

**FOR IMMEDIATE RELEASE – Aug 31, 2018**

**Medline is “All In” as Company Officials Decide to Return to Medtrade**

Medline, the largest privately held manufacturer and distributor of medical supplies, has decided to return to Medtrade, scheduled for Oct 15-17 in Atlanta. **Brad Mariam**, senior vice president, National Field Sales, at Illinois-based Medline, says the decision is based on a willingness to meet face to face with providers in these crucial times.

With less than two months to go until the nation’s largest HME-focused trade show, Medtrade sat down with Mariam to get his thoughts on the industry, the show, and prospects for the future.

**Medtrade Monday:** Why did you decide to exhibit at Medtrade?

**Brad Mariam:** With such challenges as competitive bidding and outcomes-based reimbursements, we understand that running an HME business can be challenging. We want them to know that Medline is all in to support them on a daily basis and want to do what we can to ensure they succeed. Their success is our success.

**Medtrade Monday:** What can Medtrade attendees expect when they visit your booth?

**Mariam:** They can expect to see the wide range of quality products Medline carries at the prices they need to be competitive in the marketplace. In addition, we offer different merchandising options to ensure they can present products in a clean and saleable way for their customers.

**Medtrade Monday:** Are there any "show specials" planned?

**Mariam:** We have a Medtrade special promotional flyer that will be effective the entire month of October, with great deals on strong sellers in items across many of the categories they sell.

**Medtrade Monday:** Why are face to face trade shows still valuable in 2018?

**Mariam:** Building trusted relationships with HME customers is important to Medline. We want them to know we are here for them and understand their challenges. Exhibiting at tradeshow is an opportunity to meet face to face with our customers so we get to know them better and they get to know us better. Additionally, it gives us the opportunity to showcase all the great products Medline carries so they can see our vast offerings.

**Medtrade Monday:** What products in the Medline portfolio are most relevant to Medtrade attendees?

**Mariam:** Durable medical equipment: walkers/rollators; wheelchairs; bath safety; canes; crutches; beds; support surfaces; incontinence; compression hosiery; orthopedic soft goods; wound care; gloves; skin care; diabetes supplies; catheters; nutritional; respiratory; and urology products to name a few. <https://www.medline.com/catalog/catalog.jsp>

**Medtrade Monday:** How have you adjusted your business model to accommodate providers who are still around post competitive bidding?

**Mariam:** We have adjusted our product offerings to ensure dealers can be more competitive. We offer a solid mix of reimbursable and cash sales items and merchandising solutions to make stores easier to shop. We also have direct sales representatives across the country to visit and support our dealers to ensure they succeed.

**Medtrade Monday:** What's your level of optimism at this point about the DME industry in particular?

**Mariam:** We are optimistic that dealers will be able to stay profitable and be there for those that really need the expertise and convenience of their HME dealers to help make their lives better, whether they are the end-user or the caregiver.

Medtrade takes place Oct 15-17, 2018, at the Georgia World Congress Center in Atlanta.

[Click here](#) to register for Medtrade 2018.

Copy and paste: <https://registration.experientevent.com/ShowMTH181/?flow=attendee>

### **About Medtrade Spring and Medtrade**

Medtrade and Medtrade Spring are the two largest home medical equipment trade events in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the shows gather hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade and Medtrade Spring are owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by *TSNN*, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.9 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve. More info about Medtrade Spring and Medtrade can be found at [www.medtrade.com](http://www.medtrade.com)

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