

FOR IMMEDIATE RELEASE – June 5, 2018**New Location, Familiar Destination for Retail Guru Mark Nicotera**

SCOTTSDALE, AZ – HME provider **Mark Nicotera**, owner of AZ MediQuip, managed [600% growth over five years](#) in his multi-location business, transforming a 95% reliance on Medicare to a cash-only ethos. He credits part of that success to the products and inspiration he found at Medtrade. “I’m always looking at what else is out there,” he says. “Medtrade [Oct 15-17, 2018, in Atlanta] is a great way to see new products first-hand and take advantage of show specials.”



The 56-year-old Nicotera (pictured) has continued his cash-only philosophy with a new location added in late 2017 (Peoria, Arizona), and a relocation of his Scottsdale store getting off the ground just two weeks ago. While he acknowledges that HME providers are still overwhelmingly in the reimbursement business (Medicare, Medicaid, Medicare Advantage, and private insurance), Nicotera has managed to find a winning formula in an ideal location.

“We carry a lot of the same products in each store,” reveals Nicotera, who served on a Retail Panel at Medtrade 2017. “One of the things that make us different is we sell a lot of big ticket items—lift chairs, hospital beds, power mobility, CPAP/Bi-PAP, portable and home oxygen—a lot with \$800 – \$2,000 price points. A lot of smaller HMEs can’t do that. They don’t have the real estate, and they don’t want to invest the inventory dollars.”

The newest Scottsdale re-location store is 3,700 square feet, and that’s all showroom. A detached warehouse behind the shop is admittedly “a little inconvenient” but Nicotera is confident he can make it work. Customers who go into any of the four AZ MediQuip stores in Scottsdale, Mesa, Chandler, and Peoria will see products from Medtrade 2018 exhibitors, such as Pride Mobility, Golden Technologies, Drive, Flex-a-Bed, Philips Respironics, and ResMed.

CPAP and portable oxygen require a prescription, but Nicotera explains that it’s not a problem: “They can still buy it for cash with a prescription. Most people who buy these products are not seeking to get reimbursement from insurance companies. They buy an additional item to what they already have. They may have home oxygen tanks, but they want a portable oxygen concentrator. For CPAP/BiPAP, it’s most often a second machine purchase for a second home [the case with snow birds], or maybe for travel, or because their first one broke and they’re not yet due for a replacement from their insurance.”

- SmartSaver rates for Medtrade start June 11.

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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