

## **PRESS RELEASE**

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For Immediate Release

### **Attendance up 5% to over 5400 at camexpo 2010!**

*Best New CAM Product, CAM Clinic of the Year & CAM Outstanding Achievement Award winners also announced*

camexpo enjoyed record attendance this weekend, as 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, students and health store buyers from all across the country.

Despite falling attendances at many recent UK trade shows, 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). It has also been shortlisted for a Best UK Exhibition award by the Association of Event Organisers (AEO) for the last two years running. Zoe Campbell, Event Manager of camexpo, is delighted by the overwhelmingly positive feedback received so far from visitors and exhibitors alike: "I would like to say a huge thank you to all of our exhibitors, visitors, speakers, and supporters, for making this year's camexpo the most successful, inspiring and educational event yet!"

Exhibitor Deborah Woods from the Nutri Centre hailed the show a huge success, commenting: "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."

Matthew Pipe, Customer Service and Sales Manager from Bodytox, was equally upbeat: "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."

"Our second year exhibiting at camexpo proved even more successful than last year. The feedback about our products was so positive and encouraging, it is good to know that our organic and fairly traded beauty products are so appreciated, especially from such informed therapists," said Sue Losson, Sales & Marketing Manager, Green People.

"The Acne Solution seminar was incredibly well received and, yet again, we were delighted with the turn-out, including people filling the aisles and sitting on the floor! We also had a great reaction to the signing of the new book *Nutrition Solutions for Optimising Skin Health*, after the seminar," says Keynote speaker Dr Mark Atkinson.

camexpo is renowned for its exceptional educational content, and the show's highly-anticipated Keynotes, sponsored by the Nutri Centre, and topic-focused taster workshops, sponsored by Balens, were all very well-attended. The 2010 show also included the unveiling of numerous awards. Including the first ever CAM Clinic of the Year presentation, which 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 CAM Clinic of the Year 2010 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. The final shortlist also included Unity Acupuncture of Burgess Hill, Sussex, and Soukya International Holistic Health Centre in India.

"We've been established less than three years and these awards really do celebrate the best of the best in our industry. To walk up on stage to collect the award from Dale Pinnock is a moment I'll remember for a long time to come. It really shows how far we've come as a business and just how much everyone – from staff to customers – has helped to make us the success we are," says the winning clinic's owner Alexandra Worsley.

The second annual CAM Outstanding Achievement Award was also awarded at the camexpo. Voted for by the industry, the 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.

"I am really delighted to receive this award, especially as it comes from my fellow therapists. I feel passionate about my book *Healing Touch For Children*, which was written to help introduce touch into the home so children grow up feeling loved and special," says CAM Outstanding Achievement Award winner Mary Atkinson.

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," said Christopher Spencer, Director of Genki Health & Beauty.

camexpo will return to Earls Court, London, on 22-23 October 2011. For further information, please visit [www.camexpo.co.uk](http://www.camexpo.co.uk).

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## Notes to Editor:

- camexpo was shortlisted for Best UK Trade Exhibition (Under 2,000m<sup>2</sup>) 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.
- 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.