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PHOENIX CONVENTION CENTER
PHOENIX, AZ

New Name, New Location – Medtrade West Heads to Phoenix in 2021

PHOENIX, AZ – After a lengthy tenure in Las Vegas, Medtrade Spring will get a new name and home. Starting in 2021, the event will be re-introduced as Medtrade West and will convene in Phoenix, Ariz., April 12-14, 2021. Medtrade officials made the decision after lengthy analysis of results from a comprehensive survey conducted by an outside survey firm.

“Las Vegas has continued to be expensive for us as a show producer, as well as for attendees and exhibitors,” said Mark Lind, show director. “Phoenix showed up as one of the cities of interest in our survey, and it’s a great city to host a tradeshow.”

Organizers pondered many options, including eliminating the spring show, but west coast attendees made their views clear. “Folks from the west don’t want to travel to Atlanta, and vice versa,” Lind said. “If we only went to one show, we would be neglecting the west coast.”

Along with the city/venue shift to the Phoenix Convention Center, format changes are also coming, specifically more dedicated hours for educational sessions and the expo. “The schedule we’re looking at would have 75% of the expo time with no overlap of conference,” explained Sarah Varner, senior director of Marketing. “We have other things in the works to announce later.”

Changing the name from Medtrade Spring to Medtrade West is meant to strengthen the geographic affiliation of the show. In 2021, Medtrade in the fall will change its name to Medtrade East. According to Varner, there has historically been only a 10% overlap between the two shows, with the vast majority of attendees opting to attend the closest venue.

After so many years in Las Vegas, Lind acknowledges some “Vegas fatigue,” with survey respondents indicating that a switch from sin city is not only about reduced costs. “Phoenix has fewer distractions than Las Vegas,” he says, “but Phoenix is still a vibrant city.”

Lind and Varner ultimately hope the switch to Phoenix (and the new name) will contribute to a renewed respect for what has historically been viewed as the “smaller” show. Varner puts it this way: “The difference between the two shows is geography, and we’re hoping that exhibitors and attendees understand that these shows are attended by different people—and the two different groups of people [from the east and west] want two different shows.”

“New leadership across the board supports this decision,” Lind adds. “I think it’s going to continue to be a solid show that is needed. As a whole, the show supports the industry and our partner associations. We still have to support east coast and west coast—not just one.”

About Medtrade West and Medtrade East

Medtrade West and Medtrade East 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 West and Medtrade East are owned by Emerald, 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 West and Medtrade East can be found at www.medtrade.com

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit <http://www.emeraldx.com>

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