



## Joint News Release

### FOR IMMEDIATE RELEASE

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## **Medtrade, American Association for Homecare Embark on New Agreement**

*Long-term relationship will benefit HME sector and support programs*

**ATLANTA—March 20, 2009—** Today Nielsen Business Media, producer of [Medtrade](#) and Medtrade Spring, and the [American Association for Homecare](#), the national trade association that represents the entire home medical equipment community, announced they have signed a new 15-year contract that enhances their current partnership. The new agreement will offer additional value to AAHomecare by guaranteeing substantial monetary support to the Association's advocacy programs. The effective date of the contract is January 1, 2010.

“We worked with AAHomecare's board of directors and leadership team to ensure the long-term agreement is beneficial for both parties and, most importantly, that it offers continued support of the association and its critical involvement in the home medical equipment industry,” says Joe Randall, senior vice president, Nielsen Business Media. “We are confident the new agreement that has been created will accomplish these goals.”

The agreement will extend the bilateral support by the two organizations, which was first implemented in 1988.

“AAHomecare's agreement with Nielsen will bring together the resources and commitment of the national association and the leading trade show that both strongly focus on how best to benefit the HME sector,” said Alan Landauer, chairman of Landauer Metropolitan and chairman of the board at the American Association for Homecare.

Tyler J. Wilson, president and CEO of the AAHomecare, commented, “These are challenging times for the HME sector and this important agreement with Medtrade will strengthen the Association financially and provide us with another source of revenue in addition to dues from members. That means we can devote more resources to government affairs activities designed to ensure better HME policies that will strengthen homecare for the millions of Americans who depend on it.”

Under terms of the agreement, AAHomecare will continue to endorse Medtrade and Medtrade Spring as the official national and international trade show for the HME industry and will work with Nielsen Business Management to actively promote and encourage Association members to participate and attend. AAHomecare will also take on an expanded role in helping shape future strategy by advising Nielsen Business Media on the issues surrounding the home medical equipment sector.

“Our goal is to have more stakeholders in the HME sector participating in the Medtrade shows as both exhibitors and attendees. Medtrade is a great venue for manufacturers to meet with customers and for providers to get the latest in industry education,” said Wilson.

**About Nielsen Business Media**

*Nielsen Business Media, based in Alpharetta, Ga., is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. Serving seven major market groups, and 30 industries, spanning the entertainment, media and marketing, retail, travel and performance, design, and life sciences industries, Nielsen Business Media provides business-to-business products and services in print, online and in person. With 42 publications, over 60 trade shows and 185 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses. For more information, please visit [nielsen.com](http://nielsen.com).*

**About the American Association for Homecare**

*The American Association for Homecare, based in Arlington, Va., represents durable medical equipment providers, manufacturers, and other organizations in the homecare community. Members serve the medical needs of millions of Americans who require oxygen equipment and therapy, mobility assistive technologies, medical supplies, inhalation drug therapy, home infusion, and other medical equipment and services in their homes. The Association’s members operate more than 3,000 homecare locations in all 50 states. For more information, visit [www.aahomecare.org](http://www.aahomecare.org).*

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