

PRESS RELEASE

Issued: 25 January 2011

For Immediate Release

Exhibition space expanded to capacity for camexpo 2011

Following significant increases in both visitor and exhibitor numbers at last year's camexpo, the 2011 show will expand by 10% to fill the entire West Brompton Hall at Earls Court Exhibition Centre.

Organiser Diversified Business Communications UK has confirmed that camexpo – the UK's only dedicated complementary healthcare event – will now use all available venue space to accommodate up to 20 additional exhibitors. This increase in floor space will also take projections for the total number of exhibitors to over 200 for the first time in the show's 9-year history.

With nine months still to go and over 135 exhibitors confirmed, the show is already 65% sold out. While this is largely due to an enthusiastic return of many big name brands, including Revital, The Nutri Centre, Balens Insurance, BioCare and Lamberts Healthcare, a wealth of first time exhibitors will also be in attendance. These include Oracle School of Colour, Enjoy Better Health, The Zentist, Organic Silicium, and children's supplement supplier Innocent Vitamins.

Recent show developments include the unveiling of camexpo's first ever show video, which is now available to view online at www.camexpo.co.uk. Prospective visitors wishing to keep fully up-to-date with all the latest news and exhibitor information can become 'friends' with the show via its facebook account at <http://www.facebook.com/profile.php?id=100001522315531>. Alternatively, twitter users can opt to receive regular updates from [@camexpo](https://twitter.com/camexpo).

For further information about camexpo 2011, taking place at Earls Court, London, on 22-23 October 2011, please visit www.camexpo.co.uk. Online visitor registration is scheduled to open at the end of May 2011.

For more information about exhibiting at camexpo, please contact Zoe Campbell at zcampbell@divcom.co.uk or 01273 645119.

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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.
- 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.