while a Mariachi band entertained the crowd.

On May 6, the American Association for Homecare held its second Stand Up for Homecare reception at the Long Beach Hyatt hotel. The event was attended by 125 Medtrade Spring participants. Proceeds from the event will support the association’s broad-based public awareness campaign to promote the mission of the home care industry.

Nielsen Business Media’s upcoming healthcare events include Medtrade 2008, which will take place October 28 – 30, 2008 in Atlanta, and Medtrade Spring 2009, which is scheduled for March 24 – 26, 2009 in Las Vegas. For more information, please visit medtrade.com or call (800) 933-8735.

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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