



# BESPOKE PLUS

*"Pushing to be Better, Faster, and Stronger"*

October 2008

MedTrade 2008

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## MedTrade

*Regardless where the Future of Trade Shows takes us, this 2008 edition of MedTrade will include 600 Exhibitors in 200,000 square feet of space and will include over 170 educational sessions while instituting Oktoberfest celebrations which must include an abundance of barley sandwiches!*

*I will be at MedTrade at the following booths:*



**VARILITE**

VARILITE® 1653



Ki Mobility 1453



Kenda 3616

*If you want to meet, call or text me at 6132633974.*

## Future of Trade Shows



RGK Wheelchairs, Inc., has attended a dozen trade shows per annum on average over the last eight years. These events average \$6,000.00 per event and take away a significant amount of human resources available to our small operation. These numbers are minuscule in comparison to the big players in the market who annually have spent upwards of a half million dollars for single events. Today, we see some of those big companies opting to pass on what have been recognized as the premier events where their customers came to see them, opting to put those resources into going to their customers both in a virtual and hand shaking way. You have heard us talk about virtual presentations and we have yet to deliver that in any real way, but it is still on the table.

On December 17<sup>th</sup>, 2004 Regina McGee through the Chief Marketer reported on **The Future of Trade Shows**. In the article, Douglas L. Ducate, President and CEO of the Center for Exhibition Industry Research declared, "the days of relentless growth in trade show attendance are behind us," and that, "these are the good old days!" It would appear that he was on track as was Adam Schaffer, Publisher of Tradeshow Week who also providing a similar perception of the future of the industry. Both talked of "changes in the marketplace have eroded the industry's unique selling proposition for a variety of reasons. The article is at: [http://chiefmarketer.com/presence/meetings\\_future\\_trade\\_shows](http://chiefmarketer.com/presence/meetings_future_trade_shows) .



New products are coming to market quicker than ever before and increasingly that information is being provided electronically. This in itself takes away a real need for trade shows, particularly when the costs of attending those events continue to escalate. Most people concur that there is a strong need to continue and escalate the need for growth in the education component for this industry and that there is still a desire for people to attend an event where all the competition is at and the needs of the whole community are met; the end user of the products, the prescribing authorities, the funders, the educators, the manufacturers, distributors, dealers, etc.

Nationally, the landscape is changing with the VGM Group essentially purchasing the rights to Canadian Seating and Mobility Conference opening the door to a more concentrated effort on behalf of Shoppers Home Health Care to expand their Innovation Shows, the Drug Trading Group to place more emphasis on the home health care market at their annual show, MEDiChair nationally to do more at their national event and to support the growing regional presence driven by progressive franchisee's.

From my perspective, Ian Dennison, GF Strong REE Organization has it in perspective. He hosts an affordable not-for-profit event that is well attended regionally by all the stake holders. Ian Mellor with The People in Motion Show does the job for the end user, although it is more costly, a business for profit, and lacks an educational component for prescribing authorities. We have the most interest in doing events like we have in the past with Sheila Buck's, Therapy Now! Sessions, Angie Maidment and Corinna Klassen's Therapy First events, and other education, training, mini trade shows where we have an opportunity to meet with a group of prescribing authorities at a day long session (with education credits) while end users have a chance to see dealers and manufacturers/distributors in an exhibitor situation. But, for the time being, we will see some of you at MedTrade 2008!

Ex-demo RGK Wheelchairs



- ex-demo lifestyle chairs
- ex-demo sports chairs
- ex-demo accessories

[www.rgk-wheelchairs.co.uk](http://www.rgk-wheelchairs.co.uk)

Check out the demo product available from the RGK Factory!



Did you know that we have special pricing on VARILITE® Products when purchased with RGK and Ki Mobility chairs?

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[www.Varilite.com](http://www.Varilite.com)  
[www.RGKLife.com](http://www.RGKLife.com)

# Ottawa Hospital Seating Seminar

We had the pleasure of attending the first of a series of events organized by Alan Kline of HPU Rehab recently in Ottawa whereby he brought in an international speaker who shared a perspective on best practice intervention for skin protection and posture management. This event was funded in large part by two dealers in the area, Conval-Aid and Ontario Medical Supply, along with Handicare, Blake Medical, RGK-Varilite-Ki-Mobility-Kenda, and HPU Rehab. The on-site coordinator and Ottawa Hospital Civic



Campus host was Janine Szabo.

We had the new Ki Mobility Catalyst Titanium at this event along with the C5 Super Low, the VARILITE product line, Kenda product, and RGK with 3Rivers new ultra-light Natural-Fit push rims on Spinergy Wheels.



## New Site Up

We have a new web presence which includes the brochures, order forms, and retail pricing for our products along with some imagery, list of partners, dealers, and a whole lot more at [www.BespokePlus.com](http://www.BespokePlus.com), [www.4rgk.com](http://www.4rgk.com), [www.Varilite.ca](http://www.Varilite.ca), [www.Kimobility.ca](http://www.Kimobility.ca), and [www.KendaCanada.com](http://www.KendaCanada.com). We will continue to improve that presence over the coming weeks and take advantage of the email scripting and other tools available.



## Bits and Bytes

- Happy 25<sup>th</sup> Anniversary Durham Medical;
- Thank you all at CSMC September 24<sup>th</sup> – 26<sup>th</sup> in Toronto;
- Lyndhurst Hospital In Service October 9<sup>th</sup> in Toronto;
- Rehacare Trade Show and Congress October 15<sup>th</sup> -18<sup>th</sup>, Dusseldorf, Germany;
- Ottawa Hospital Seating Seminar (Civic Campus) October 20<sup>th</sup>;
- Hall of Famers (above right) T-Shirt delivered October 26<sup>th</sup> in Chicago;
- Medtrade in Atlanta Georgia October 27<sup>th</sup> – 30<sup>th</sup>;
- Shoppers Innovations Conference/Trade Show November 17<sup>th</sup>, 18<sup>th</sup> in Toronto;
- Shoppers Innovations Conference/Trade Show December 9<sup>th</sup> in Calgary!



**BESPOKE PLUS** helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Glance, Rogue, Frog Legs, Schwalbe, KIK, Sun, MBL and other great products.

If you have something that you think we should be expounding on, please contact the editor, Reg McClellan. Subscribe or unsubscribe at [www.4RGK.com](http://www.4RGK.com).