



Earls Court | London – the NEW home of camexpo

“ It’s been a successful show for us. It’s helped us to enter a new and exciting market for virgin coconut oil – the reception from practitioners has been very positive. ”

GARRY STIVEN, COCONOIL

“ This is an excellent show – exactly the kind of audience we want to talk to. There’s a strong emphasis on education, which attracts the right kind of customers for us. And as with previous years, we’ve taken on new business. We will certainly be here again. ”

PETER CAMPBELL-MCBRIDE, CAMBRIDGE BIOCEUTICALS LTD

“ It is definitely, from our perspective, the best show of the year for meeting CAM practitioners – our target market. ”

PAUL RUDGE, ZEN LIFESTYLES



25-26 October 2008 Earls Court | London

2007 Visitor statistics at a glance

77% of visitors rated the show as **good** or **excellent**

90% of visitors spent half a day or more at the show

76% of visitors bought products at camexpo or plan to buy within the next 6 months

91% of workshop/seminar attendees felt they were relevant for their profession

2007 Exhibitor statistics at a glance

150 exhibitors **26** Keynote Seminars **56** workshops **15** Demos

78% of exhibitors rated the show as **good** or **excellent**

Organised by
diversified
BUSINESS COMMUNICATIONS ■ UK

3rd Floor, Blenheim House, 120 Church Street, Brighton BN1 1UD
Tel: +44 (0) 1273 645119 Fax: +44 (0) 1273 645169
Email: zcampbell@divcom.co.uk www.camexpo.co.uk

Diversified Business Communications UK is a dynamic and innovative event organiser and information provider. We are passionate about the communities we serve and inspired by our goal of building business with a conscience.



25-26 October 2008 Earls Court | London

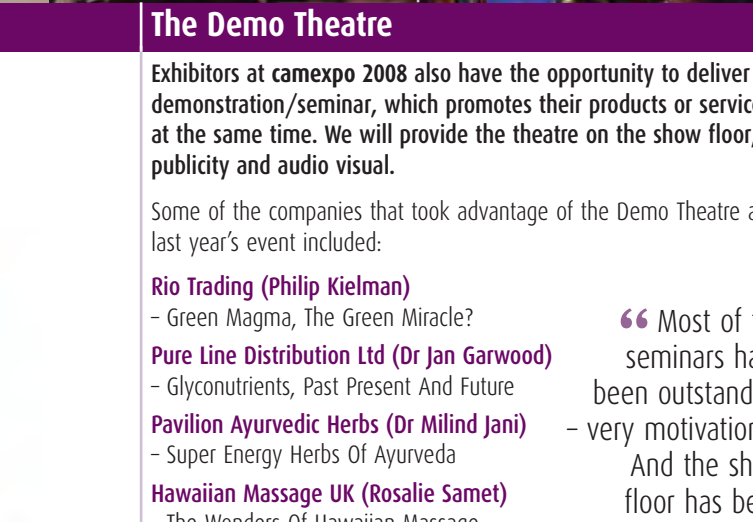
Do you want to grow your CAM business?



camexpo – where the CAM sector does business

With £130 million being spent on complementary treatments in the UK each year, estimated to rise to £200 million over the next 4 years, camexpo is dedicated to meeting the needs of this increasingly important sector.

Developed in partnership with the industry, **camexpo** is the unmissable event of the year for any serious practitioner, therapist, student, healthcare professional or retailer. As a company supporting the CAM sector, exhibiting at **camexpo** is your single most important sales opportunity of the year. Thousands of visitors come to **camexpo** to source new products, training courses and find out about all the latest developments. And, with the move to a NEW West End venue – the iconic **Earls Court** – **camexpo 2008** promises to be better than ever!



Who Exhibits?

Over 170 companies, colleges and organisations will take part in **camexpo 2008**, representing every aspect of the CAM market. Here are just some of the types of companies that will be exhibiting:

- Acupuncture Products & Supplies
- Allergy Products & Services
- Anatomical Equipment & Displays
- Aromatherapy Products & Supplies
- Associations
- Ayurvedic Products
- Bodycare & Beauty Products/Supplies
- Business Support & Services
- Chinese Medicine Supplies
- Functional Foods
- Training Providers, College & Universities
- Treatment Tables, Couches & Furniture
- Herbal Products/Remedies
- Homeopathic Products
- Insurance
- Massage Tools & Supplies
- Natural & Organic Products
- Nutritional Products
- Schools & Colleges
- Sports Treatments & Fitness Equipment
- Supplements & Vitamins
- Web Design & Marketing
- Work Wear

Who Visits?

camexpo is the one CAM event where the whole of the CAM community comes together. Here are just some of the visitors you will see at **camexpo 2008**:

- Acupuncturists
- Aromatherapists
- Beauty Salons & Therapists
- Chiropractors
- Counsellors & Stress Management Therapists
- Fitness Clubs
- Sports Therapists
- Massage Therapists
- Students
- Pharmacies
- Ayurvedic Practitioners
- Chinese Medicine Practitioners
- Complementary Healthcare Practitioners
- Healthcare Practitioners
- Nutritionists
- Naturopaths
- Reflexologists
- Osteopaths
- Physiotherapists
- Health Food Stores
- Supermarkets
- Spas
- Retreats
- Herbalists
- Homeopaths
- Shiatsu Practitioners
- Alexander Technique Practitioners

Seminars – Education, training, inspiration...

camexpo plays host to the UK's leading CAM conference. It boasts an unrivalled seminar programme attracting top speakers discussing all the latest hot CAM topics. **camexpo 2007** was the best yet and **camexpo 2008** is set to be even better! The 2007 programme included:

Professor Pfeifer
Successful Natural Alternatives For Breast And Prostate Cancer Treatment

Dr Mark Atkinson
Mind Body Tools For Transforming Patients Lives

Dr Jane Buckle
How To Use Aromatherapy Clinically In Hospitals

Patrick Holford
The Five Secrets For 100% Health

Alyssa Burns-hill
Hormones: Messengers Of Health/ Messengers Of Disease

Dr Marilyn Glenville
Fat Around The Middle

Barbara Olive
You And Flower Essences – The Real Story Behind This Amazing Step Into The Future Of Medicine

Workshops – Learn new skills...

Hosted by some of the country's leading trainers, **camexpo 2008** offers the most diverse hands-on taster workshop programme in the UK. The taster workshops offer visitors the chance to try out a new therapy before committing their time and money to a full course. **camexpo 2007** played host to 56 taster workshops including:

- Qi Gong - The Art of Self Healing
- How To Get The Most Out Of Networking
- Seated Acupressure Massage
- Reflexology To Maximise Health Potential
- Specialised Lower Abdominal Pain
- Effective Stretching
- Soft Tissue Release
- Holistic Facials
- Shirodhara
- Hawaiian Massage
- Traditional Thai Massage
- Understanding The Bowen Technique
- An Introduction To Tui Na
- Plus many many more...

The CAM club – Bringing the CAM community together...

The CAM club was launched at **camexpo 2007**, as a brand new resource for the UK's CAM community. As an exhibitor at **camexpo 2008**, you have the opportunity of promoting any special offers that you may have through our exclusive CAM club, free of charge.

CAM club members receive a monthly e-Newsletter keeping them up to date with all the latest news and developments within the industry. The e-Newsletter also gives them access to feature length articles, written by leading industry figures, podcasts and special offers from **camexpo** exhibitors.

The Demo Theatre

Exhibitors at **camexpo 2008** also have the opportunity to deliver a demonstration/seminar, which promotes their products or services at the same time. We will provide the theatre on the show floor, publicity and audio visual.

Some of the companies that took advantage of the Demo Theatre at last year's event included:

Rio Trading (Philip Kielman)
– Green Magma, The Green Miracle?

Pure Line Distribution Ltd (Dr Jan Garwood)
– Glyconutrients, Past Present And Future

Pavilion Ayurvedic Herbs (Dr Milind Jani)
– Super Energy Herbs Of Ayurveda

Hawaiian Massage UK (Rosalie Samet)
– The Wonders Of Hawaiian Massage

A.Vogel (Alison Cullen)
– Inflammatory Remarks

Chi Centre Ltd (Galina Imrie)
– Training As A Colon Hydrotherapist

Asphalia Food Products (Roger Coghill)
– Natures Secret Supermolecule

Targeted Marketing – That delivers top quality visitors...

Marketing for the show will begin 6 months prior to the event. This ensures that the marketing achieves maximum impact and that the show continues to attract more key, high quality buyers than any other CAM event in the UK:

Over 200,000 carefully targeted mailing pieces, 40,000 previews, brochures, emails, flyers and postcards, are sent out to visitors from all modalities within the sector.

We work closely with all the key associations and trade bodies - from FHT to CMA and BCMA to CThA, targeting their members through a series of direct mail and email campaigns.

We also use advertising and editorial coverage in industry publications, such as Massage World, International Therapist, Positive Health, Dragons Tale and Natural Products.

An unlimited supply of VIP Tickets and brochures are available to all exhibitors, sent free of charge as required.

Earls Court | London
– the **NEW** home of **camexpo**

The CAM event of the year!

Can you afford not to be there?

As a company selling to the CAM community, you can't afford not to be at **camexpo 2008**. Here are just some of the exhibitors already confirmed for this year's event:

Aura Soma | Jing Advanced Massage and Training | The University of Westminster | Cambridge Nutritional Sciences | The College of Naturopathic Medicine | Higher Nature | Wisdom of Nature | Rio Trading | Quest Vitamins | Natural Organic Experience | Ripple UK | Balens Insurance | Absolute Aromas | Cambridge Bioceuticals | Bionutri | Zen Lifestyles | Association of Systematic Kinesiologists | Thames Valley University | Dr Marilyn Glenville | Health Screens | Biocare | The Nutri Centre | A Vogel | AOR Europe...



For more information on the CAM club or **camexpo** call **Zoe Campbell** on 01273 645119 or email zcampbell@divcom.co.uk

To find out more about the Demo Theatre and other sponsorship opportunities call **Zoe Campbell** now on 01273 645119 or email zcampbell@divcom.co.uk

Call **Zoe Campbell** today on 01273 645119 to discuss your stand requirements or email zcampbell@divcom.co.uk