

FOR IMMEDIATE RELEASE – July 23, 2018

Specific Sessions (and a Show Floor Area) Will Focus on Retail at Medtrade

ATLANTA – Providers looking to dip toes into retail waters, or jump in with both feet, will have plenty of opportunities at Medtrade, scheduled for Oct 15-17, 2018, at the Georgia World Congress Center in Atlanta. **Rob Baumhover**, director of Retail, VGM Group, will be a familiar face during many of the retail-focused events, including a new breakfast session called *Rise & Retail*, scheduled for Wednesday, Oct 17, from 7:30 a.m. – 9:00 a.m.

“Members like the opportunity to sit with their peers and us [VGM] in small group settings getting into the weeds of retail best practices,” Baumhover says. “**Kevin Gaffney** [group show director] liked the idea of doing something like this [*Rise & Retail*] at Medtrade...and we’re excited at this additional channel to share our expertise with Medtrade attendees.”

The following events/sessions/areas will deal specifically with HME Retail Strategies:

• **Innovative HME Retail Product Awards, sponsored by HomeCare Mag**

The purpose of the competition is to recognize products that contribute to providers’ bottom lines through cash sales. Attendees will listen to presentations from reps of the top eight products (selected by panel of judges) and hear a retail panel discussion of these products. Attendees and judges will then cast their vote to crown three winners.

Session is scheduled for Monday, Oct 15 - 1:00 p.m. – 2:00 p.m.

• **Educational Sessions in the Retail & Cash Sales Track**

Monday, Oct 15, 2:15 p.m. - 3:45 p.m.

Experience Matters - Build and Grow Your Retail Business Brick by Brick

Room: C205

Tuesday, Oct 16, 2:15 p.m. - 3:45 p.m.

Retail: Caring for Customers Beyond the Barriers of Insurance

Room: C203

Tuesday, Oct 16, 4:00 p.m. - 5:00 p.m.

How to Drive Two Trains at Once

Room: C209

Wednesday, Oct 17, 9:00 a.m. - 10:00 a.m.

Stop Complaining about Amazon. You have the Competitive Advantage

Room: C211

• **Rise & Retail – Breakfast Roundtables**

In this new event, sponsored by VGM Retail, attendees will enjoy a hearty breakfast and then rotate through four roundtable discussions of employee training, marketing, products, and merchandising. *Rise and Retail* is scheduled for Wednesday, Oct 17 - 7:30 a.m. – 9:00 a.m.

Advance Registration Required - See Pricing

• **Retail Spotlight – Hands On with Incremental Sales – On the Show Floor**

This new area on the show floor will showcase three popular product categories and the complementary items that can generate additional revenue for your business. Put your merchandising skills to the test.

• **Power Lunch**

Wednesday, Oct 17 • 11:45 a.m. – 1:15 p.m.

Sponsored by: VGM

Moderator: RJ Meyer, senior vice president of Sales, VGM

Advance Registration Required - See Pricing

There will be several tables for various topics. Attendees must select one table to attend when registering and remain at that table during the event.

Retail Table

Best-in-Class Merchandising and In-store Marketing Ideas

Facilitator: Rob Baumhover, director of VGM Retail

Effective merchandising doesn't end with product displays. Without signage, print and other marketing materials, you're stopping short of the finish line. Learn about creating knock-out product displays and how to finish the look with in-store marketing from two retail experts.

[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

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