

PRESS RELEASE

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For Immediate Release



camexpo wins 'Highly Commended' accolade at industry excellence awards

camexpo, the UK's only dedicated CAM show, was honoured with a 'Highly Commended' distinction in the "Best Trade Show Exhibition – under 2,000m²" category at the Association of Event Organisers' annual Excellence Awards last Friday. Widely regarded as the 'Oscars' for the live events and exhibition industry, the annual awards ceremony at ExCeL London was attended by more than 1,200 industry professionals.

The Association of Event Organisers (AEO) Excellence Awards celebrates achievements by organisers, venues, suppliers and contractors throughout the exhibition and event industry. This is the third consecutive year that camexpo has been a finalist for this particular AEO Excellence Award, which was won – for the second year in a row – by the food to go trade show lunch!, which is also organised by Brighton-based Diversified Business Communications UK.

Commenting on the achievement, Amy Muddle, camexpo's marketing manager, said: "There were smiles all round when the host announced that camexpo had been Highly Commended by the judges in the Best UK Trade Show category. The team at Diversified is extremely dedicated to organising outstanding events, so for lunch! to win twice in a row and camexpo be a shortlisted finalist for three years running is really quite special indeed!"

Diversified UK's Managing Director Carsten Holm, added: "The Best Trade Show Exhibition category is one of the most hotly contended of these AEO awards, so we're extremely proud that camexpo has been recognised by the industry in this way."

Now in its ninth year, camexpo returns to Earls Court on 22-23 October 2011 with over 200 leading exhibitors, representing companies from right across the entire complementary healthcare sector. Recent show developments include the opening of online visitor registration earlier this month. Over 5000 CAM practitioners, therapists, students and health store buyers from across the UK are expected to attend and visitors wishing to organise their schedules well in advance can now benefit from early-bird saving on the

cost of entry (prices may vary with promotional codes). For further information and to register, please visit www.camexpo.co.uk.

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Notes:

camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m2) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.

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.

In addition to camexpo and lunch!, Diversified UK organises Natural & Organic Products Europe, the Independent Health Store Conference, office, and the Service Desk & IT Support Show . The company also publishes Natural Products 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.