

PRESS RELEASE

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For Immediate Release

camexpo 2010 announces two new feature areas

Now firmly established as the definitive industry event for the entire complementary healthcare sector, camexpo prepares for its eighth annual event, which will take place on 23-24 October 2010 at London's Earls Court, with the announcement of two brand new show feature areas – The CAM stage LIVE and BANT Nutrition Lounge.

When viewed alongside established show favourites, such as the Demo Theatre, and the comprehensive seminar and taster workshop programme, these new additions further highlight camexpo's aim to facilitate and enhance learning between CAM professionals.

Zoe Campbell, Event Manager of camexpo, said: "Not only are these new feature areas a tremendous addition to the show but they're also a fantastic demonstration of camexpo's ongoing commitment to ensuring its education programme reflects the current needs of the CAM community."

The CAM stage LIVE will showcase a host of highly informative, practical demonstrations from a selection of camexpo exhibitors. Session topics will include essential oil blending, healing, massage techniques, beauty demos and more, with content set to contain a wealth of tips and techniques of the trade.

Since knowledge is the key to any successful business, The BANT Nutrition Lounge is a unique new show feature area that will enable camexpo visitors to stay up-to-date with how changes in recent legislation may affect their practice. BANT representatives will be on-hand with answers and guidance throughout the two days.

One of camexpo's real strengths, and, the source of its ever-increasing visitor appeal, is the comprehensive mix of CAM modalities on offer throughout its CPD education programme. The show's two, Nutri Centre sponsored, Keynote Theatres will feature 25 of the CAM industry's best known subject specialists in action, including Dr Marilyn Glenville, Dr Robert Verkerk,

Denise Tiran, Alison Peacham, Dr Mark Atkinson, Jane Plant, Jayney Goddard, Patrick Holford, Dr Tom Gilhooly, and Kush Kumar.

Whilst the 48-strong Taster Workshop programme, sponsored by Balens, will offer bite-size introductions to a multitude of new therapies and techniques from some of the UK's foremost experts and trainers. Full details are available on the show's website www.camexpo.co.uk. Prospective workshop attendees are encouraged to book their places as soon as possible as many are anticipated to sell-out (sessions are £17.50 each incl VAT).

Standing alongside the show's comprehensive education programme is a central exhibition featuring nearly 200 leading companies, colleges and organisations representing every aspect of the CAM market. For further information, please visit www.camexpo.co.uk.

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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:

- A variety of photographs are available to support this release. Please email your requirements to ejones@divcom.co.uk.
- camexpo was shortlisted for Best 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. Please note, 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

- Members of the media can reserve press passes to camexpo by contacting Emma-Louise Jones at ejones@divcom.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.