

## **PRESS RELEASE**

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For Immediate Release

### **All exhibition space sold out at camexpo 2010!**

*UK's biggest complementary healthcare show to feature a record 186 exhibitors*

Visitors to camexpo this weekend will be spoilt for choice when it comes to sourcing all the latest new CAM products and services, with news that – in addition to being 20% bigger than last year – all exhibition space has now been entirely sold out.

Returning to London's Earls Court on 23-24 October, camexpo is poised to connect more than 5,000 CAM practitioners, therapists, students and health store buyers, with over 185 of the industry's most innovative manufacturers and service suppliers. Zoe Campbell, camexpo's Event Manager, comments: "The support from the industry this year, as always, has been phenomenal. We've got an unprecedented number of exhibitors for 2010, many of whom are returning for their second time or more. And, with visitor pre-registration figures still rising, we're looking forward to an extremely busy and successful event this coming weekend."

With every stand now sold and over 80 first-time exhibitors competing for business across the show floor, this year's camexpo will present even more new products for its visitors to see than ever. Companies making their camexpo debut include The British Alliance of Healing Associations; The Healing Trust; My One Green Bottle; Api-Ar International; Soukya; Bemer 3000; Back on Track; PulseWave Cardio Screening; and the government-backed Complementary and Natural Healthcare Council (CNHC); whose Chief Executive, Maggie Dunn, is looking forward to the camexpo experience:

"The CNHC is delighted to be a part of camexpo for the first time. It is a unique opportunity for us to share the CNHC message, with the thousands of practitioners who will be gathered under one roof."

The latest companies to confirm their presence are Danish supplements manufacturer New Nordic; Baby Foot, whose exfoliation treatment is the number one foot care product in Japan;

GemGifts4You, suppliers of aroma diffusers, gemstone fountains, liquid crystal pendants and more; Eternal Aloe Skincare, creators of a luxurious, Aloe-rich hydrating cream; Panacea Health, which distributes VMS and other health-related products through its online store [vitaminsupermarket.co.uk](http://vitaminsupermarket.co.uk); and award-winning, healthy snacks specialist Munchy Seeds.

**camexpo's** comprehensive CPD education programme will run alongside the central exhibition on both days of the show. This includes 22 free Keynote seminars and 48 Taster Workshops. There will also be a host of highly informative free demonstrations from participating camexpo exhibitors in both the Demo Theatre and new CAM Stage LIVE. Taster Workshops are £17.50 per session, and can be booked in advance online at [www.camexpo.co.uk](http://www.camexpo.co.uk).

Press passes for camexpo 2010 are available to all members of the media working on either editorial or broadcast coverage of the event. Freelance journalists and photographers will be required to provide details of the publication(s) on whose behalf they are covering the event.

For further information, please visit [www.camexpo.co.uk](http://www.camexpo.co.uk).

### ENDS ###

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## Notes to Editor:

- camexpo was shortlisted for Best UK Trade Exhibition (Under 2,000m<sup>2</sup>) by the Association of Event Organisers (AEO) in their 2010 Excellence Awards.
- camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.

### VISTOR INFORMATION:

Admission: £7 until 22 October, reverting to £18 payable on the door (however, entry costs may vary with promotional codes).

Location: Brompton Hall, Earls Court, London SW5 9TA

Open: Saturday 23 October 10.00–18.00 & Sunday 24 October 10.00–17.00

Website: [www.camexpo.co.uk](http://www.camexpo.co.uk)

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to camexpo, Diversified UK also organises the Independent Health Store Conference, Natural & Organic Products Europe, lunch!, and, new for 2010, office\*. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.