

PRESS RELEASE

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For Immediate Release

Thousands of CAM professionals set to attend camexpo this weekend!

The UK's only dedicated complementary healthcare event looks set to draw a healthy crowd this weekend, as over 5000 CAM practitioners, therapists, students and health store buyers prepare to attend camexpo 2010; which opens at London's Earls Court tomorrow, Saturday 23 October.

With over 80 of camexpo's 186 confirmed exhibitors appearing for the first time, and many returning exhibitors having already announced new launches to coincide with the show, visitors to this essential two-day event will have access to hundreds of innovative new products and services covering every aspect of the CAM market – including beauty and spa supplies, sports nutrition, functional foods, VMS, essential oils and essences, therapy tools and equipment, reference books/manuals, and accredited training.

More show firsts include two new show features – The BANT Nutrition Lounge and CAM stage LIVE. The former is a unique addition, which will enable visitors to stay up-to-date with how changes in recent legislation may affect their practice. Whilst the latter will showcase a host of highly informative, practical demonstrations from a selection of camexpo exhibitors, including Conscious Food; Jing Advanced Massage; The Healing Trust; The Comfy Client™; Bioenergy Healing Research Foundation; Enerjii UK; NYR Organic; Cherry Active; Hypnodieting; Inspire Massage Workshops and more.

As in previous years, lively Keynotes will run alongside the central exhibition on both days. These will feature a host of the CAM industry's best known subject specialists addressing the topics that matter most to today's therapists and practitioners. Notable highlights on Saturday 23 October include seminars by leading women's health expert Dr Marilyn Glenville and, one of Britain's most distinguished scientists, Professor Jane Plant CBE (starting at 1:45pm and 4:15pm respectively). Jayney Goddard, Patrick Holford, Kush Kumar and Dr Tom Gilhooly will also be hosting free seminar sessions on Sunday 24 October (starting at 11:40am, 12:45pm, 2pm and 3:15pm respectively).

camexpo's comprehensive CPD education programme includes a total of 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, the aforementioned, CAM Stage LIVE. Taster Workshops are £17.50 per session and can be booked in advance online at www.camexpo.co.uk (or, depending on availability, at the show itself).

Admission is £7 for pre-registered visitors and £18 on the day (however, entry costs may vary with promotional codes). Advance registration closes at midnight tonight (Friday 22 October). For further information, please visit 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. Please note, press passes are not guaranteed to be issued on the day.

ENDS

Media enquiries to:

Emma-Louise Jones, PR Executive

t: +44 (0)1273 645134 e: ejones@divcom.co.uk

camexpo Exhibitor enquiries to:

Zoe Campbell, camexpo Event Manager

t: +44 (0)1273 645119 e: zcampbell@divcom.co.uk

Notes to Editor:

- camexpo was shortlisted for Best UK Trade Exhibition (Under 2,000m²) 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

- 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.