

## PRESS RELEASE

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### **camexpo shortlisted for Best UK Trade Show Award for third year running**

Diversified Business Communications UK, organisers of camexpo, are hoping three's a charm for the UK's only dedicated CAM show as it received its third consecutive nomination for "Best Trade Show Exhibition – under 2,000m<sup>2</sup>" in the Association of Event Organisers (AEO) Excellence Awards 2011.

Brighton-based Diversified UK is one of just a handful of organisers to receive multiple nominations within the same category this year, with its food to go show lunch! – the 2010 winner – also in the running. The exhibition industry's equivalent to the Oscars, the awards recognise and promote the excellence of event organisers, venues, suppliers and contractors.

Commenting on the achievement, Zoe Campbell, camexpo's event manager, said: "We are delighted that camexpo has been nominated for the third year running. The team at Diversified is extremely passionate about the event and the market we serve, so this type of industry recognition is wonderful. Fingers crossed it's third time lucky for camexpo!"

The AEO Excellence Awards are the highlight event of the year for the UK's exhibition industry, with the winners of all 21 awards, including "Best Trade Show Exhibition – under 2,000m<sup>2</sup>", to be announced at a dedicated awards ceremony on 1 July at ExCeL London.

Now in its ninth year, camexpo returns to Earls Court, London, on 22-23 October 2011. Despite falling attendances at many recent UK trade shows, camexpo 2010 enjoyed a record turnout of 5413 attendees – marking a substantial increase in both overall attendance (up 5% compared to 2009, which was itself up 11% on the previous year), and exhibitor numbers (up 20% on 2009).

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**Notes:**

*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.*