



*Caring that Feels Right at Home*

## Press Release

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### **American Association for Homecare Encourages HME Providers and Manufacturers to Participate at Medtrade**

ARLINGTON, VA, April 17, 2009 — The American Association for Homecare (AAHomecare) exclusively supports the Medtrade events, produced by Nielsen Business Media, and encourages all home medical equipment (HME) providers and manufacturers to attend and participate in the Medtrade shows.

“Because a portion of the revenue generated by Medtrade goes to AAHomecare to support advocacy efforts and strengthen homecare policy in Washington, participation in Medtrade and Medtrade Spring represents a critical investment in the HME sector,” said Tyler J. Wilson, president of the American Association for Homecare. “After the first quarter, homecare manufacturers and providers may be looking out over the next nine months to determine which trade shows and conferences to attend or exhibit. Without question, the premier show for the HME sector is Medtrade. We view Medtrade as the best national event for the companies that want top-notch education, unparalleled manufacturer-supplier contacts, and superior networking opportunities.”

Last month, Nielsen Business Media and AAHomecare, the national trade association that represents the entire home medical equipment community, announced they are continuing and enhancing their relationship over a new 15-year contract period.

Under terms of the agreement, Nielsen Business Media will provide increased financial support to the American Association for Homecare, enabling the Association to enhance its lobbying and other government relations efforts in Washington. In return, AAHomecare will continue to endorse and support the Medtrade and Medtrade Spring shows. AAHomecare will work with Nielsen Business Media management to promote Medtrade and make sure the trade show and educational programs serve the needs of all companies in the HME sector. AAHomecare will take on an expanded role in helping shape program and show strategy by advising Nielsen Business Media on the issues surrounding the home medical equipment sector.

Medtrade and Medtrade Spring offer comprehensive educational conferences and expositions that showcase more new products for the home medical industry than any other event in North America. Medtrade 2009 will take place October 12 to 15 at the Georgia World Congress Center in Atlanta. For more information, please visit, [www.medtrade.com](http://www.medtrade.com).

*The American Association for Homecare represents durable medical equipment providers, manufacturers, and other organizations in the homecare community in all 50 states. Visit [www.aahomecare.org](http://www.aahomecare.org).*

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