

ShowReview

Online at www.camexpo.co.uk

Next Year's Dates:
22-23 October 2011 Earls Court | London



Show highlights

■ **camexpo** has grown from strength to strength over the last 8 years – boasting significant increases in both overall attendance (up 5% compared to last year, which was itself up 11% on the previous year), and exhibitor numbers (up 20% on 2009).

■ **camexpo** launched the new **CAM Stage Live**, a feature area on the show floor which allowed exhibitors to demonstrate their new products and services directly to **camexpo** visitors.



5413 Attendees
186 Exhibitors
100+ Demos, Seminars & Workshops

VISITORS

85% of visitors rated the show good/excellent
92% of visitors spent more than half a day at the show
78% of visitors bought products at the show or plan to buy in the next six months
65% of visitors came to find courses, colleges and/or training providers



Record-breaking camexpo hailed as best event yet!

A record-breaking attendance, brilliant education programme and a bonanza of product launches saw this year's camexpo hailed as the best-ever.

5413 CAM professionals gathered at London's Earls Court on 23-24 October for the UK's only dedicated complementary healthcare event. The show's 185 plus exhibitors were joined by thousands of practitioners, therapists and students from right across the country.

There was also a strong showing of health store buyers confirming camexpo's increasing importance to retail buyers.

In the Nutri Centre-sponsored seminars, big-name keynotes — such as Patrick Holford, Dr Mark Atkinson and Dr Marilyn Glenville — spoke to packed theatres, while business was brisk too in the popular taster workshops, sponsored by Balens.

Another highlight of this year's camexpo was the awarding of the inaugural CAM Clinic of the Year sponsored by Viridian in association with The Nutri Centre — which went to Alexandra Worsley Health & Wellbeing in Cheshire.

Commenting after the show, camexpo event manager, Zoe Campbell, said: "We're thrilled at the overwhelmingly positive feedback we've received so far. I'd like to thank everyone — our exhibitors, visitors, speakers and supporters — for making this year's camexpo the most successful, inspiring and educational event yet."

“It was so interesting I visited both days! I was looking for certain products and found them, plus I came across new things.”

ALLAN HALE, HALE: SOMA



“I will certainly be back next year. Everything I need to advance my business further was here today.”

LAURA PUSEY
DIPSEY AURA



“ camexpo is an excellent opportunity to meet a wide range of practitioners. The show was really busy both days and it was great to sample so many of our products. ”

LIAM TULLBERG,
PUKKA HERBS



“ A really fantastic busy event, with a lot of interest from people who know about their natural health products. It’s great for speaking to both retail and trade customers, and the perfect way to get the products into the market. ”

MATTHEW PIPE, BODYTOX



And the 2010 winners are...

Mary Atkinson

Voted for by the industry, the second annual CAM Outstanding Achievement Award is the ultimate recognition that can be



bestowed on an individual who has made a truly outstanding contribution to the CAM community. This year’s winner, with an overwhelming majority of votes, was complementary therapist, tutor and author, **Mary Atkinson**.

The CAM
Outstanding
Achievement
Award
2010

Alexandra Worsley Clinic

The first ever CAM Clinic of the Year Award was launched this year to celebrate the outstanding contributions that scores of inspirational practitioners and therapists in CAM practices throughout the UK make to the CAM Industry every single day.

The 2010 CAM Clinic of the Year Award was won by **Alexandra Worsley Health & Wellbeing**, in Bramhall, Cheshire. The prize also included £1000 cash, donated by sponsors Viridian in association with The Nutri Centre. The award was judged on the treatments offered, marketing, client testimonials, unique selling points and all round client experience.



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CAM Clinic
Of The Year
Award
2010

Sponsored by **viridian** In association with **thenutricentre**

The New Product Showcase

As ever, one of the key highlights of the show was camexpo’s **New Product Showcase**. Not only did it present visitors with a highly convenient way for them to research the best new products for their clients but they were also able to vote for their favourite ‘next big thing’. The eventual winner of the **Best New CAM Product Award 2010** – by a huge majority of votes, was Genki Health & Beauty’s **Genki Haramaki**.



“We’re so delighted to have won the Best New Product award at camexpo 2010. The response at the show was phenomenal, and we’ve received so much positive feedback from happy haramaki wearers already! We really couldn’t have hoped for a better launch.”

CHRISTOPHER SPENCER, GENKI HARAMAKI

“This year’s event has been a fantastic one. It is very important in the Nutri Centre calendar and a wonderful opportunity to meet our practitioners and students. ”

DEBORAH WOODS, THE NUTRI CENTRE

For information on exhibiting at camexpo 2011, call Zoe Campbell on +44 (0)1273 645119 or email zcampbell@divcom.co.uk
Visit www.camexpo.co.uk to watch the show video!

